Event planning template

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| Name of event – what(building opening, sports day, art show, launch of new program) | Community Protest |
| Date of event | Monday 30 May 2016 |
| Time of event | 10am – 12pm |
| Location of event | Murupara Store |
| Event coordinator/contact person | Mem Jenner |
| Protest Team | Mem Jenner – CoordinatorAni Marsh – PromotionsZane Roa – PromotionsEllie Slade – Kai mahiEve Rurehe – Kai MahiApril Obrien – Facebook Design |
| Target audience – who*Who is this promotion targeted at?**What does the audience need to know?**What will hold their interest?* | CommunityCommitteeNargis |
| Message – what*What do you want to say to the target audience?**What do you want them to know/do?* | *“CHOP THE LIQUOR SHOP”**We don’t want another Liquor Shop in Murupara.**NO to another liquor shop.* |
| Objectives – whyBe clear about what you hope to achieve with this event. | *Encourage applicant to withdraw application for license to open Liquor Outlet.* |
| Description of event – what | March & Protest against the Proposed Liquor Outlet. |
| Risk assessment – whatIdentify possible risks and develop strategies to minimise risks. | *
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| Evaluation criteria established*What were our aims/objectives?**Did we achieve what we set out to do?* |  |
| Checklist Who will be involved in the event Date/s of event determined Location/venue for event booked Target audience determined Message determined Objectives set Risk assessment completed Evaluation criteria established |   |

Protest Team Roles

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| Early event planning  | Person responsible | Action | Date to be completed |
| Coordinate Team | Mem | * Meet with members
* Follow up actions with team
* Ensure roles are filled and being actioned.
* In the event team members cannot fill roles, step in and complete tasks.
 | 27 May 2016 |
| Promotions | Ani & Zane anyone else you think can help with contacting media. | * Talk to media
* Contact Media: 1XX, Whakatane Beacon, Daily Post, Te Karere, One News, Story TV3
* Advertising –Communicate message to the community involves all stakeholders: Police, St John, Fire Brigade
 | 27 May 2016 |
| Promotions: Media Contacts |  | * 1XX
* Whakatane Beacon
* Rotorua Daily Post
* Te Karere – Mere McLean
* Mihirangi Forbes
* Story TV 3
* Breakfast TV 1
* Paul Henry TV 3
* MPs – Te Ururoa Flavell & Anne Tolley
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| Facebook Page | April | * Design a profile and cover page
* Invite friends and whanau
* Work with Ani & Zane
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| Protest Organisers | Eve RureheEllie Slade | * Plan a route for a March to introduce protestors
* Organise a leader who will use the megaphone
* Organise supporters to assist with crowd control
 | 27 May 2016 |
| Community Engagement | Linda AkuhataTaahe AkuhataLynnette TeddyAlice RogersBob Lloyd | * Contact schools, ECCs
* Contact churches
* Contact Sports clubs
* Contact Employers/Businessmen
* Community Groups
 | 27 May 2016 |
| Phone Callers to invite people that signed the petition | Waimarie Wright | * Go through petitions and contact whanau.
* Invite whanau that signed petition along to participate in both protests.
 | 27 May 2016 |
| Chant Organiser | Kata Roa | * Organise & teach the chant
 | 27 May 2016 |
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| Early event planning | Person responsible | Action | Date to be completed |
| Cleaning Team |  |  |  |
| On the day |  |  |  |
| After the event |  |  |  |

**Protest (mock programme to work with)**

**Monday 30 May 2016**

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| Program | 9:30am Protesters to meet. Overview of what will happen10:00am Person leading protest 10:30am March begins (Chanting) 11:00am Entertainment (Chanting)11:30am Guest Speaker – Pem Bird12:00pm End of protest (chant) – Info re: Fridays protest.  |