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LIFECED

Lifelong and Cultural Inclusive Education on the Romanian-Ukrainian Border

EVENT CREATION – THE INCUBATOR OF IDEAS

MODULE 4: How to involve different institutions

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Agenda

1 From Event Idea to Implementation Plan

2 Partner Typology and Forms of Involvement

3 Stakeholder Mapping

4 Partnerships and Support Opportunities

5 Roles and Responsibilities: Building the Event Team

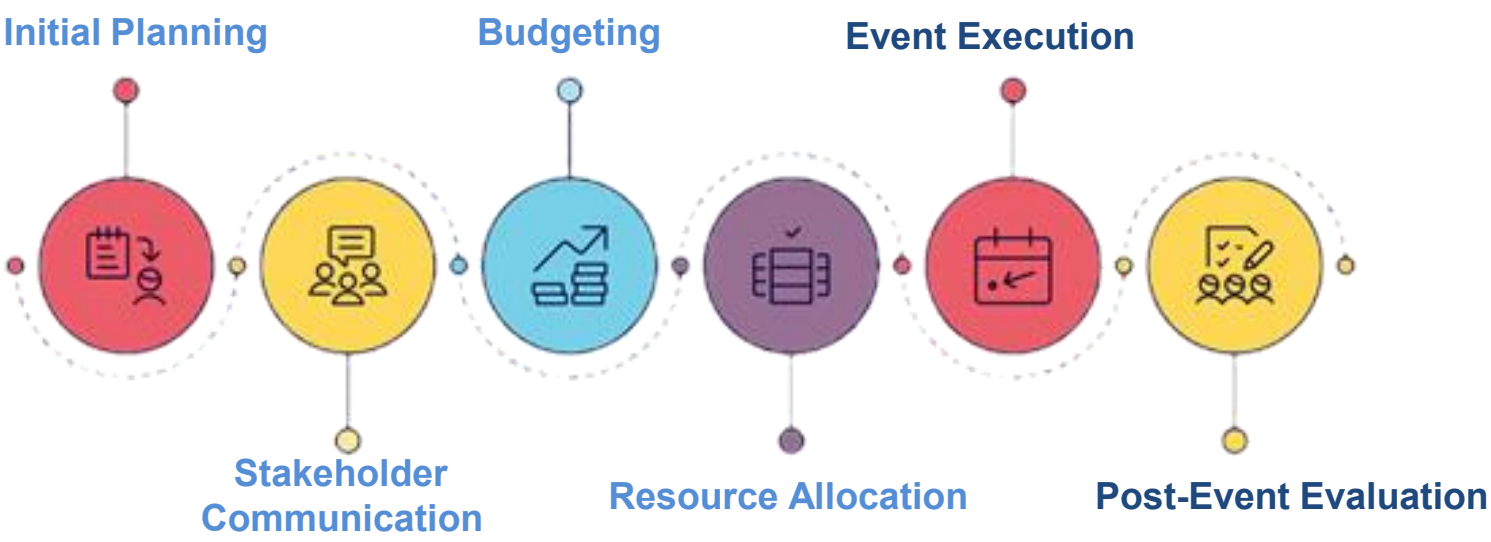
6 Timeline and Implementation Roadmap

7 Venue, Logistics and Operational Considerations

8 Risk Assessment and Contingency Planning

9 Resources and Event Budget Basics

From Event Idea to Implementation Plan



Main components of an event plan (5Ws):

