

JOHN BEDORTHA
SAEM 201 **DB**
EVENT MANAGEMENT
FINAL PROJECT OUTLINE

EVENT PLAN

1) EVENT DESCRIPTION/EVENT NAME

The Final Project

- a) Event type – House party
- b) Location - 147 S. 18th Street (Entrance on Harcum Way)
- c) Date (s) – Friday April 19, 2019
- d) Duration/timing – 8 PM – 2 AM
- e) Overview and purpose/concept – With the end of the school year drawing to a close, what better way to celebrate than with an actual final project? Featuring art, music, and cake, this party is going to have a relaxed atmosphere at first, getting more exciting as the night goes on.

2) MARKETING

- a) Competitive analysis – The party was initially going to be Saturday night, but three different popular music acts have events in town that night. These are all events that would draw away my target audience. The Pirates are scheduled to play the Washington Nationals in Washington, D.C. at 7 PM, so the broadcast will be ending by the time the party is getting underway and guests aren't expected to arrive promptly at 8 PM. If they make it to the NHL Eastern Conference finals, the Penguins will be hosting game 4 at home at 3:30 PM. This will not interfere with my event. Point Park organizations are not currently planning anything on Friday after 7 PM.
- b) Target Market – My target market is Point Park students who will be in town that Friday. Commuters and local students in SAEM and other creative majors are the most likely to attend. On campus students are more difficult to convince off campus, but it isn't impossible.
- c) Pricing/ticketing – The event will be free to attend **with a Point Park ID or an RSVP on Facebook. All other guests pay \$5 at the door. Security will be checking Point Park IDs and cross-referencing the list for other guests (see 8f).**
- d) Advertising and promotion – A Facebook event page is made already and will be shared with this class and the 11:20 class. Students are asked to share the link and invite people to garner attention. Social media posts by popular student accounts on Instagram and Twitter will be made leading up to the event. 50 print flyers will be made and distributed around Point Park campus the week of April 1, with an additional 50 flyers going out the week of the event. Distribution will focus on the Schools of Business and Arts & Sciences and the Playhouse. Weather permitting, I will be spending 4+ hours a week DJing in Village Park whenever I can to promote the event. I will also promote the event on my weekly radio show on WPPJ (get iRie, Wednesdays at 7 PM), and will ask that other DJs do the same.

3) STAFFING & COMMITTEES

- a) Position/Committees and Job Descriptions for each – Volunteer members of the Point Park rugby team will be security for the event. They will be charged with keeping unwanted guests out, minimizing property damage, and preventing fights. Volunteers for on-campus promotion

are welcome to post in the event page, but it is not a necessary position. They would help pass out and pin up flyers and promote the event.

b) Organizational Chart

Event Coordinator: John Bedortha

Marketing and Publicity Committee Head: John Bedortha	Venue Details Committee Head: John Bedortha
Volunteers TBD	Security Volunteers TBD Photographer – Deidra Moran, volunteer

4) EVENT STAGING

a) Theme – End of the year/No theme

b) Décor (Include a list with the number of units to be purchased, cost and source) – The space is already decorated with art, lighting, and furnishings. **Additional seating in the form of a sofa, ottoman, and two chairs will be purchased from Salvation Army or Goodwill in the South Side (Also see 4f).**

c) Entertainment (name and cost) – I will be DJing the event.

d) Special Effects/Lighting – Décor lighting may be needed but the current setup is functional.

Additional lighting for outside will need to be purchased to make the entrance more apparent.

e) Sound – Pioneer DDJ-SX2, Numark Mixtrack Pro3, two 20’ XLR cables, one 10’ RCA-to-3.5mm cable, mic, and Fender Fortis PA speaker, all owned by me. Valued at \$1500 collected over three years. **Additional soundproofing will need to be implemented. I plan on buying heavy blankets and cushions from Goodwill or Salvation Army and reinforcing walls, windows, and doors. Total cost of materials should be under \$20.**

f) Layout or event map - include a diagram!

After a dry run, changes to my earlier layout have to be made.

The initial layout had the DJ on the second floor, but this has multiple limitations. Line of sight to downstairs is nearly impossible, and the kitchen is the social hub of downstairs. DJ interaction was negligible, which isn’t necessarily a problem but it’s the DJ’s party. It’s important that the guests see who is playing the music and whose party it is.

Moving the DDJ SX2 downstairs is the best option to remedy this. The XLR cable will be able to reach the PA upstairs from the kitchen but has to be strung up along the wall and ceiling.

Supplies for this are already on hand.

Moving the deck downstairs frees up the table upstairs, so I will bring it downstairs and place it along the front wall, between the kitchen and the door. This serves as a pong table or for serving snacks while still allowing room flow. A sofa will be placed downstairs along the front wall.

Upstairs will get more seating, placed to keep the flow going.

As per 4f, outdoor lighting will illuminate the entrance more. Additional signage will be placed as well.

5) CATERING

a) Food – A sheet cake for \$50 and five family sized bags of chips and salsa for \$25 will be purchased at Giant Eagle.

b) Beverages – Two 12-packs of Sprite and two 12-packs of Coca-Cola for \$24 (\$5.79/12-pack) and two 32-packs of water for \$7 (\$3.50/32-pack) will be purchased from Giant Eagle.

6) RISK MANAGEMENT (IDENTIFY RISKS AND HAZARDS) AND HOW YOU WILL MITIGATE THEM (Reduce/minimize them) (Fire, heat exhaustion, fights, inebriated people, theft, etc.)

The event is BYOB so the guests provide all the dangers. Sober Point Park rugby players will act as security to make sure that people aren't getting too rowdy. **They will also act as bouncers to check student IDs and collect cash at the door.** The sheet cake and dry snacks, along with the non-alcoholic beverages, should help make sure people don't get too drunk. If a fire breaks out, the South Side fire company has a station right across the street from the venue.

