

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in a large, bold, black sans-serif font.

ORGANIZING COMPLEX EVENTS & ACTIVITY


COMMUNICATIONS FOR DEVELOPMENT MEETING

JUNE 30, 2016

YVONNE OCLOO



WHAT WOULD WE LIKE TO KNOW AT THE END?

- WHAT IS AN EVENT
 - WHAT MAKES IT COMPLEX
 - A GUIDE ON HOW TO...
 - USEFULS TOOLS & TIPS
- 



“WE DESIGN EVENTS TO CREATE OPPORTUNITIES THAT CREATE INTERACTIONS”- UNKWON

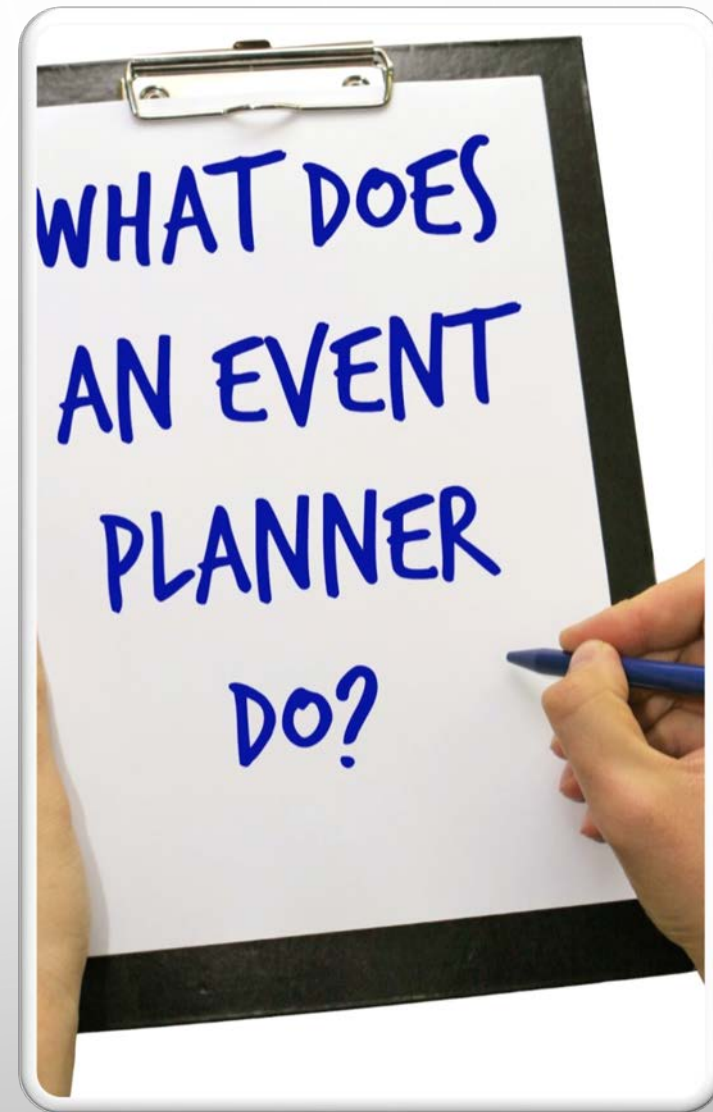
COMPLEXITY

So I walked back to my room...
thinking that if people were rain,
I was drizzle and
she was hurricane."

