Event Planners Reimagined

EVENT PLANNER

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

See also *wizard, magician*

Arizona State University

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December 3, 2020
Georgia Institute of Technology

Background

Arizona State University

NAACO — NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS

PHOENIX PRIDE

Certified Special Events Professional CSEP

des | Digital Event Strategist

And many more...

Personal Life

Is this what I signed up for?

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Start with why...
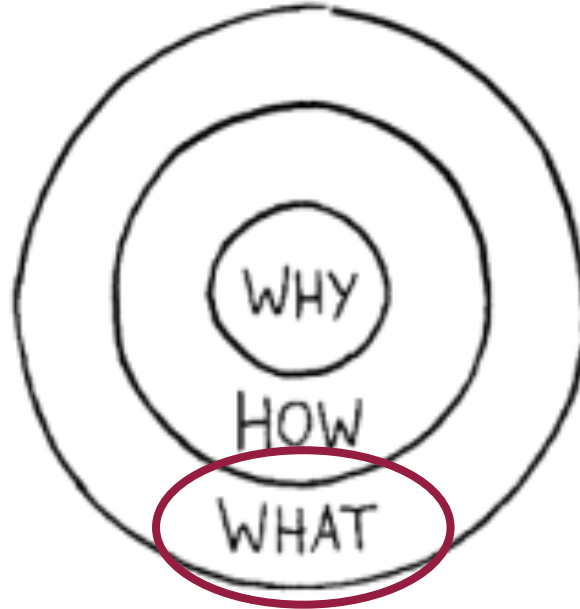
The Golden Circle

Lecture Series

Graduation

Sporting Event

Festival/
Concert

Summit

Donor Dinner

WHY

HOW

WHAT

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Courtesy of Simon Sinek, www.startiwthwhy.com

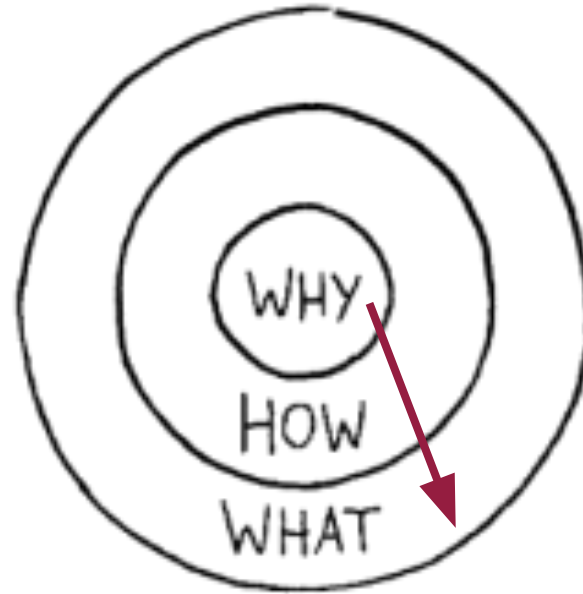# The Golden Circle

Why? = The Purpose

What is your purpose? What do you believe?

How? = The Process

Specific actions to realize the Why?

What? = The Result.

What do you do? The result of Why? Proof.

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Courtesy of Simon Sinek, www.startiwthwhy.com

Why? The Purpose

You

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

You

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**?

Your Events

1. What will the **impact** be?
2. What **take away** will a person leave with?
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How? The Process.
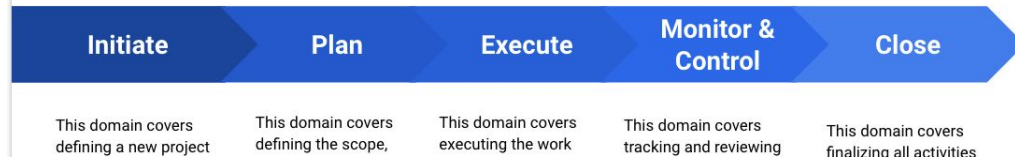
Soft & Hard skills

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

Five Key Areas

Initiate	Plan	Execute	Monitor & Control	Close
This domain covers defining a new project	This domain covers defining the scope,	This domain covers executing the work	This domain covers tracking and reviewing	This domain covers finalizing all activities

The Protocol School of Washington®

Protocol Officer Training Certificate Program

Interactive, in-person classroom instruction.

How? The Process.

Programmatic

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

Has your purpose been clearly communicated?

Chart your journey

Performance Development Plan

G O A L S		
	Where do you see yourself short term - 1 - 2 years?	
	Where do you see yourself long term - 3 - 5 years?	
	What are you doing to achieve your goals?	
	How can your leader assist you in achieving your goals?	

Objective #1

Objective:	
Purpose-reason for identifying objective - what is this objective tied to?	
Timeline for completion:	
How will I achieve this objective:	

Completed action:

Action(s) - Project(s) - Task(s):	Objective measurement(s)-metric(s):	Projected completion date:	Completed?
			Yes

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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.

ASU

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Thank You!