**Planning an E-IDEAS Event**

This template can be used to help brainstorm event logistics.

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| Title of Initiative: |  |
| Date and Time of Initiative: |  |
| What is your initiative? Provide a general overview including any planned activities, events, speakers, etc. for your records |  |

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| **Motivation**Describe what you plan to accomplish through this initiative and how this initiative supports your student group’s mission. |
| How will you know this initiative is successful? What are the goals behind your initiative?  |  |
| How does this initiative support the goals and mission of your student group?  |  |

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| **Initiative Planning Timeline**Please list the significant planning stages for your initiative and their associated timeframes**. Add rows** as needed.  |
| Date (expected) | Planning Milestone |
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| **Attendees**Please state the target audience, the number of attendees and how you are planning to attract that level of attendance.  |
| Target Audience (e.g. undergrad engineering students, other undergrad students, UBC students, members of industry, etc.):  |  |
| Expected number of undergraduate engineering attendees: |  |
| Expected Number of other attendees: |  |
| Justification for the expected number (e.g., past initiative numbers, RSVP, etc.): |  |

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| **Advertisement**Please state the chosen channels of advertisement for this initiative.Examples:* Facebook Initiative/Post
* e-nEUS ([use this link](https://engineering.ubc.ca/eneus) to be featured in the weekly newsletter!)
* Instagram/Twitter
* Email
* Posters
 |
| Chosen Media Channel | Expected Launch Date of Promotional Material |
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| **Risk Management**What could go wrong? How likely is each risk? How will you prevent them? Please list 3-5 main risks you may encounter with this initiative.  |
| Risk | Likelihood (Low, Med, High) | Impact (Low, Med, High) | Mitigation |
| e.g., severe rainstorm | e.g., Low | e.g., High | e.g., host event inside, provide rain ponchos if needed, etc.  |

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| **Budget** |
| Item | Quantity | Supplier | Cost |
|  |  |  | $ |
|  |  |  | $ |
| **Total Cost** | **$** |

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| **Income sources**Please specify your income sources for this event |
| Income source | What the income is used for |
|  |  |
|  |  |
| **Total Income** | **$** |