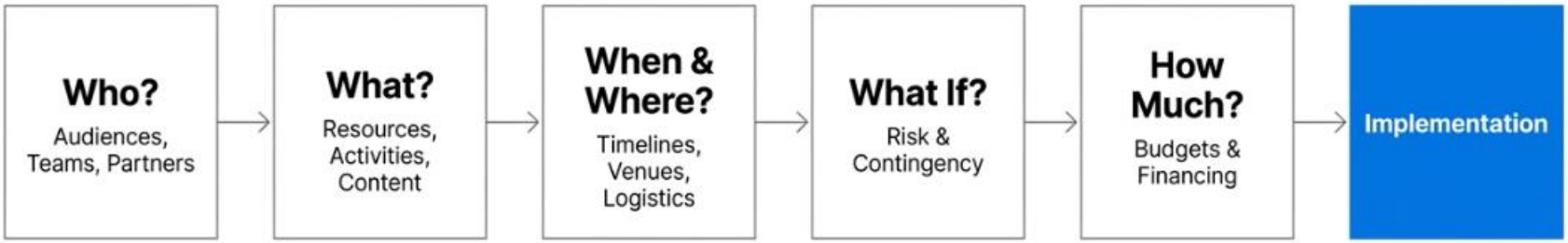
- Who is involved?
- What resources are needed?
- When and where will activities happen?
- What risks should be considered?
- How will the event be financed?

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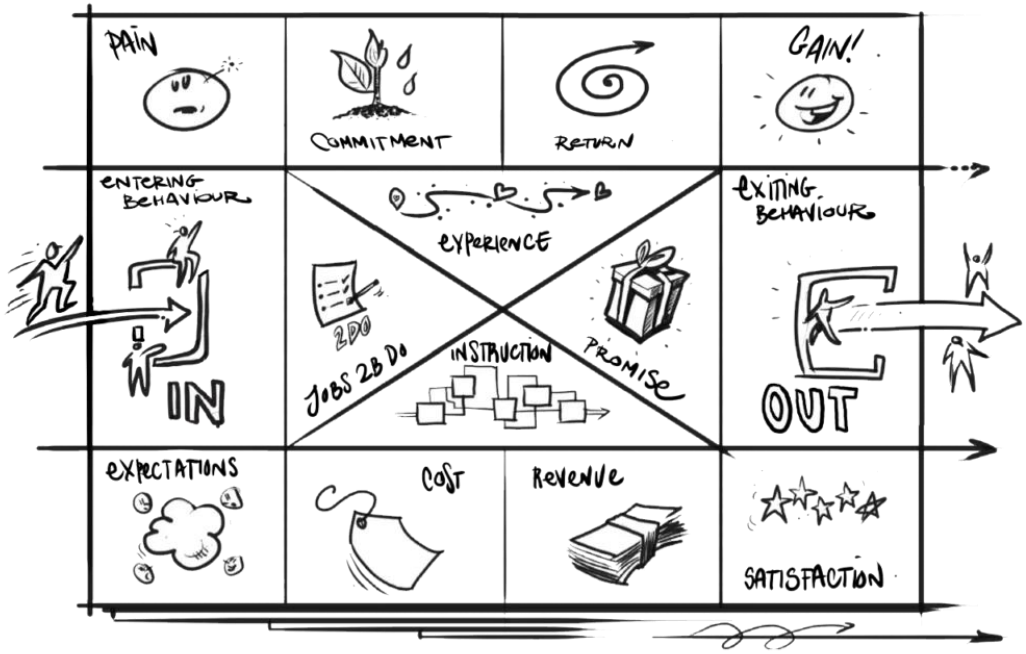
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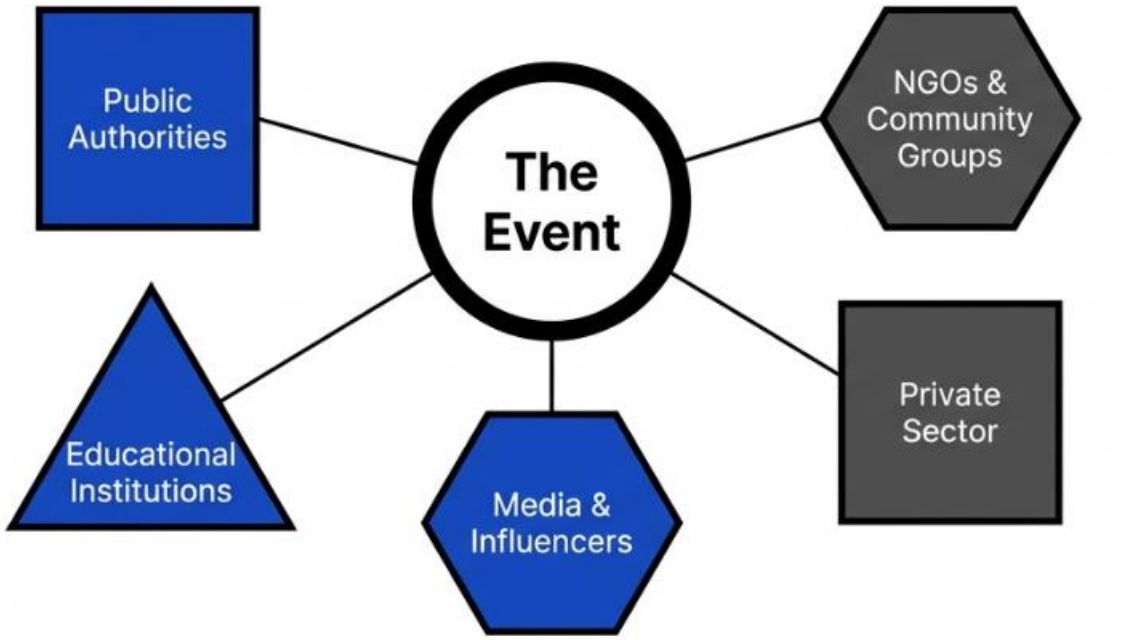
From Concept to Reality



