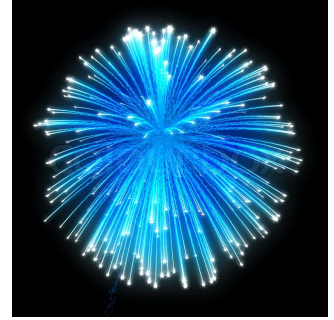


Event #1: Shooting for the Stars

Addie, Halle, Naomi, Ethan, and Sheppard



Event:

- Shooting for the Stars

Purpose/Goal(s):

- The purpose is to celebrate the accomplishment of the business school being in the top 10 in the nation for business schools and first in Utah.
- Recruitment: Reaching out to the USU student body.
- Give recognition to the staff and donors who were involved with the Huntsman Business School Top 10 ratings.

Key Audiences:

- Huntsman faculty, Donors to the Huntsman School of Business, Huntsman Elite Alumni, and Huntsman Potential Donors.

Brief Event Description:

- Formal event that involves multiple speakers, a dinner, and a firework show, followed by a dance with warm music.

Date & Time:

- Friday, September 15, 2023,
 - 6 pm- 9 pm

Location:

- L. Tom Perry Pavillion in the Jon M. Huntsman School of Business, Logan, Utah

Theme:

- Shooting for the Stars (Firework Theme)

Atmosphere Desired:

- The desired atmosphere for the “Jon M. Huntsman Top 10 Business School Celebration” is an indoor formal dinner.

Agenda/Activities:

- The event will start at 6:00 pm. Live Jazz music will be playing and a soda bar will be available. Dinner will be served at 7:00 pm. The Beehive Grill will be catering (3 kinds of entrees with a side, salad, dessert, beverages, and bread and butter). They will be serving the food for each table. There will be speakers during dinner with a firework show after.

Event Set-up:

- The event set up will start at 3:00 pm. Decorations, tables, and chairs will be set up by the 5 committee planning members as well as 10 volunteers from various clubs in the Huntsman school. These volunteers will also be helping out at the soda bar. The Jazz band will come at 5:00 pm to set up and do sound checks. During this time, the microphone on the podium will also be sound checked. The Beehive Grill will come at 4:00 pm to set up their tables and prepare the food. Fireworks will be set up during the event in the brown parking lot at 8:00 pm for the 5-minute firework show.

Anticipated Attendance:

- 140 people (70 Huntsman faculty/current donors and spouses)

Key Leaders and Involvement:

- Jon M. Huntsman Top 10 Business School Celebration
 - Huntsman family: Peter R. Huntsman, Jon M. Huntsman Jr.
 - Faculty: Future USU President, Douglas D. Anderson, Frank Caliendo

- Current donors: Larry H. & Gail Miller Foundation (Gail Miller), Charles Koch Foundation (Charles G. Koch, Chairman, and CEO)

Promotional/Communications Strategy:

- Give a professional invitation to every attendee. We will also send emails to each of the attendees.

Budget: \$25,000 (For both events)

- Catering: Beehive grill: \$4,530, Fireworks: \$5,000, Decorations (Lights, centerpieces): \$150, security: \$330, paramedic: \$150

Vendor Contacts:

- Jon M. Huntsman Top 10 Business School Celebration
 - Beehive Grill: Address: 255 S Main Street, Phone: 435-753-2600

Fundraising Strategy (if necessary):

- In order to participate, everyone will pay \$50 a plate.

Action Plan

Shooting for the Stars (Sept. 15)

Stage	Task	Responsibility	Date	Status
Logistics	Venue/room	Book the event for the whole day (Sept. 15)	Feb. 1	
	Food/beverages	Call Beehive Grill and make	June 1	
	Chairs/tables/coverings	While booking catering ensure this is provided and in the correct amounts Find backups	June 1	
	Power/AV	Make sure the mic and pulpit are set up Make sure the computer is plugged in to show the logo of event Makeup logo for the event	Sept. 13 Sept. 13 Feb. 1	
	Signage	Design and print signs, flyers and digital promotions that will be posted around campus and the Huntsman	Aug. 15	
Event Content	Identify speakers, emcee	Peter R. Huntsman and Jon M. Huntsman Jr.	Feb 1	
	Assist w/ speeches, etc.	Talk to the secretaries of Peter R. Huntsman, and Jon M. Huntsman	August 15	

