

Planning an E-IDEAS Event



This template can be used to help brainstorm event logistics.

Title of Initiative:	[E-IDEAS Group] Study Night
Date and Time of Initiative:	December 1 st , 2023
What is your initiative? Provide a general overview including any planned activities, events, speakers, etc. for your records	[E-IDEAS Group] is organizing a relaxing study break for our community leading up to exam season. Senior students can provide guidance to first year students for their first exam season.

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?	Study nights are a great informal initiative to provide guidance and make friends. We will send out an anonymous google form for students to reflect on their experience and provide feedback for future events they'd like us to host.
How does this initiative support the goals and mission of your student group?	We're hoping to bring together like-minded folks and their allies for connection and support during a busy time.

Initiative Planning Timeline Please list the significant planning stages for your initiative and their associated timeframes. Add rows as needed.	
Date (expected)	Planning Milestone
November 1 st , 2023	Complete the E-IDEAS Fund application and send it to eideas@apsc.ubc.ca . This way we can receive up to \$500 for our event, or (up to \$1500 if we're a registered E-IDEAS group!)
November 7 th , 2023	Start to develop promotional materials using Canva for our Instagram, E-nEUS, Facebook and Email outreach.
November 14 th , 2023	Post our promotional materials to our Instagram, Facebook and email subscribers. Reach out to E-nEUS to promote our material in the Sunday newsletter
November 21 st , 2023	Remind students by posting on our Instagram story, e-nEUS newsletter should be released soon

November 29 th , 2023	Order donuts, coffee and Timbits from Tim Hortons ahead of time.
December 1 st , 2023	Event date! Pick up donuts, set up room and await attendees.

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.):	All undergraduate engineering students are welcome to attend
Expected number of undergraduate engineering attendees:	20-30 attendees
Expected Number of other attendees:	1 faculty champion
Justification for the expected number (e.g., past initiative numbers, RSVP, etc.):	Estimate based on past initiative attendance

Advertisement

Please state the chosen channels of advertisement for this initiative.

Examples:

- Facebook Initiative/Post
- e-nEUS
- Instagram/Twitter
- Email
- Posters

Chosen Media Channel	Expected Launch Date of Promotional Material
Facebook Post	November 14 th
E-nEUS	Submissions are due Wednesday at 12 noon before the Sunday edition
Instagram	Post on November 14 th , remind on Stories on November 21 st , 28 th and December 1 st .
Email	Send invite to email subscribers.

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
Low turnout	Med	e.g., High	Turnout may be low as we will be nearing exam season. We will start our marketing and promotional material distribution early on.
Unknown midterm or important deliverable at that time	Low	Med	Ask students if they have any final projects due and if this will impact their inclination to attend
Bad weather	Med	Med	Students may be less likely to come to campus.

Budget			
Item	Quantity	Supplier	Cost
Tim Hortons Coffee	1 box	Tim Hortons	\$20
Donuts	24 pack	Tim Hortons	\$30
Milk & sugar	1 Carton & Sachets	Tim Hortons	\$10
Total Cost:			\$60

Income sources Specify your income for this event for your records	
Income source	What the income is used for
Hypothetical Fund #1	General administrative costs
Hypothetical Fund #2	Event costs and food reimbursements
Total Income	\$ _____