Key Insight: *The Event Canvas is your roadmap to translate an abstract concept into an operational plan.*



Partner Typology



Events Do Not Happen in a Vacuum!

Engaging the external ecosystem is mandatory to succeed, prevent «scope creep» and build long-term event sustainability.

Stakeholder Mapping



Mapping the Value Exchange of Institutional Involvement

Form of Involvement	Partner Contribution	Value Received
Partnership	Shared risk, cross-promotion, shared resources	Visibility, community engagement, shared reward
Sponsorship	Financial backing, direct funding	Brand visibility, targeted audience access, commercial marketing
In-Kind	Equipment, venue space, professional services	Networking, access to event assets, goodwill
Volunteering	Humanpower, on-the-ground support	Experience, networking, community participation

Partnerships and Support Opportunities

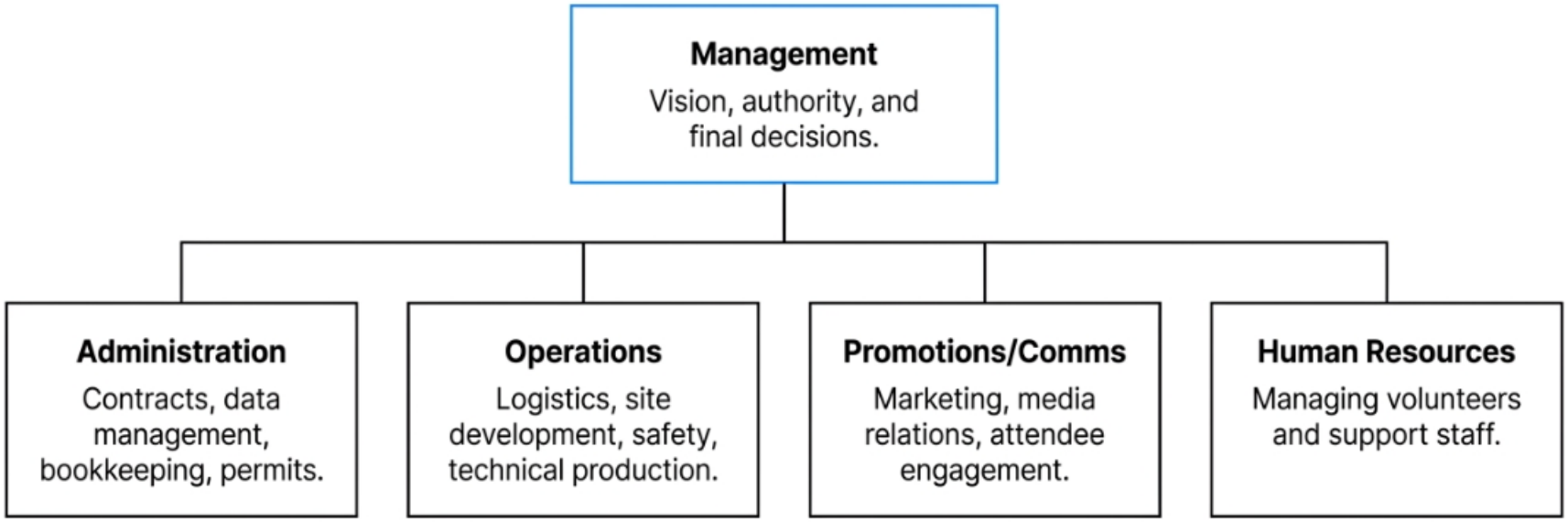
Knowledge Partners	Resource Partners	Communication Partners	Financial Sponsors
Provide expertise & training.	Provide venues, equipment, services.	Provide media reach & online platforms.	Provide funding or in-kind support.
Gain platform visibility.	*Gain cross-promotion.*	*Gain exclusive content access.*	*Gain brand alignment and ROI.*