		Jr. about their 2 min long speeches. Have them send the speeches to you to verify facts and information	(speech that needs to be done)	
	Live Jazz Music	Book jazz band and confirm	Feb 1, Aug 1	
Promotion & Communic.	Notify senior/key leaders	Invite Peter Huntsman and Jon Huntsman Jr. to the event. Ask for a 2-min Speech	on June 8	
	Invite list	Generate a list of 175 notable donors, alumni, etc.	June 1	
	Write the invitations	Write the invitation and include the RSVP deadline of June 25 for them and their plus-one and include the price	June 8	
	Invite guests/participation	Send invitations to 70 list people. Send additional invitations if there are less than 140 RSVPs, adjust the invitation with an updated RSVP deadline of July 6 Send physical invitations	June 16 July 1 July 10	
	General pre-communication (internal/external)	Create invitations/gift basket Send 1st wave of emails Send 2nd wave of emails	July 1 June 16 July 1	

		Deliver gift baskets	July 10	
	Communic during event	#Shootforthestars Make sure it is in the speeches of the speakers (Peter R. Huntsman, Jon M. Huntsman Jr.)- Let secretaries know	June 8	
	Post-event communication	Experience survey Instagram and Facebook post with a brief recap of the event Utilize #Shootforthestars at end of Instagram caption	Sept 16	
Other Logistics	Parking	Talk to the parking services about having yellow, brown, and blue parking reserved for Huntsman guests.	July 1	
	Directions to the event (if necessary)	Send the address in the email along with a picture of where Tom Perry Pavillion is within Huntsman Hall.	August 7	
	Map, outdoor signage	Order the signs on campus and in Huntsman Hall with arrows showing where to go.	August 15	
Fundraising	Admission Fee	Admission fee: \$50 per person	June 1	

Agenda... Run of Show... (draft)

- 6:00- 7:00: Jazz music, mingling, soda bar
- 7:00: Start getting seated for dinner
- 7:20: Beehive Grill serves dinner
- 7:45: Peter R. Huntsman speaks (2 minutes)
- 7:47: Jon M. Huntsman Jr. speaks (2 minutes)
- 8:00: Beehive Grill serves dessert
- 8:30: Firework show begins (5 minutes)
- 8:40: Jazz music, mingling, event ends

Post-Event Evaluation

1. How satisfied were you with the event?
2. What was your favorite part of the event?
3. What could we improve on/what would make this event better?
4. How likely would you be to attend our events in the future?
5. Please share any additional comments, thoughts, or suggestions for future events.

Supporting Communications/Materials (list)

- Parking directions for attendees
- Invites for Huntsman key leadership
- Invites for all attendees
- Signs with arrows/directions
- Soda bar sign
- Instagram post after the event (make canva)
- Use #shootforthestars prior to the event and during the event
 - Make sure to put it on the screen

Key Considerations

1. What is the purpose of the event? What are we trying to achieve?
 - The purpose is to celebrate the accomplishment of the business school being in the top 10 in the nation for business schools and first in Utah.
 - Give recognition to the staff and donors who were involved with the Huntsman Business School Top 10 ratings.
2. What key people need to be there?
 - Peter R. Huntsman, Jon M. Huntsman Jr., Future USU President, Douglas D. Anderson, Frank Caliendo, Larry H. & Gail Miller Foundation (Gail Miller), Charles Koch Foundation (Charles G. Koch, Chairman, and CEO).
3. Who are our audiences?
 - Huntsman faculty, Donors to the Huntsman School of Business, Huntsman Elite Alumni, and Huntsman Potential Donors
4. What is our budget?
 - \$25,000
5. What kind of venue do we need?
 - L. Tom Perry Pavillion in the Jon M. Huntsman School of Business, Logan, Utah
6. What venue can we actually get that is within budget, meets our needs, is available when our key leaders are, and doesn't conflict with other events? Choose date. Reserve it.
 - L. Tom Perry Pavillion in the Jon M. Huntsman School of Business, Logan, Utah
 - Reserve Feb 1st, Have event Sept 15
7. Identity, hire, and manage caterers.
 - Beehive Grill catering dinner/dessert, setting up linens, setting up dinnerware.
8. Manage other logistics.
 - Fireworks
 - Purchase fireworks at M&M Fireworks in Smithfield, Utah, or on fireworks.com
 - Size of firework: 2-inch shell, 90 feet shell burst size
 - Name of firework: Grand Master Finale

