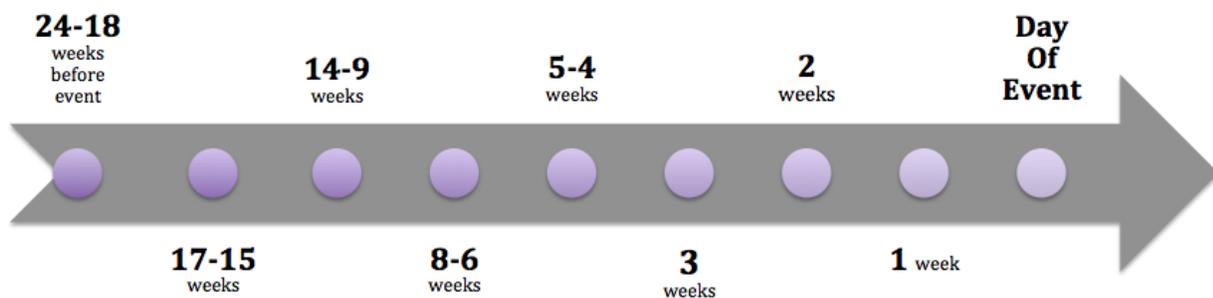


Amy Alexander – Event Planning Intern Summer I & II Report

This summer I have been responsible for editing an existing OfS event planning manual, and collaborating with other OfS staff to recruit EcoMug sponsors and execute a number of events. Along with these responsibilities I have had the opportunity to take on other various tasks throughout the summer, including travel itineraries, event contracts, reservations and other logistical plans while planning events.

The summer's most prominent task had begun with editing the existing OfS event manual. Initially, this is what took up most of my time in the office. The ultimate goal was to create an online document accessible to anyone looking to plan a sustainable event on Western Michigan University's campus. This project has however, taken a different direction since it was originally assigned. Instead of simply editing the existing document, I would like to create a timeline-formatted webpage that can be linked to an event-planning checklist. This timeline's current format is broken up into the series of weeks leading up to an event. For example, "24 – 18 weeks to event" followed by what is to be done within this series of weeks (e.g. "meet with OfS Staff to define event concept"). Each time allotment will be linked to it's own checklist. There will also be the option for a general checklist encompassing all that needs to be completed before an event.



Example of potential timeline Format: Each button links to a checklist for the series of time it is designated to. The checklist(s) will be directly linked to university resources for planning events, such as examples of fundraising letters, invitations, or itineraries, as well as specific contact information, or logistical services on campus. Online Event Guide editing has slowed dramatically as I picked

up other smaller events to plan throughout the summer including Bronco Bash, #discoverWMU, and our RA Resource Fair along with on-going planning for Judy Wicks' Keynote address.

In collaboration with Emilie Haas and Kaity Ragotzy, we created an event team to plan this year's fall welcome scavenger hunt titled, "#discoverWMU". The event is planned to take place August 26th just outside our office including our Farm Stand, Bike Stable, and a pledge board that first year students can utilize to make pledges for a more sustainable lifestyle. The same team has worked on planning OfS's role in Bronco Bash this year, which will take place on September 5th. Through the various events I have been assigned throughout the summer I have had the opportunity to learn a great amount about event planning. Each event requires different logistical, volunteer, and communicative planning.

As I continue to work on the online event manual and proceed with planning Judy Wicks Keynote address at WMU in October, I expect to learn even more about the continuously changing event planning process. I anticipate Judy Wicks' event to be a success having had the opportunity to plan multiple events throughout the summer.

RA Fair Residence Hall Poster