Building collaborations requires a clear value exchange.

What is your value proposition? Why should they participate?

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Roles and Responsibilities: Building the Event Team



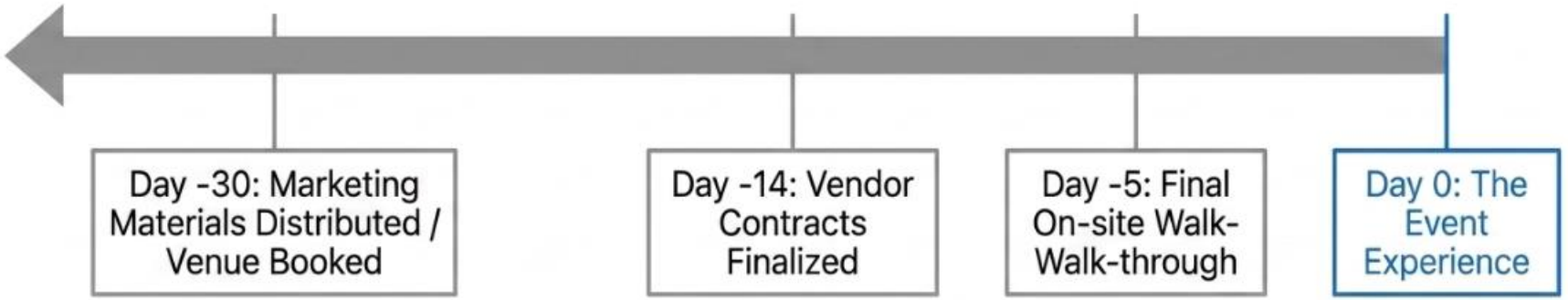
Effective coordination requires clear delegation and direction.

RACI Delegation Framework

R - Responsible: Who actually does the work?
A - Accountable: Who holds final veto/approval power? *(Only ONE per task)*
C - Consulted: Who provides necessary input before action?
I - Informed: Who needs progress updates but doesn't decide?