- Price of fireworks: \$400 for the Grand Master Finale pack
 - Location: Brown Parking lot, south of the Huntsman School of Business
 - A volunteer is needed manning the firework show
 - IT guy for mic set-up. The IT guy will be on standby in case of a problem.
9. Identify, hire, and manage talent (if needed).
- Jazz band, speakers (Peter R. Huntsman and Jon M. Huntsman)
10. Purchase giveaways, swag, awards, signage, and programs within the needed time frame.
- Signs with arrows for parking and getting to the venue, soda bar sign.
11. Finalize the agenda/run of the show.
- 7:00: Start getting seated for dinner
 - 7:20: Beehive Grill serves dinner
 - 7:45: Peter R. Huntsman speaks (2 minutes)
 - 7:47: Jon M. Huntsman Jr. speaks (2 minutes)
 - 8:00: Beehive Grill serves dessert
 - 8:30: Firework show begins (5 minutes)
 - 8:40: Jazz music, mingling, event ends
12. Do we need to prep main event leaders/participants? Provide necessary assistance.
- If need assistance we will prepare speeches and verify facts and grammar
13. What is our communications plan to key audiences?
- Parking directions for attendees
 - Invites for Huntsman key leadership
 - Invites for all attendees
 - Signs with arrows/directions
 - Soda bar sign
 - Instagram post after the event (make canva)
 - Use #shootforthestars prior to the event and during the event
 - Make sure to put it on the screen
14. Coordinate/schedule paid help and/or volunteers.
- 5 committee planning members, and 10 volunteers from various clubs in the Huntsman school.

15. Have a bad-weather backup for outdoor events.

- No fireworks if the weather is bad.

Communication/Promotional Elements

PRE- EVENT

- Emails
- Web story
- Printed invite
- News release, pitch, advisory
- Verbal communications in meetings, interpersonal interactions

