

DEPARTMENT OF TOURISM & CULTURAL AFFAIRS

**NEVADA**  
MUSEUMS & HISTORY



**NEVADA**  
ARTS COUNCIL *Wm*

# Special Events Workshop



# Your Facilitator

FRANCINE BURGE, PR MANAGER

DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

30-YEAR CAREER IN MARKETING, PR AND SPECIAL EVENTS

SPECIAL EVENT SUCCESSES:

- 1st Event “Let’s Meet on Sesame Street” in Indianapolis ran for 20 years and was sold to Kroger.
- Chair of Relay for Life 2003-2007, increased revenue from \$22K to \$250K.
- Member of Regional American Cancer Society training volunteers on special event operations in Idaho, N Nevada, and Oregon.
- Re-formatted a fundraiser for the Women & Children Center, increased revenue from \$6K to \$20K.
- Other successful events include the Reno Women’s March, PumpkinPalooza, Sparks Hometowne Christmas Parade, Rhythm & Rawhide, Pops on the River, NoteAble’s Jingle Jangle Jam, and more.



# Introductions

- Your name
- Organization
- Tell us about your event



# Housekeeping

## WE WILL COVER THE TOPICS OF

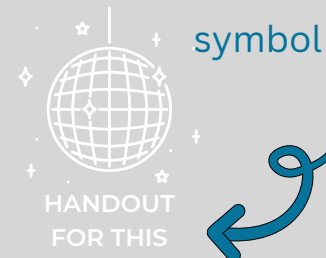
- Mission
- Committee Roles
- Budgeting
- Site Maps
- Volunteers
- Logistics

I will allow time for questions in each section AND at the end.

You will get a link to all the EDITABLE documents and tools

And this presentation.

Watch out for this



# Let's Crowdfsource

USING THE CARD BEFORE YOU, TAKE A  
MOMENT TO WRITE A SPECIAL EVENT TIP THAT  
YOU'D LIKE TO SHARE WITH THE GROUP.



**From “The Art of Gathering,”  
by Priya Parker**

*“Let mission  
be your  
bouncer.”*



# Mission



**Shared  
Goals**



**Focus**



**Successful  
Event**

# Committee

SET UP YOUR COMMITTEE FOR SUCCESS!

1. Roles and responsibilities
2. Recruit new people with skills
3. Commitment agreements



# Meetings

CONSISTENT AND CONCISE.

1. Committee Reports
2. Timeline and Budget Review
3. Assignments

# Budget

WHAT IS PART OF YOUR BUDGET?

# Budget

## EXPENSES

Permits

F&B

Printing

Marketing & Advertising

Volunteer needs

Merchandise

Entertainment

Activities

## REVENUE

Sponsorships

Ticketing

Merchandise

F&B

Vendor Fees



# Site Maps

WHAT GOES ON A SITE MAP?

# Site Maps

WHAT GOES ON A SITE MAP?

Tents

Activities

Stages

1st Aid


Vendors

ADA Parking

Bathrooms

Volunteers

# Amherst Pride Site Plan 2022

 = Fully/Wheelchair Accessible Sidewalk/Pavement





# Winter 2021/22 Map



- |                            |                            |                          |                           |                               |
|----------------------------|----------------------------|--------------------------|---------------------------|-------------------------------|
| Argyle Cheese Farmer: 2    | Goodway Gourmet: 5         | Moon Cycle Seed Co.: 37  | Pork & Greens: 33         | Slavonian European Cafe: 32   |
| Ballston Lake Apiaries: 42 | Hebron Valley Veal: 23     | Mrs. London's: 27        | Puckers Gourmet: 7        | Something's Brewing: 1        |
| Boozy Mool: 11             | J. Adkins Cultivation: 19  | Muddy Trail Jerky: 15    | R&G Cheese Makers: 16     | Southy Sweets: 34             |
| Daily Fresh: 44            | Junbucha/Earth To Mind: 37 | Mugzy's Barkery: 40      | Ramble Creek Farm: 18     | Squash Villa Farm: 26         |
| Elihu Farm: 20             | Kim Dolan Jewelry: 35      | Nettle Meadow: 43        | Saratoga Apple: 13        | The Food Florist: 28          |
| Euro Delicacies: 14        | Kokinda Farm: 17           | Night Work Bread: 39     | Saratoga Chocolate: 30    | The Mushroom Shop: 9          |
| Feathered Antler: 4        | Longlesson Farm: 45        | parchment: 12            | Saratoga Garlic: 46       | TogaNola Snack Co.: 36        |
| Giovanni Fresco: 38        | Mean Max Brew Works: 31    | Petra Pocket Pies: 3     | Saratoga Peanut Butter: 6 | Vashti's Kitchen Delights: 21 |
|                            |                            | Pleasant Valley Farm: 25 | Shushan Hydro Farm: 22    | Yankee Distillers: 24         |

# Volunteers

WHERE DO YOU FIND THEM?





# Volunteers



## RECRUIT

Think about the mission of the event

- Large churches
- School orgs
- Civic Groups
- Banks/businesses

SIGN UP GENUIS

## TRAIN

Volunteer Handbook with Event Overview

Roles & Responsibilities

Schedule Shifts

Cell Phone Lists

Visible Tees, Vests,

Nametags

## RECOGNIZE

Handwritten Notes

Water Bottles

Lunch

Tee Shirts



# BREAK



# Event Day Thoughts

HERE WE GO!

- Water (refillable bottles make a nice gift)
- Cell phone lists
- Use phone alarm to help keep up on times
- Take breaks and break your committee members
- Special Event kit for your “office”:

Office Supplies

1st Aid Kit + Sunscreen

Clip Boards

# Tools

THESE ARE ONLINE FOR YOU TO  
DOWNLOAD AND EDIT FOR YOUR EVENT ✨

- Detailed timeline with assignments
- Sample Site Maps: Tents, Stages, Vendors, Bathrooms, Activities
- Volunteer Handbook
- Punchlist: Things you need and where they go
- Sponsor Package
- Press Releases



# Let's Brain Storm

DON'T GROAN

- Budget
- Timeline
- Sponsor Levels
- Entertainment for kids
- Layout

# Let's Brain Storm

1. Review the dilemma
2. Select a spokesperson
3. Find solutions
4. Report Back

# Thank you for your attention.

LET'S READ OUR CARDS.

WHAT ARE YOU GOING TO  
IMPLEMENT INTO YOUR EVENT?