Task	Event Mgr	Logistics	Finance	Comms	Partners
Book Venue	A	R	C	I	
Approve Budget	A	I	R	I	
Launch Promo	A	I		R	C

Timeline and Implementation Roadmap



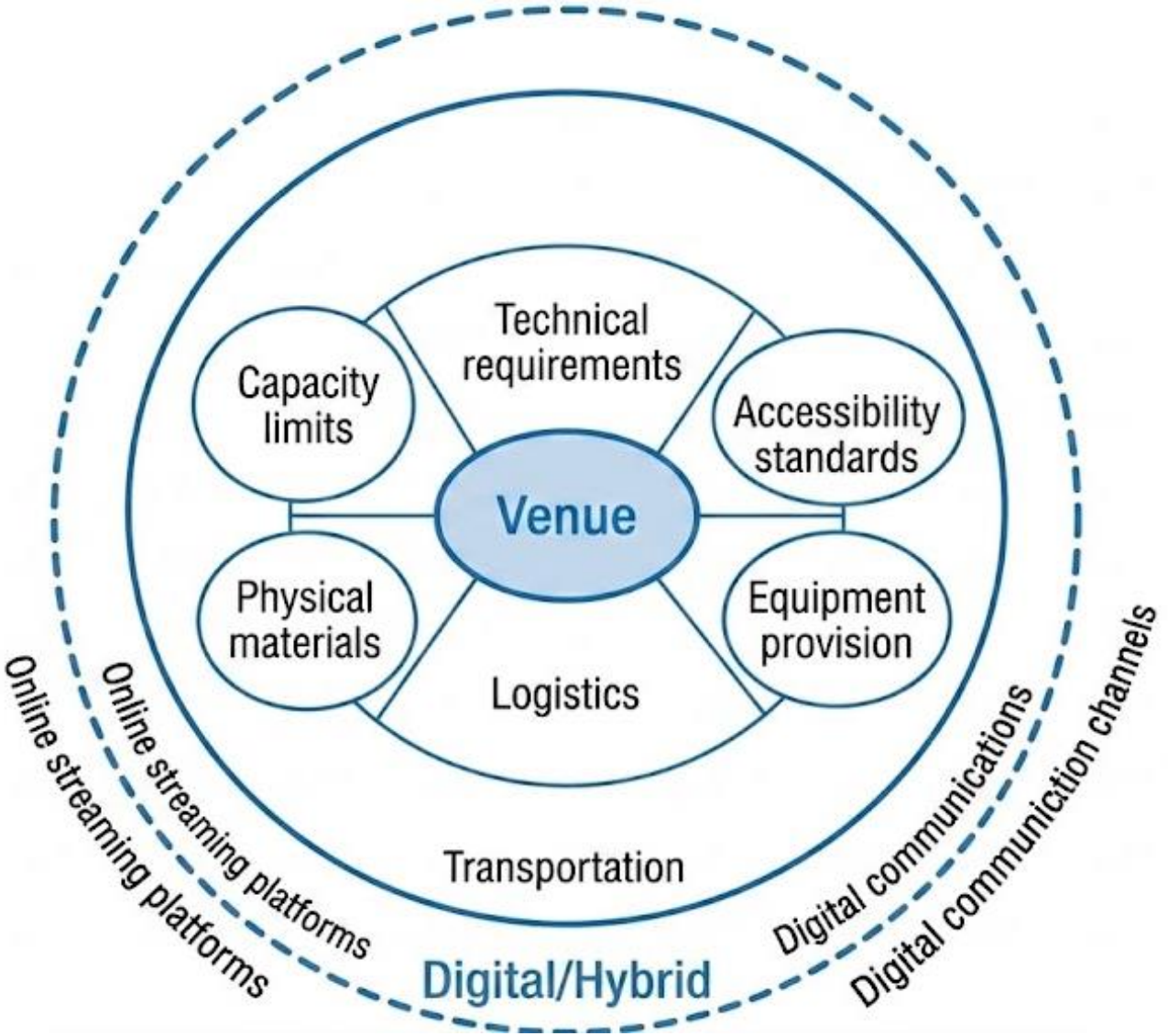
Start at the end. Establish logical sequencing by moving backward to determine when tasks must begin.

Milestones: Completion of major deliverables.

Interdependencies (The Critical Path): Which tasks must finish before the next begins?

