



EVENT MANAGEMENT VIRTUAL



Event Management, an *individual or team event*, recognizes participants who apply skills learned in Family and Consumer Sciences/Career Field courses to plan an event for an educational institution, community or non-profit organization, business, or government institution. Participants must prepare an **electronic portfolio**, and a **video presentation**. Level 2 and Level 3 participants will also complete an **event volunteering experience**.

EVENT LEVEL:

Level One (grades up to 8)

Level Two (grades 9 -10)

Level Three (grades 11-12)

CONTENT STANDARDS ALIGNMENT

See OhioFCCLA.org (Adviser Tab) for detailed event alignment information to course content standards, national educational initiatives, and standards.

CAREER CLUSTERS

- Education and Training
- Hospitality and Tourism
- Human Services
- Information Technology

ELIGIBILITY & PROCEDURES

1. Review “Eligibility and General Rules for All Levels of Competition” in national STAR event manual prior to event planning and preparation.
2. Each entry must post all required documents (as specified below) to their online folder.
3. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year and must be the work of the participants.
4. Participants must have completed a course or a unit in consumer management or financial education in a Family and Consumer Sciences program/Career Field or must have completed a unit of the FCCLA Financial Fitness national program.
5. The event must be planned for an educational institution, community or non-profit organization, business, or government institution. **Level 1 and 2** projects do not have to be implemented but must be planned to take place between July 1, 2019 and June 30, 2020. **Level 3 projects must be completed prior to the National Leadership Conference.**
6. Chapters must verify accessibility of documents to the public, as Ohio FCCLA will not be able to assist with this verification. Each entry must have the following items posted to their project folder:
 - Electronic Portfolio
 - i. Participants must submit one (1) file with all slides, in order for viewing. It must be submitted as a PDF file, and not a downloadable PPT file (multiple scanned images files are not allowed) (Not all evaluators may have access to PowerPoint.)
 - One (1) oral presentation video needs to be available for public view and the URL should be included in the PDF file. Options include:
 - i. Embedded video
 - ii. Video link provided to direct source such as YouTube, Vimeo, or Google Drive
 - iii. Video files which require the reviewer to download are NOT allowed due to their potential size



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TECHNOLOGY TIPS

1. Documents must be available and publicly accessible (check settings to ensure they can be viewed outside of the school district network)
2. All files must be clearly labeled using a descriptive file name, e.g. “Leadership – Level 2 – Gonzales.”
3. Be sure to publish all content. Have someone outside of your network check for access. Any document requiring additional access (such as Google doc) will not be able to be reviewed. Only documents that can be opened and viewed by the evaluation team can be scored!

GENERAL INFORMATION

Submission of Project	There will be a specific timeline to upload documents/videos into the competition folder If the deadline is missed the project will not be evaluated Folder Name will be Chapter Name & Number_ Event Name_ Level
Scoring Breakdown	Each team member will take the test – scores will be averaged Electronic Portfolio – team score Presentation Video– team score

Number of Participants per Entry	Prepare Ahead of Time	Competition Dress Code	Maximum Number of Slides, optional	Maximum Oral Presentation Time
1 - 3	Electronic Portfolio Presentation Video	Official FCCLA jacket preferred	74	10 minutes

STUDENT EVENT MANAGER SPECIFICATIONS – Required for all THRE level Participants
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As a student event manager, you approach your client (school administrator, city government staff, business manager, community non-profit director, etc.) with a proposal to implement a new event as a project for your career pathway program.

In this project, you must prepare and present a pre-professional portfolio to the event organizers/sponsors, for approval.

Student event managers may not plan events which involve the consumption of alcohol, substances, or the involvement with activities violating local school district policy, which could include weapons, political campaigns, etc.

Your project must meet the requirements as listed in the following event specifications, and your presentation to your client is your oral presentation for this event.