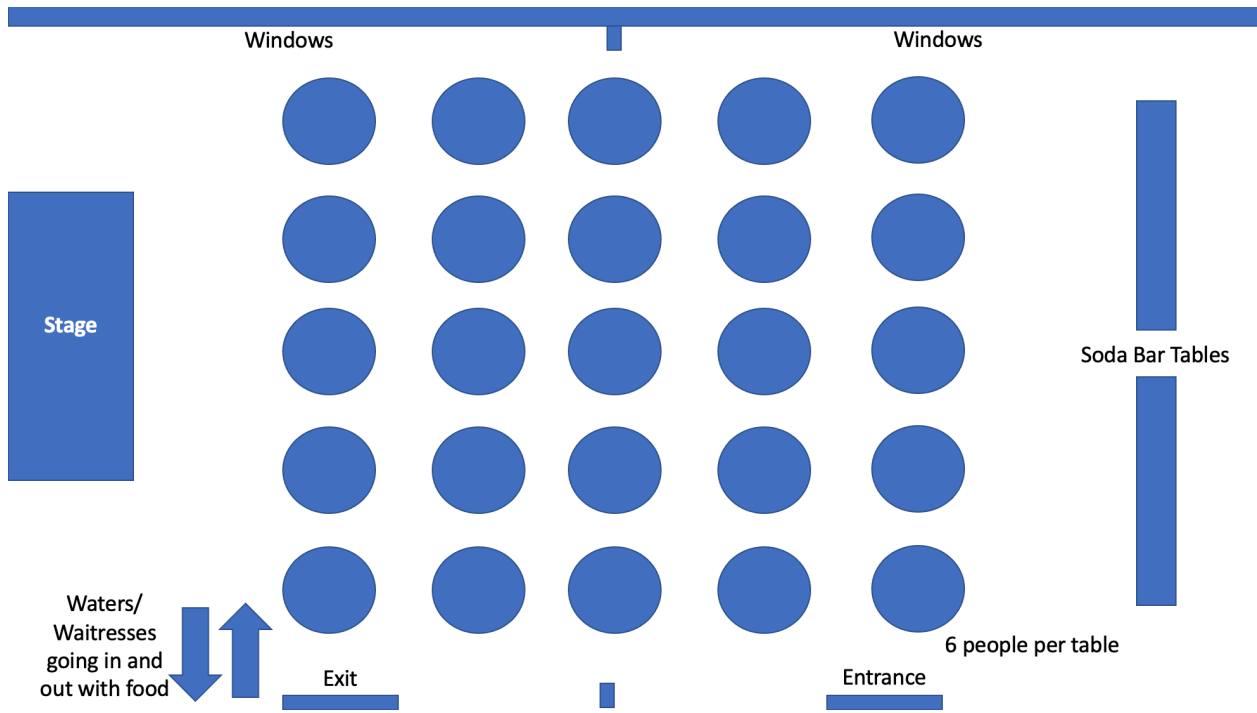
DURING

- Social media
 - Instagram
 - Facebook
 - Linkedin

POST- EVENT

- Social media
- Email
- Web story
- Survey
- Verbal communications in meetings, interpersonal interactions

L. Tom Perry Pavilion Set-up



Event #2: No Losers Allowed Event

Addie, Halle, Naomi, Ethan, and Sheppard

Event:

- No Losers Allowed Event



Purpose/Goal(s):

- The purpose is to celebrate the accomplishment of the business school being in the top 10 in the nation for business schools and first in Utah.
- Recruitment: Reaching out to the USU student body.
- Give recognition to the staff and donors who were involved with the Huntsman Business School Top 10 ratings.

Key Audiences:

- Huntsman students, Huntsman faculty, and the USU student body.

Brief Event Description:

- Casual carnival event that consists of multiple stations in which carnival events can be performed.

Date & Time:

- Friday, September 8, 2023,
 - 5 pm- 10 pm

Location:

- USU Quad, Logan, Utah

Theme:

- We are the Champions! (Carnival Theme)

Atmosphere Desired:

- The desired atmosphere for the “No Losers Allowed” event is a colorful outdoor carnival.

Agenda/Activities:

- Activities and carnival games will be provided throughout the carnival including a Ferris Wheel, bouncy castle, sumo wrestling, bubble soccer, splash & dunk, etc. Local food trucks will be present as well as student booths promoting their business clubs. Everything will be going on for the entirety of the event. However, at 8:30 pm, multiple local bands will be performing until 10 pm. Right before the bands play, Peter R. Huntsman and Jon M. Huntsman Jr., along with the future president of USU, will be introduced.

Event Set-up:

- The event set up will start at 8:00 am. The Ferris Wheel crew will be there at 8:00 am along with the other events that will be held. The stage will be set up at 10:00 am and a sound check for the microphone will be taking place at noon. Including the 5 committee planning members, 50 volunteers from USUSA will be helping the different companies with the setup. A signup sheet for different hours from 8:00- 5:00 pm will be provided beforehand. Food trucks will be coming to set up at 4:30 pm. Between the times of 2:00 pm and 4:30 pm, volunteers will help to prepare the 15 booths with the 15 clubs that will attend from the Huntsman School. The various local bands will arrive at 8:00 pm for sound checks.

Anticipated Attendance:

- 5,000 people

Key Leaders and Involvement:

- No Losers Allowed Event
 - Future USU President, Peter R. Huntsman, Jon M. Huntsman Jr.
 - Huntsman Clubs: Huntsman Marketing Association, Women in Business Association, Business Ambassadors

Promotional/Communications Strategy:

- Promote over Huntsman School of Business Instagram, the yard signs throughout the USU campus, send out official emails to business students, and put the announcement on the Huntsman televisions.

Budget: \$25,000 (For both events)

- Sumo wrestling: \$90, Bubble soccer: \$280, Lights: \$100, Ferris Wheel: \$5,000, Food Trucks: \$1,200, USU medical personnel and first aid station: \$ 3,000

Vendor Contacts:

- No Losers Allowed Event
 - Morty's Cafe Food Truck: Phone:(435) 258-9548, Email: foodtruck@mortyscafe.com,
 - Karie Anne's Frozen Desserts: Phone: (435) 760-1167 Address: 1655 Main St Logan, UT
 - Jurassic Taco: (801) 674-3242

Fundraising Strategy (if necessary):

- Everyone pays \$2 to enter the carnival.