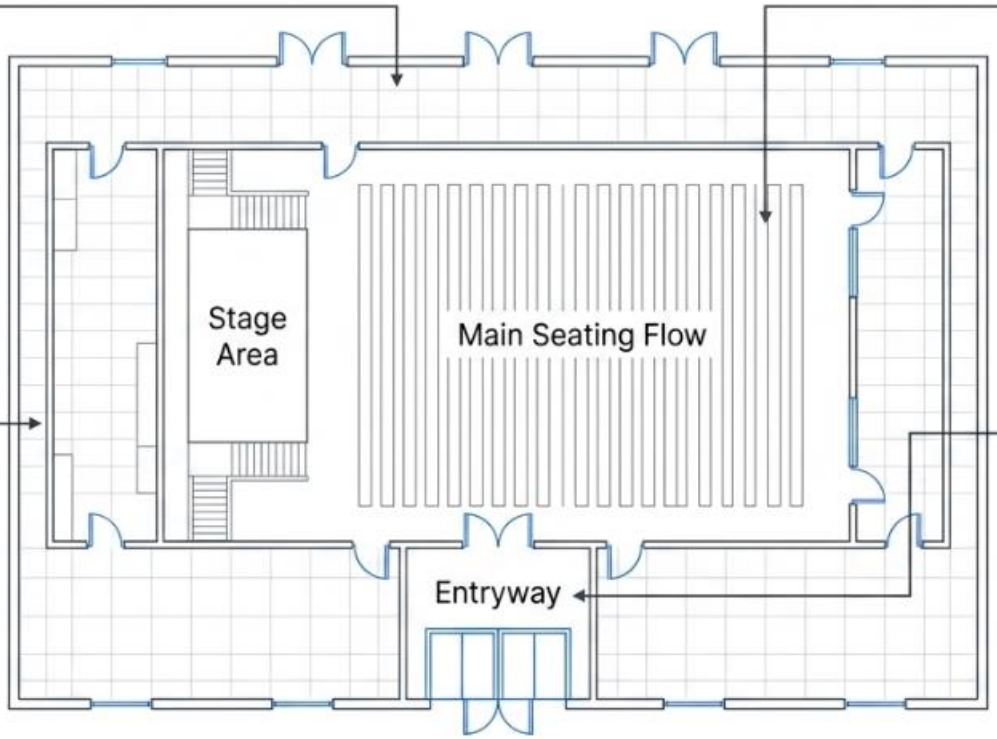
Insight: *If a critical path task slips by 48 hours, all subsequent tasks crash.*

Physical and Digital Infrastructure



Venue and Spatial Needs

Infrastructure: Access to power drops, water lines, and waste management.



Capacity & Footprint: Space required for people plus equipment, staging, and flow.

Safety Considerations: Clear emergency egress, technical rigging points, and HVAC capabilities.

Accessibility: Full compliance with ADA or local equivalents (ramps, visual alarms, wide aisles).

A site must be functional, safe, and meet SMART objectives.

Logistics and Operational Considerations

Equipment & Materials Staging, A/V, lighting, signage, and collateral.	**Transportation** Freight load-in/load-out, attendee shuttles, VIP routing, and parking.
Catering & Flow Food prep space, service flow patterns, and waste disposal.	**Digital Integration** Registration systems, hybrid/online platforms, and Wi-Fi bandwidth.

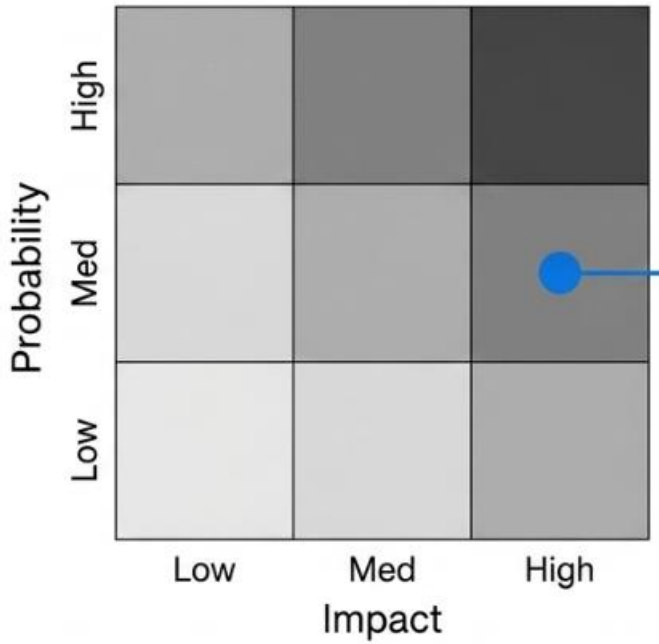
The infrastructure required to make an event happen.

