**Industry Night Event Plan (In-Person)**

SECTION A: EVENT PROPOSAL

|  |  |
| --- | --- |
| Event Name |  |
| Proposed Date & Time |  |
| Student Group Name(s) |  |
| Student Lead Information*(include full name, email and phone #)* |  |
| Student Lead Information*(include full name, email and phone #)* |  |
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Event Summary

*Provide a 2-3 sentence description of the event.*

**Event Objectives**

*What are the goals of this event? How will students and/or employers benefit from this event?*

**Intended Audience(s)**

*Alumni, industry, HR Recruiters, Young Alumni, etc.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Type** | **# Targeted** | **# from Previous Year**  | **Targeted Percentage Breakdown** |
| Students  |  |  |  |
| Employers |  |  |  |

**Funding Requested**

1. *How much funding are you requesting? Please note that we provide Up to $500 for programs and up to $1000 for departments (please indicate if you are a program or department club)*
2. *Where else do you anticipate to receive funding? (E.g. departments, EUS, AMS, sponsorship, etc.)*
3. *How will the funding be used? Please be as detailed as possible*

**Contingency Planning**

Contingency planning is an important aspect to planning any large event with multiple stakeholders. This has been proven to be even more crucial in recent years, with in-person events transitioning to virtual platforms, supply issues and last-minute changes in human resources. Developing a contingency plan early means that should there be a disruption in original plans, you have a well thought out back up plan available.

What are the three key components of your event that may require a backup plan (*ie venue, catering, rentals)*?  Rank your top 3 most vulnerable event components.

For each of the 3 components identified, please describe your contingency plan.

Have you discussed your back up plan with your whole event planning team? Is everyone on board?  Who in your event planning committee will decide when to switch to the contingency plan? Is everyone clear on who does what?

SECTION B: SUCCESS METRICS

*How will you determine whether you have achieved your objectives?*

|  |  |  |
| --- | --- | --- |
|  | **Indicators of Success**  | **How will you measure this?**  |
| 1 |  |  |
| 2 |  |  |

SECTION C: CRITICAL PATH

|  |  |  |
| --- | --- | --- |
| Time Frame | Milestones | Status |
| 10 – 12 Weeks Prior to Event | Email Alana to set up Check-In Meeting (10 weeks prior to event) |  |
| Create and update Sponsorship Package (if needed) and email Development Coordinator to review |  |
| Fill out [ASPC Development & Alumni Communications Request Form](https://ubc.ca1.qualtrics.com/jfe/form/SV_1S8bGKmZh83D6Jv) (MUST FILL OUT 10 WEEKS BEFORE EVENT) |  |
| Create speaker invitations for employers/alumni |  |
| Send out a save the date to special guests |  |
| Confirm event RSVP format & timeline  |  |
| Get in touch with Campus & Community Planning regarding safety procedures, inquire about booking location |  |
| 6 – 8 Weeks Prior to Event | Email Alana to set up Check-In Meeting (8 weeks prior to event) |  |
| Create promotional blurb for event and determine communication channels  |  |
| Send invitation to special guests (Deans, Co-op Coordinators, Professors, etc.) |  |
| Submit [e-nEUS](https://engineering.ubc.ca/eneus) & department newsletter submissions |  |
| Recruit and create task list for volunteers |  |
| Email Alana to set up Check-In Meeting (6 weeks prior to event) |  |
| 4 – 5 Weeks Prior to Event | Start promoting the event |  |
| Finalize agenda and create materials (e.g. slide deck; materials for activities) |  |
| Email Alana to set up Check-In Meeting (4 weeks prior to event) |  |
| 1 – 2 Weeks Prior to Event | Assign tasks to volunteers |  |
| Write welcoming remarks, speaking notes for host, etc.  |  |
| Email Alana to set up Check-In Meeting (2 weeks prior to event) |  |
| Close RSVP form 1 week before event |  |
| Send reminder email 1 week before event |  |
| Send reminder email 1 day before event |  |
| Date of event | Event! |  |
| Post-Event | Book debrief session with Alana within 1 – 2 weeks |  |

SECTION D: CONNECTING WITH INDUSTRY

Employer Sponsor(s) and Speaker(s)

|  |  |  |  |
| --- | --- | --- | --- |
| **Company**  | **Name** | **Email** | **Sponsor or Speaker?** |
|  |  |  |  |
|  |  |  |  |

**Employer Recruitment - Message**

*Please include the invitation you will use to recruit employers as speakers. Please note that APSC PD may propose revisions in consultation with you, if necessary.*

**Employer Recruitment - Communication Channels**

*How will you recruit employers as speakers/sponsors?*

SECTION E: VENUE & SET UP

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Building | Room  | Capacity | Cost | Confirmed? |
|  |  |  |  |  |

**Equity, Diversity and Inclusion Considerations**

*Is the event accessible – physically, electronically, etc? How will you promote an inclusive and respectful environment for your event?*

**COVID-19 Safety Considerations**

*What safety measures will you have in place?*

**Food & Catering (if any)**

**Contingency Plan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Contingency Reviewed**  | **Current Status**  | **Alternate Arrangements**  | **Action Plan**  | **Who is Responsible?**  | **Action Completion Status**  | **Notes**  |
|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |

**Materials Required**

*List the materials that are required, both those we already own and need to purchase. For example, A/V, name tags, table cloths, power cords, flip charts, post-its, etc.*

|  |  |  |
| --- | --- | --- |
| **Material**  | **Quantity** | **Budget / Owned** |
|  |  |  |
|  |  |  |
| **TOTAL**  |  | **$** |

SECTION F: FORMAT & AGENDA

What is the format of your event?

*E.g. Panel and networking; Keynote speaker and networking*

**Event Agenda**

*What will you do to promote engagement at your event? Here are some ideas for creating engagement at your event.*

|  |  |
| --- | --- |
| **Time** | **Activity** |
| *e.g. 6:00 - 6:10pm* | *e.g. Attendees arrive*  |
| *6:10 - 6:15pm* | *Introductory and Welcoming Remarks* |
| *6:15 – 6:30pm* | *Networking Bingo* |

SECTION G: EVENT REGISTRATION & PROMOTION

**Event Registration**

*What platform will you use for event registration? Do you need APSC PD’s support with this?*

**Promoting to Employers**

1. *Please include the promotional blurb/description you will use to promote the event to* ***employers****.*
2. *How will you promote your event to* ***employers****?*

**Promoting to Students**

1. *Please include the promotional blurb/description you will use to promote the event to* ***students****.*
2. *How will you promote your event to* ***students?*** *(e.g. e-NUS)*

SECTION H: FINANCIAL & HUMAN RESOURCES

Budget

*Please provide a detailed budget and keep all of your receipts!*

SECTION I: DEBRIEF (POST EVENT)

|  |  |  |
| --- | --- | --- |
| Attendee Type | # of Registrants | # Attended |
| Students |  |  |
| Employers |  |  |

Things to submit to APSC:

1. Receipts and detailed breakdown of expenses
2. Photos from events
3. Final registration lists
4. List of alumni attended

Post-Event Reflection

*What went well? What didn’t go well? Based on the feedback from your attendees, what would you change for next time?*

Personal Reflection

1. *What are three skills you gained as a result of leading your Industry Night?*
2. *What is one area of improvement you can identify?*
3. *What recommendations would you give to someone who will be leading Industry Night for next year?*