LEVEL ONE AND LEVEL TWO DO NOT HAVE TO BE IMPLEMENTED
LEVEL THREE MUST BE IMPLEMENTED



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STUDENT EVENT MANAGER SPECIFICATIONS				
Allowable events	<ul style="list-style-type: none"> Fundraisers – dinners, dances, tournaments, etc. Holiday events – breakfast with Santa, Mother’s Day tea, etc. Leadership conferences with multiple speakers or workshops School or community dances Youth or adult athletic tournaments – wrestling, softball, rodeos, etc. Youth or adult non-athletic competitions/tournaments – speech, music, etc. Community festivals or tourism events College, career, or employments fairs Award ceremonies – hall of fame, teacher of the year banquets, etc. 			
Prohibited events	<ul style="list-style-type: none"> FCCLA chapter meetings or classroom guest speakers Individual or family parties or events Events not meeting the event attendee or time requirements Any event involving the consumption or sale of prohibited substances or violate school district policies 			
EVENT VOLUNTEERING EXPERIENCE – Required for Level 2 and Level 3 Participants				
<p>Each team participant must volunteer at a school or community event in which at least 50-75 people attend, and which requires a minimum of 2 hours of volunteering service per team member.</p> <p>If all team members volunteer at the same event, only one Event Volunteering Experience Form is required.</p> <p>Submit a summary of the volunteering experience using the provided Event Volunteering Experience Summary Form.</p> <p>The event does not need to be related to the planned project.</p>				
Event Volunteering Experience Summary	<p>Using the Event Volunteering Experience form include the following information. Include a copy of the completed form in portfolio, as indicated.</p> <ul style="list-style-type: none"> Event Leadership – who is in charge Event Goal and Objective(s) How is success measured for this event? How many volunteers are utilized at this event? How is the event promoted/advertised? What kinds of choices and decisions must the event organizers make? Venue, vendors, décor, marketing, technology, activities, safety, sponsors, etc.? How do the event organizers handle the stress of the event? What recommendations would you have to improve the event in the future? Provide 1-2 Photos of the event documenting your participation 			
		Level One	Level Two	Level Three
Minimum number of event attendees		25	50	75
Minimum time requirement of planned event		1 hour – may not exceed 1 day. Does not need to be implemented.	3 hours – may not exceed 2 days. Does not need to be implemented.	4 hours – may include multiple days. Must be implemented before the National Leadership Conference.



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ELECTRONIC PORTFOLIO SPECIFICATIONS		
1 slide	<i>Project Identification Page</i>	Plain slide – no graphics or decorations Information must include: Participants name – chapter name – school – city- event name and project title
1 slide	<i>Evidence of Online Project Summary Sheet</i>	Complete the online project summary form located on the “Surveys” tab of the FCCLA Portal and include proof of submission in the portfolio.
2 slides	<i>FCCLA Planning Process Summary Page</i>	Include how each step of the <i>Planning Process</i> was used to plan and implement the project.
1 slide	<i>Table of Contents</i>	List the parts of the <i>portfolio</i> in the order in which the parts appear.
1 slide	<i>Evidence of Eligibility</i>	Provide evidence of completed a course or a unit in consumer management or financial education in a Family and Consumer Sciences program or completion of a unit of the FCCLA Financial Fitness national program.
Up to 8 slide	<i>Content Divider Pages or Sections</i>	Content/divider section pages may contain a title, a section name, graphic elements, thematic decorations. They must not include other content.
	<i>Appearance</i>	Slides must be neat, legible, professional Use correct grammar and spelling

SPECIFICATIONS Level One		
	<i>Event Proposal Introduction</i>	Prepare written proposal introduction, providing a general event description, summary of the client needs and services the event planner will provide.
	<i>Event Goal, Objective(s), and Evaluation</i>	Provide event goal and objective(s) that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success.
	<i>Event Dates and Background Research</i>	Determine event date options.
	<i>Venue/Facility Space</i>	Include selected facility maps or diagrams, inclement weather plans, parking restroom access, etc. to support venue choice.
	<i>Event Personnel Chart</i>	Include an organizational chart and brief role description of personnel roles required to successfully implement the event.
Up to 60 slides	<i>Health and Public Safety</i>	Describe the plans to address health, public safety, or crisis management during the event.
	<i>Planning and Implementation Timeline</i>	Create a plan and implementation timeline using the provided template. All information must be included.
	<i>Target Attendees and Recruitment Strategy</i>	Provide demographic information on who is expected to attend and recruitment strategies. This may include, but is not limited to, demographics such as gender, age, income, education level, location, marital or parenting status, etc.



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	<i>Sponsor/ Advertiser/ Exhibitor Recruitment</i>	Identify potential sponsors, advertisers, and exhibitors
	<i>Volunteer Recruitment Strategy</i>	Explain the role of volunteers in event implementation and recruitment methods.
	<i>Projected Attendance</i>	Estimate attendance and explain method of determining that number.
	<i>Suppliers and Vendors</i>	List recommended suppliers and vendors for items such as food and beverage, decor, entertainment, paid staff, clean up, etc.
	<i>Activity Schedule</i>	Provide a proposed schedule of activities for the event.
	<i>Event Marketing</i>	Describe pre, during, and post event promotion. Include logo design, poster design, and 1 sample each (pre, during, post) of social media posts.
	<i>Miscellaneous</i>	Provide any additional pertinent details specific to this event, if required.
	<i>Projected Budget and Options</i>	Include projected budget including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.