Risk Assessment Categories

Organizational	Financial	Technical	Safety & External
- Staffing shortages - Volunteer attrition - Vendor failure	- Low ticket sales - Sponsor withdrawal - Budget overruns	- Power outages - A/V failure - Digital platform crash	- Inclement weather - Medical emergencies - Crowd control issues

"Let's save surprises for the audience ☺"

Risk Assessment and Contingency Planning



Identified Risk: Low Attendance

Plot: Probability: Medium | Impact: High

Contingency / Mitigation:

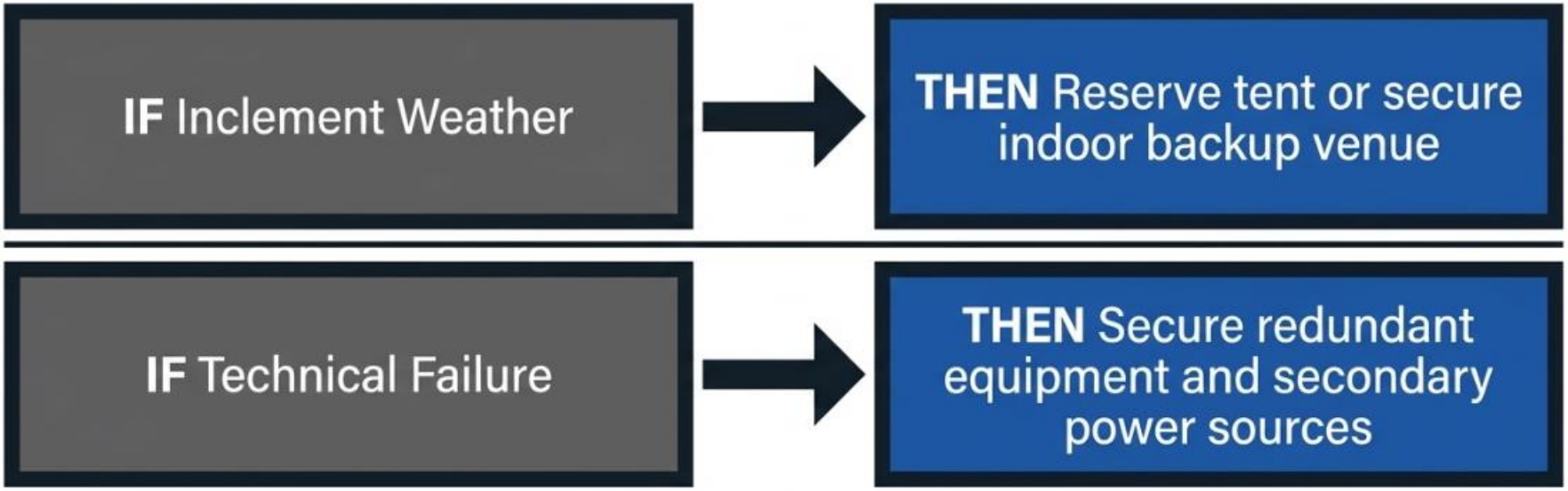
Pre-planned secondary promotion campaign, leverage partner networks.

Evaluate, prioritise, and mitigate identified risks.

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Transforming Risk Assessment into Actionable Contingency



Identify problem areas and devise actionable, assigned responses before Day 0.

