Event Planners Reimagined

Event Planner

Someone who does precision guesswork based on unreliable data by those of questionable knowledge.

See also wizard, magician

Marcus Jones II, CSEP, DES
December 3, 2020
Georgia Institute of Technology
Background

And many more...
Personal Life
Is this what I signed up for?

**EVENT PLANNER**

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See also *wizard, magician*
Start with why...
The Golden Circle

Lecture Series
Sporting Event
Summit
Graduation
Festival/Concert
Donor Dinner

Courtesy of Simon Sinek, www.startwithwhy.com
Your Purpose
Start with Why

Why? = The Purpose
What is your purpose? What do you believe?

How? = The Process
Specific actions to realize the Why?

What? = The Result.

Courtesy of Simon Sinek, www.startiwthwhy.com
Why? The Purpose

1. What type of **impact** do you want to make?
2. What **keeps you** at your job?
3. What makes your **job satisfying** and **rewarding**?
Why? The Purpose

Your Events

1. What will the **impact** be?
2. What **take away** will a person leave with?
3. What **emotion** do you want to invoke?
4. What is the **public benefit** of this event?
Align to the best of your ability

<table>
<thead>
<tr>
<th>You</th>
<th>Your Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What type of <strong>impact</strong> do you want to make?</td>
<td>1. What will the <strong>impact</strong> be?</td>
</tr>
<tr>
<td>2. What <strong>keeps you</strong> at your job?</td>
<td>2. What <strong>take away</strong> will a person leave with?</td>
</tr>
<tr>
<td>3. What makes your <strong>job satisfying</strong> and <strong>rewarding</strong>?</td>
<td>3. What <strong>emotion</strong> do you want to invoke?</td>
</tr>
<tr>
<td></td>
<td>4. What is the <strong>public benefit</strong> of this event?</td>
</tr>
</tbody>
</table>

Soft & Hard skills

1. Project Management
2. Financial Management
3. Customer Service Management
4. Website Building
5. Advancement (Development)
6. Advancing (Protocol/Briefing)
7. Communications
8. So much more

Programmatic

1. Common/Shared Goals
2. Created Buy-In
3. Mutual benefit

Has your purpose been clearly communicated?
Chart your journey

**Instructions:** The Performance Development Plan is an employee development tool that should be designed as a collaborative effort between the employee and supervisor. It should be based on the strengths and opportunities noted in the performance evaluation, as well as career goals the employee has discussed with their supervisor. Objectives tied to the performance evaluation strengths and opportunities should be completed within the same timeframe as the evaluation period. All ASU staff are encouraged to complete a development plan.

<table>
<thead>
<tr>
<th>Goals</th>
<th></th>
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<tbody>
<tr>
<td>Where do you see yourself short term - 1 - 2 years?</td>
<td></td>
</tr>
<tr>
<td>Where do you see yourself long term - 3 - 5 years?</td>
<td></td>
</tr>
<tr>
<td>What are you doing to achieve your goals?</td>
<td></td>
</tr>
<tr>
<td>How can your leader assist you in achieving your goals?</td>
<td></td>
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</tbody>
</table>

### Objective #1

<table>
<thead>
<tr>
<th>Objective:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose/reason for identifying objective - what is this objective tied to?</td>
</tr>
<tr>
<td>Timeline for completion:</td>
</tr>
<tr>
<td>How will I achieve this objective:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Completed action:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action(s) - Project(s) - Task(s):</td>
</tr>
<tr>
<td>Objective measurement(s)-metric(s):</td>
</tr>
<tr>
<td>Projected completion date:</td>
</tr>
<tr>
<td>Completed?</td>
</tr>
<tr>
<td>Yes</td>
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</table>
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ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.