It's my place and I sleep there, so securing my bed is important to me. It's too wide and tall to act as bench seating, but with a large rolling ottoman or footstool it has potential. A tarp followed by a Goodwill blanket should be enough to protect from spills. My March 30 party had the cops called on it for noise because the PA is so loud. Neighbors are going to get advance warning of this party and an open line of communication will be made available. Additional soundproofing is being implemented (see 4e). Someone is moving in to the apartment next to mine April 1. In addition to sharing a door-made-wall, we will be sharing the alley that acts as my front yard. Guests will need to stay inside. The door-turned-wall will get special soundproofing treatment.

7) CORPORATE SOCIAL RESPONSIBILITY

- a) Reduce - By making the event BYOB I reduced the amount of disposable drinking materials.
- b) Reuse – All art and décor has been repurposed, either from thrift stores or artist creation.
- c) Recycle – Three recycling bins will be placed throughout the venue alongside three trash cans. **A single commercial sized recycling bin will be inside and properly identified.**
- d) Fair Treatment of Employees and Volunteers – I can be a pain to work under but any volunteers will be treated fairly.

8) SERVICES/UTILITIES

a) Electricity (Extension cords, generators, etc.) – Electricity is included in my monthly rent, and three surge protector power strips are ready for use. **The PA and DDJ SX2 each draw significant amounts of power, so they will be on different breakers. The circuit breaker is located in the kitchen area, but is hidden to guests.**

b) Water (Drinking, Cooking & Cleaning) – Bottles of water will be available. Tap water is available for any other need.

c) Traffic/street closure (if applicable) – The event is in the South Side which has notoriously bad traffic on the weekends. Ride shares and public transportation will be the most reliable way to arrive. The entrance is at the end of a one-way street which is traffic free.

d) Toilets (Location if in a building, or rental company & cost) – A full bathroom is on the second floor.

e) Waste management (Included with venue or additional cost) – Garbage will be emptied from the bins inside into larger bins outside. Garbage pickup is included in rent and occurs on Thursday mornings. **A single commercial sized recycling bin will be inside and properly identified. Three smaller garbage cans are located throughout the venue.**

f) Security (PPU our outside company) – Volunteer Point Park rugby players will be staffing the door and inside the event. They will be wearing their rugby uniforms to distinguish themselves.

Guests with a Point Park ID are free of admission. A list of Facebook RSVPs will be printed and held by the door security. I don't expect my volunteers to spot a fake ID but "Are you on the list?" is usually enough.

g) Parking (Where located & cost) – On street parking is available for free after 6 PM, but it's the South Side on a Friday so it's slim pickings.

h) Cleaning (Who provides it) – I'm going to clean up at the end of the party and the day after.

9) TIMELINE

Date	Task
Four Weeks Out	Make the draft of this project Design event logo Design print material Name event Create event page on Facebook
Three Weeks Out	Place wires for power and audio Confirm layout of venue Inform any volunteers from FB Page Turn in and present final project
Two Weeks Out	Update attendance estimates Print and distribute flyers and posters Confirm event staffing Village Park DJ promo WPPJ Promo Post on social media and event page
One Week Out	Update attendance estimates Post on social media and event page Print and distribute the second 50 flyers Village Park DJ promo Buy snacks and drinks Buy cake Lay out any leftover furniture WPPJ Promo
Two Days Out	Update attendance estimates Test controller and speakers
One Day Out	Update attendance estimates Test controller and speakers Brief staff
Day Of	Update attendance estimates Pick up cake Make sure everything looks nice Party

Day After	Cleanup Thank guests on social media
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10) RUN SHEET/MASTER SCHEDULE (P. 242)

TIME	DURATION	TASK*	NOTES
6 PM	30 min	Pregame VIPs and security arrive	
6:30 PM	30 min	Soundcheck	Both boards from both floors
7 PM	45 min	Pregame meal	Pizza from Molly's Pizza
7:45 PM	15 min	Security staged	Front door and staircase landing
7:45 PM	5 min	First set of music playing	Automated 2 hour mix
8 PM		Doors open	
8 PM	5 min	Snacks set out	Not the cake, that comes later
9 PM	15 min	Rounds	Check in on security team, guests, and perimeter
9:15 PM	15 min	Cake prep	Pre-portioned paper plates, napkins, forks
9:30 PM	30 min	Bring In The Cake	Everyone eats
10 PM	1 hour	Live mixing starts	DDJ SX3 on second floor Easy house, hip hop, and baile
11 PM	30 min	DJ break	
11:30 PM	1.5 hours	Live mixing resumes	DDJ SX3 or Mixtrack Pro3 on first floor House, baile, techno, hip hop
1 AM		Live mixing ends	Cut volume 25%, switch to 85-95 BPM canned chill mix
1 AM	1 hour	End of night process 1	Minimize big messes
1 AM	1 hour	End of night process 2	Re-engage security team to be prepared for possible forced guest extraction
1:30 AM	30 min	End of night process 3	Thank guests and announce end of party
1:45 AM	30 min	End of night process 4	Cleanup begins
2 AM		Party ends	
2 AM	15 min	End of night process 5	Begin removing stragglers
2:15 AM		Security leaves	
2:30 AM		I go to bed	

***All tasks performed by me unless otherwise noted**

11) CITATIONS: Please cite all of the sources that you used in order to develop your event plan and budget, using MLA formatting.

<https://gianteagle.com>

12) BUDGET (Using Excel Template in Blackboard) Showing both expenses & income
Can be uploaded as a separate document.