-John Green, Looking for Alaska

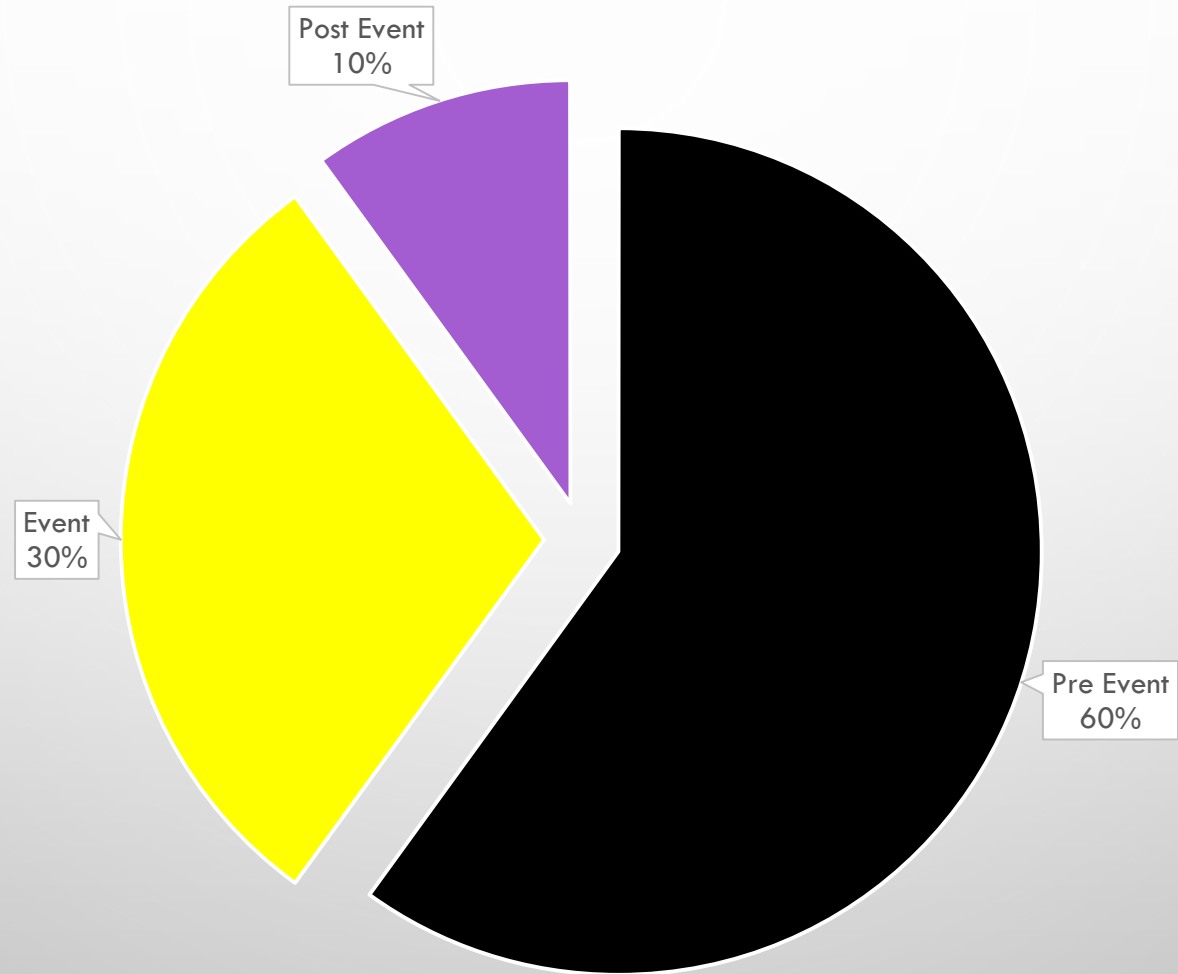
- IS DETERMINED BY
 - THE NUMBER OF FACTORS
 - WEIGHTS OF THE FACTORS

A GUIDE TO HOW



LEVEL OF EFFORT

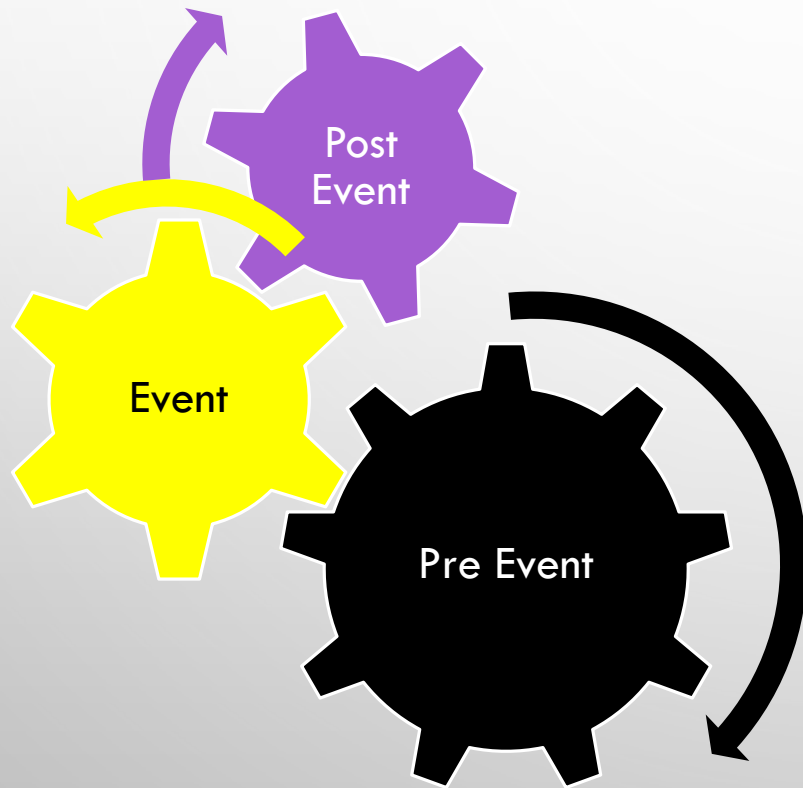
Work Split



■ Pre Event ■ Event ■ Post Event

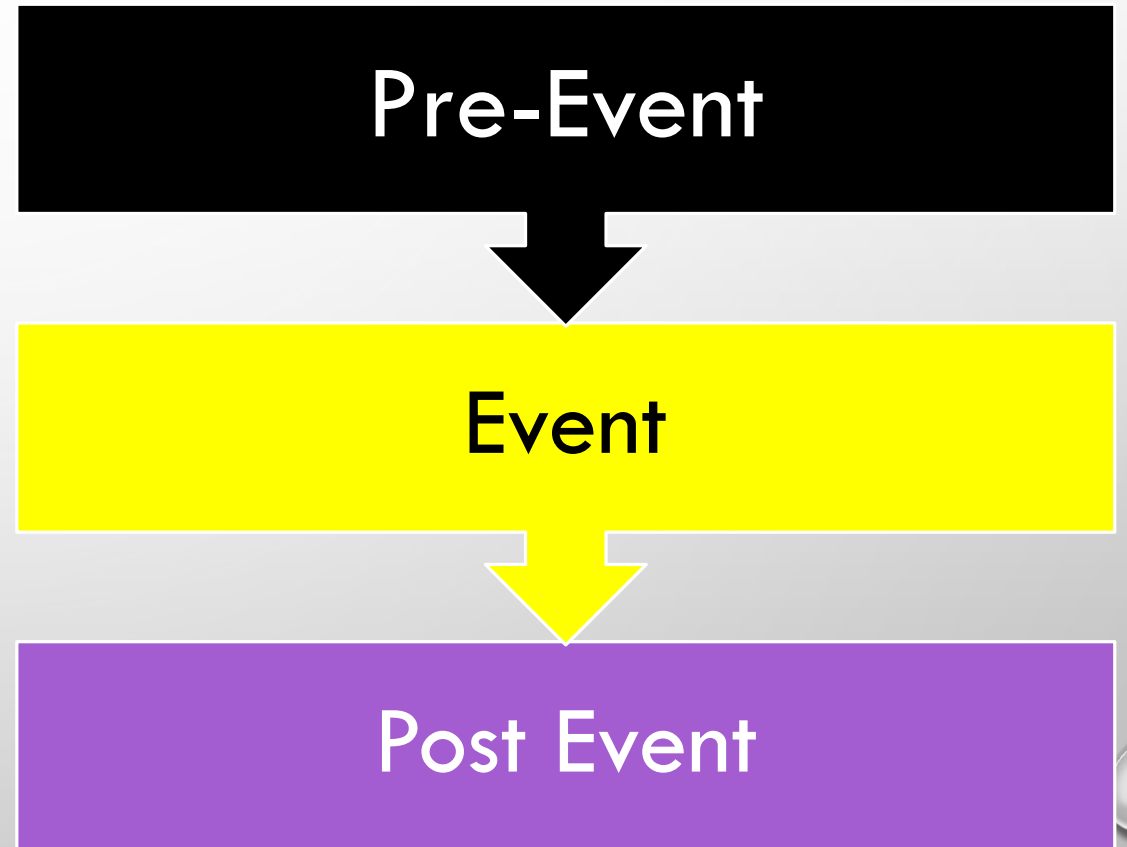
SEQUENCE...

RECURRING EVENTS



VS

ONE OFFS



PRE EVENT

- INNOVATING
 - BUILDING THE BRIEF
 - CONCEPTUALIZATION
- ORGANIZING
 - ITINERARY
 - LOCATION
 - VENDORS
 - LOGISTICS
 - BUDGET
- EVENT DESIGN
 - GRAPHICS
 - COPY
 - FLOW, FORMAT
 - AGENDA

BUILDING A BRIEF

“THE BRIEF IS THE SPINE OF THE
EVENT”

- PURPOSE?
- TYPE
- HOST
- TIMING
- PREFERRED LOCATION
- WHO IS INVITED?
 - AGE GROUP
 - MALE / FEMALE?
- FORMAT?
- THEME?
- ACCOMODATION?
- DRESS CODE?
- TRANSPORTATION?
- RECURRING / ONE OFF
- BUDGET & RATING

A BRIEF

- EVENT: WORKSHOP
- LOCATION: TAMALE
- DATE: JULY 11-15, 2016
- PARTICIPANTS: 120 PAX, IP, GOG, DPS, BENEFICIARIES, 70/30 MALE/FEMALE,
- REQUIREMENTS: EARLY COFFEE, 2 SNACKS, LUNCH, EXHIBITION SPACE, AVVVV, INTERNET, MEDIA,
- TIME: 9AM-5PM DAILY,
- TRANSPORTATION: REQUIRED
- RATING: 5* ON A 3* BUDGET

EVENT

- SET UP
- EXECUTION

“One of the advantages of being disorganized is that one is always having surprising discoveries.”

- Winnie-the-Pooh by A.A Milne



POST EVENT

- MEDIA
- TIDY UP
- REPORTS