SPECIFICATION Level Two		
3 slides	<i>Event Volunteering Experience</i>	See requirements under Event Volunteering Experience section
	<i>Event Proposal Introduction</i>	Prepare written proposal introduction (see Level 1) and include participant/team event experience. Only current information, educational level and experiences should be included. Format may be of participant's choice.
	<i>Event Goal, Objective(s), and Evaluation</i>	Provide event goal and objective(s) that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success.
	<i>Event Dates and Background Research</i>	Determine event date options and provide pertinent background research to support holding the event.
	<i>Venue/Facility Space</i>	Include two options for venue/facility. Provide facility maps or diagrams, inclement weather plans, parking, restroom access, etc. to support venue choice.
	<i>Event Personnel Chart</i>	Include an organizational chart and brief role description of personnel roles required to successfully implement the event.
Up to 60 slides	<i>Health and Public Safety</i>	Describe the plans to address health, public safety, or crisis management during the event.
	<i>Planning and Implementation Timeline</i>	Create a planning and implementation timeline using the provided template. All information must be included.



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	<i>Target Attendees and Recruitment Strategy</i>	Provide demographic information on who is expected to attend and recruitment strategies. This may include, but is not limited to, demographics such as gender, age, income, education level, location, marital or parenting status, etc.
	<i>Sponsor/ Advertiser/ Exhibitor Recruitment</i>	Identify potential sponsors, advertisers, and exhibitors, provide 1 recruitment sample method
	<i>Volunteer Recruitment Strategy</i>	Explain the role of volunteers in event implementation, recruitment methods, volunteer duty descriptions and time requirement
	<i>Projected Attendance</i>	Estimate attendance and explain method of determining that number.
	<i>Suppliers and Vendors</i>	List recommended suppliers and vendors for items such as food and beverage, decor, entertainment, paid staff, clean up, etc.
	<i>Activity Schedule</i>	Provide a proposed schedule of activities for the event.
	<i>Event Marketing</i>	Describe pre, during, and post event promotion. Include logo design, poster design, and 2 samples each (pre, during, post) of social media posts.
	<i>Miscellaneous</i>	Provide any additional pertinent details specific to this event, if required.
	<i>Projected Budget and Options</i>	Include projected budget with two pricing tiers (Option A and Option B) including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.

SPECIFICATION Level Three

3 slides	<i>Event Volunteering Experience</i>	See requirements under Event Volunteering Experience section
	<i>Event Proposal Introduction</i>	Prepare written proposal introduction (see Level 1) and include participant/team resume, including references listed (no letters of recommendation required). Only current information, educational level and experiences should be included. Format may be of participant's choice.
	<i>Event Goal, Objective(s), and Evaluation</i>	Provide event goal and objective(s) that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success. Include sample of evaluation tool.
	<i>Event Dates and Background Research</i>	Determine event date options and provide pertinent background research to support holding event. Include information on any similar events or community data to support event.
	<i>Venue/Facility Space</i>	Include two options for venue/facility. Provide facility maps or diagrams, inclement weather plans, parking, restroom access, etc. to support venue choice.
	<i>Event Personnel Chart</i>	Include an organizational chart and brief role description of personnel roles required to successfully implement the event.



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Up to 60 slides	<i>Health and Public Safety</i>	Describe the plans to address health, public safety, or crisis management during the event.
	<i>Planning and Implementation Timeline</i>	Create a planning and implementation timeline using the provided template. All information must be included.
	<i>Target Attendees and Recruitment Strategy</i>	Provide demographic information on who is expected to attend and recruitment strategies. This may include, but is not limited to, demographics such as gender, age, income, education level, location, marital or parenting status, etc.
	<i>Sponsor/ Advertiser/ Exhibitor Recruitment</i>	Identify potential sponsors, advertisers, and exhibitors, provide 2 recruitment sample methods
	<i>Volunteer Recruitment Strategy</i>	Explain the role of volunteers in event implementation, recruitment methods, volunteer duty descriptions and time requirement and training information
	<i>Projected Attendance</i>	Estimate attendance and explain method of determining that number.
	<i>Suppliers and Vendors</i>	List recommended suppliers and vendors for items such as food and beverage, decor, entertainment, paid staff, clean up, etc.
	<i>Activity Schedule</i>	Provide a proposed schedule of activities for the event.
	<i>Event Marketing</i>	Describe pre, during, and post event promotion. Include logo design, poster design, and 3 samples each (pre, during, post) of social media posts.
	<i>Miscellaneous</i>	Provide any additional pertinent details specific to this event, if required.
	<i>Projected Budget and Options</i>	Include projected budget with three pricing tiers (Option A, B, or C to reflect low, medium, or high costs) including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.



