

Event Planning Process

18-Month Activity Calendar

The Program Director consolidates Territory Calendars into Council Calendar.

1. Initiating Event Planning

The event is initiated by a volunteer, staff advisor, or program director at minimum 180 Days prior to the event date by submitting the “[Event Proposal Form](#)”, which can be found on the “Event Planning Resources” website. The proposal will include event objectives, target audience, budget estimates, and proposed dates (if different than already submitted on 18 Month Calendar).

2. Staff Advisor Review

The staff advisor reviews the proposal, confirms event details, and completes the Event Registration Request Form. The Outdoor Adventures Registration Specialist is notified to block off the event in the registration system.

3. Event Review Meeting

The staff advisor and Program Director meet with the event chairperson to review the Council Activity Planning Guide. As well as To establish a mutual understanding of Policies and Procedures.

4. Initial Planning Meeting

A planning meeting is set up with key stakeholders:

- Event Chairperson
- Registration Specialist
- Camp Director (if the event is at a council site)
- Staff Advisor and/or Program Director

Meeting Agenda:

- Facilities and Program Support needed
- Short-term camp requirements (Forms, Personnel, Etc.)
- Communications Plan (pre-event emails, data collection, roster requests, refunds)
- Marketing Plan (pre-event benchmarks, logos, flyers, patch designs)
- Budgeting/Finance Procedures
- Schedule follow-up meeting if necessary

5. Post-Meeting Tasks

Registration Specialist:

- Add the event to the Event Tracking Form
- Create the event in the registration system
- Add the event details to the council calendar (if not already done)
- Once live, notify the team via email and update the event tracking form.

Marketing Director

- Create the Event Web Page based off the Event Request Form, notify team once live
- Execute Email Marketing
 - Roundtable Roundup (1st week of the month)
 - Territory Newsletters (1st or 2nd week of the month)
 - Adventure Trail (immediately after Territory newsletter)
 - Training Tracks (3rd week of the month)
 - Department mailers (1st and last week of the month)
- Execute Social Media Marketing: The Marketing Director establishes a schedule with posts rotating through current activities and coordinated with other departments for updates.