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Resources and Event Budget Basics

Fixed Costs

Do not change regardless of attendee numbers.

- Venue rental
- Marketing & design
- A/V production
- Permits

Variable Costs

Scale directly with the guest count.

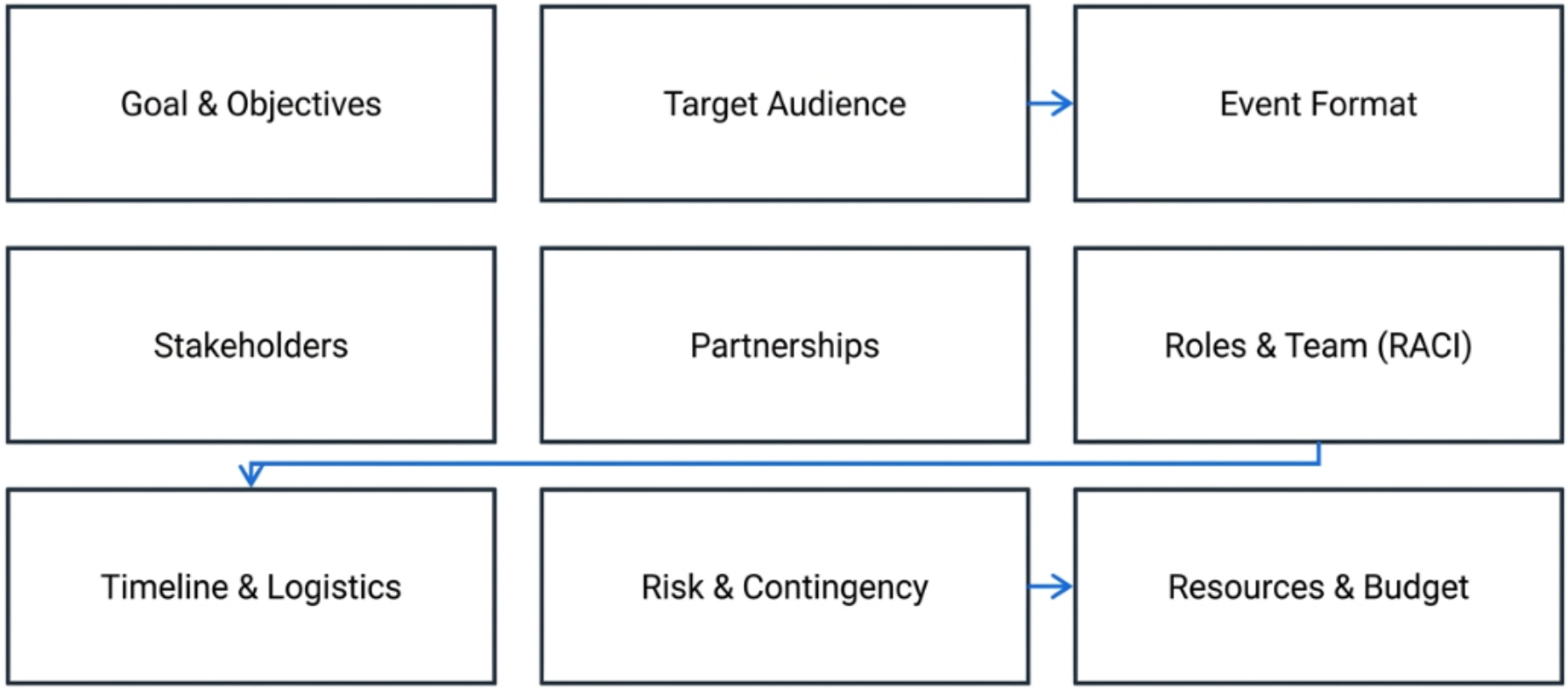
- Catering per head
- Name badges
- Materials
- Souvenirs

Income Sources

Sponsorships, grants, registration/ticket fees, merchandise, partner contributions.

Management is allocating finite resources: **Time, Money, and Humanpower**.

Completed Event Planning Canvas



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