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VIDEO PRESENTATION SPECIFICATIONS	
Organization/Delivery	Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences/ Career Fields Standards	Describe relationship of project content to Family and Consumer Sciences/Career Fields standards.
Knowledge of Self	Demonstrate thorough knowledge of self and the ways in which he/she grew during the project.
Use of Slides During Presentation	Use of slides to support, illustrate, or complement presentation. Can NOT use a voice over with the slides.
Voice	Speaks clearly with appropriate pitch, tempo, and volume.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerism, eye contact, and appropriate handling of notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.



CAREER DEVELOPMENT EVENTS POINT SUMMARY FORM EVENT MANAGEMENT



Name of Member(s) _____

Chapter Name _____ Chapter Number _____ State _____

Team # _____ Station # _____ Level _____

1. Make sure all information at top is correct. If a student named is not participating, cross their name (s) off. If a team does not show, write "No Show" across the top and return with other forms. Do **NOT** change team or station number.
2. At the conclusion of evaluation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in folder with the completed rubrics.
3. At the end of the evaluation, double check all scores, names, and team numbers to ensure accuracy. Be sure there is **NOT** a 15-point discrepancy.
4. Make sure comments have been added.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Event Online Orientation Documentation	0 Official documentation not provided at presentation time	2 Official documentation provided at presentation time with adviser signature	
Folder	8 points Labeled correctly Documents/Video labeled correctly Public accessible All documents uploaded by designated date		
TOTAT SCORE ABOVE			
Test Scores	Participant _____ Participant _____ Participant _____ Total Team Score _____	Total Team Score _____ Divided by # of participants on team _____ -Average Team Score _____ (20 points possible)	
Evaluators' Scores	Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____		Average
Final Points	100 points <i>Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)</i>		

RATED ACHIEVED (*mark one*)

_____ Gold 90 – 100

_____ Silver 70 – 89.99

_____ Bronze 1 – 69.99

Room Consultant Signature (*electronic*) _____



EVENT MANAGEMENT – LEVEL ONE RUBRIC



Participants Name _____

Chapter # _____ State _____ Team # _____ Station # _____ Level _____

SLIDES	Possible Points 5 /Comments	Points
Viewable format for evaluators Contains no more than 74 slides FCCLA Planning Process is used with project and steps explain in detail Table of Content and Divider pages meet requirements listed Appearance of slides, neat, legible		
EVENT PROPOSAL	Possible Points 20 /Comments	
Proposal introduction complete Goals and objectives are stated as SMART goals Detailed organizational chart Maps, diagrams, weather plans, parking, and restroom access information Target audiences identified, demographics, recruitment strategies		
TIMELINE	Possible Points 10 /Comments	
Provided template used Provides required data Team members task are evenly distributed in timing Complete health, public safety, and crisis management plans Detailed volunteer list including estimated number, roles, recruitment strategies		
EVENT ACTIVITY SCHEDULE	Possible Points 10 /Comments	
Detailed proposed schedule of activities Projected attendance – estimated number and method of determining number Detailed listing of projected budget including required deposits and costs Detailed list of suppliers and vendors List of potential sponsors, advertisers, and exhibitors		
MARKETING DOCUMENT	Possible Points 10 /Comments	
Documented logo design Documented poster design Social media post – pre Social media post – during Social media post - post		



EVENT MANAGEMENT – LEVEL ONE RUBRIC



PRESENTATION	Possible Points 5 /Comments	
Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation Meets presentation time requirement		
PRESENTATION CONTENT	Possible Points 10 /Comments	
Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during Presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests		



EVENT MANAGEMENT – LEVEL TWO RUBRIC



Participants Name _____

Chapter # _____ State ____ Team # ____ Station # ____ Level ____

SLIDES	Possible Points 5 /Comments	Points
Viewable format for evaluators Contains no more than 74 slides FCCLA Planning Process is used with project and steps explain in detail Table of Content and Divider pages meet requirements listed Appearance of slides, neat, legible		
EVENT VOLUNTEERING EXPERIENCE	Possible Points 5 /Comments	
Detailed information provided about experience #1 Detailed information provided about experience #2 Evidence of volunteer experience #1 – photo Evidence of volunteer experience #2– photo All team members participated		
EVENT PROPOSAL	Possible Points 15 /Comments	
Proposal introduction complete Goals and objectives are stated as SMART goals Detailed organizational chart Maps, diagrams, weather plans, parking, and restroom access information Target audiences identified, demographics, recruitment strategies		
TIMELINE	Possible Points 10 /Comments	
Provided template used Provides required data Team members task are evenly distributed in timing Complete health, public safety, and crisis management plans Detailed volunteer list including estimated number, roles, recruitment strategies		
EVENT ACTIVITY SCHEDULE	Possible Points 10 /Comments	
Detailed proposed schedule of activities Projected attendance – estimated number and method of determining number Detailed listing of projected budget including two pricing options, included required deposit and costs Detailed list of suppliers and vendors List of potential sponsors, advertisers, and exhibitors		



