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 – Coordinator  Ani Marsh – Promotions  Zane Roa – Promotions  Ellie Slade – Kai mahi  Eve Rurehe – Kai Mahi  April Obrien – Facebook Design |
| Target audience – who  *Who is this promotion targeted at?*  *What does the audience need to know?*  *What will hold their interest?* | Community  Committee  Nargis |
| 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 – why  Be 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 – what  Identify possible risks and develop strategies to minimise risks. |  |
| 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 |  |
| Facebook Page | April | * Design a profile and cover page * Invite friends and whanau * Work with Ani & Zane |  |
| Protest Organisers | Eve Rurehe  Ellie 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 Akuhata  Taahe Akuhata  Lynnette Teddy  Alice Rogers  Bob 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 happen  10:00am Person leading protest  10:30am March begins (Chanting)  11:00am Entertainment (Chanting)  11:30am Guest Speaker – Pem Bird  12:00pm End of protest (chant) – Info re: Fridays protest. |