EVENT MANAGEMENT – LEVEL TWO RUBRIC



MARKETING DOCUMENT	Possible Points 10 /Comments	
Documented logo design Documented poster design Social media post – pre Social media post – during Social media post - post		
PRESENTATION	Possible Points 5 /Comments	
Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation Meets presentation time requirement		
PRESENTATION CONTENT	Possible Points 10 /Comments	
Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during Presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests		



EVENT MANAGEMENT – LEVEL THREE RUBRIC



Participants Name _____

Chapter # _____ State ____ Team # ____ Station # ____ Level ____

SLIDES	Possible Points 5 /Comments	Points
Viewable format for evaluators Contains no more than 74 slides FCCLA Planning Process is used with project and steps explain in detail Table of Content and Divider pages meet requirements listed Appearance of slides, neat, legible		
EVENT VOLUNTEERING EXPERIENCE	Possible Points 5 /Comments	
Detailed information provided about experience #1 Detailed information provided about experience #2 Evidence of volunteer experience #1 – photo Evidence of volunteer experience #2– photo All team members participated		
EVENT PROPOSAL	Possible Points 15 /Comments	
Proposal introduction complete Goals and objectives are stated as SMART goals Detailed organizational chart Maps, diagrams, weather plans, parking, and restroom access information Target audiences identified, demographics, recruitment strategies		
TIMELINE	Possible Points 10 /Comments	
Provided template used Provides required data Team members task are evenly distributed in timing Complete health, public safety, and crisis management plans Detailed volunteer list including estimated number, roles, two recruitment strategies		
EVENT ACTIVITY SCHEDULE	Possible Points 10 /Comments	
Detailed proposed schedule of activities Projected attendance – estimated number and method of determining number Detailed listing of projected budget - three pricing options, required deposit and costs Detailed list of suppliers and vendors List of potential sponsors, advertisers, and exhibitors		



EVENT MANAGEMENT – LEVEL THREE RUBRIC



MARKETING DOCUMENT	Possible Points 10 /Comments	
Documented logo design Documented poster design Social media post – pre Social media post – during Social media post - post		
PRESENTATION	Possible Points 5 /Comments	
Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation Meets presentation time requirement		
PRESENTATION CONTENT	Possible Points 10 /Comments	
Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during Presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests		

EVENT MANAGEMENT PROJECT AND IMPLEMENTATION TIMELINE TEMPLATE



Use this template (files provided in the FCCLA Adviser Portal and Student Portal) to document project planning and implementation data. The event must be planned for an educational institution, community or non-profit organization, business, or government institution. Level 1 and 2 projects do not have to be implemented but must be planned to take place between July 1, 2020 and June 30, 2021. Level 3 and 4 projects must be completed prior to the National Leadership Conference.

Team Member Name(s):							
Date of Proposed Event:							
Start Date	Due Date	Date Completed	Activity	Task(s) Required to Complete Activity	Person Responsible	Resources Needed	Comments (include risks or variables which may impact completion)
11/1/20	12/1/20	11/15/21	<i>Reserve the Fine Arts Center for Fashion Show fundraiser</i>	<i>Email the facilities manager and complete the required forms</i>	<i>Antonio</i>	<i>Contact info Completed forms</i>	<i>Date availability Deposit funds availability</i>

EVENT VOLUNTEERING EXPERIENCE SUMMARY FORM



Required for Level 2, 3 and 4. Complete this form and include it in your portfolio, along with 1-2 photos of the event documenting your participation. Volunteer at a community event in which at least 50 people attend, and which requires a minimum of 2 hours of volunteering service per team member. The event does not need to be related to the planned project.

Event Name	
Event Location	
Event Organizer/Manager	
What is the event goal?	
What is/are the event objective(s)?	
How is the success of the event measured?	
How many volunteers are involved, and what are their roles?	
How was the event promoted or advertised?	
What kind of choices and decisions did the event organizers make?	
What are the challenges associated with this event? How were they handled by the event organizer/manager?	
What recommendations would you have to improve this event?	