Event Plan Memo

To: Kristie Green, Public Relations Director
From: Alize James, Public Relations Intern
Date: Oct. 10, 2018
Subject: Nuci’s Space Music Fair

In order to increase diversity within Nuci’s Space members I propose that we host a music fair to be held on Sept. 21, 2019 outside of Georgia Square Mall in Athens, Ga.

Logistics

The company will need to rent out a part of Georgia Square Mall’s parking lot, along with special event insurance, rides/rollercoaster, stage, stage equipment, a photographer, a food truck and music equipment. The cost of rent for the parking lot space will not include much, but the renting of the rollercoasters will include lighting, electricity, and staff members. The company will need to purchase security, a public speaker, banners and Nuci’s Space giveaways. Each attendee receives a Nuci’s Space knapsack goody bag, comprised of a wristband, a t-shirt, 2 tickets to ride any rollercoaster and many other small accessories.

The event planning committee will consist of Nuci’s Space’s executive board members, which will meet weekly for the next few months leading up to the event. Each member of the executive board will have a specific responsibility in planning the event. Each responsibility will be discussed at the first event planning committee meeting.

Promotion

The event will be promoted on the organizations website, social media outlets (Twitter, Instagram, Facebook, Youtube and Snapchat) and in local bars and music stores around Athens, Ga. The social media director will post on all social media outlets daily to increase publicity for the event. There will be a link that has a poll asking which musicians should perform at the fair posted on all social media outlets and the organizations website. Individuals will get to suggest their favorite musicians as well as learn more about the event in person (local bars and music stores). There will be a contest for one individual to receive an “all rides” ticket which grants them the ability to ride all rollercoasters for free along with all free food. This contest will be released via the organizations Twitter page.

Press releases will be sent to all record labels around Georgia and well-known mental health facilities. Banners will be hung at the event. Posters will be made and posted all around the mall, inside each store in the mall, local bars, music stores and clubs. Emails will be sent to all current and previous Nuci’s Space members who have given their email address.
Calendar

6 TO 10 MONTHS PRIOR TO EVENT

- Meet with the executive board members to map out the event
  - Decide and confirm date of event
  - Decide and confirm location
- Purchase event insurance
- Purchase rides/rollercoaster in advance
- Rent out Georgia Square Mall’s parking lot
- Contact security
- Contact all food venues
- Begin working with staff members to map out the layout of event

3 TO 6 MONTHS PRIOR TO EVENT

- Coordinate staff meeting
  - Conclude event layout plans
  - Finalize budget
  - Place stage rental
  - Place music equipment rental
  - Finalize the artists performing
  - Call public speaker
  - Meet with performers to hear their music

1 TO 3 MONTHS PRIOR TO EVENT

- Confirm rides/roller coaster rental arrival date
- Confirm public speaker
- Confirm food venue
- Confirm security
- Confirm stage and music equipment
- Confirm rental of Georgia Square mall parking lot
- Confirm that all Nuci’s Space team members will be present to help set up and break down
- Create Twitter event, along with other social media platforms, and begin to update
- Post the prices for the rides and food
- Purchase and pick up banners and posters
- Place all promotional items in local bars, clubs, and music stores
- Contact musicians
- Place posters inside all mall stores
- Send out emails to members inviting them to the event
2 WEEKS PRIOR TO THE EVENT

- Have a general idea of how many people are attending the event based on likes, comments, and RSVP’s via Facebook
- Confirm order of musician’s performances
- Confirm public speaker arrival and time of speech
- Confirm times and arrivals for security and team members
- Confirm all deliveries for the stage and music equipment
- Send out emails to each executive board member of set up and break down times
- Finalize the day-of-event itinerary
- Update all social media pages daily (monitor traffic on event)

DAY BEFORE THE EVENT

- Confirm musicians, public speaker, venue, rides/rollercoasters, security, stage, music equipment, staff members, winner of “all rides” ticket, etc. for the last time before the day of the event

I propose that Nuci’s Space hosts a music fair to attract a more diverse crowd to the organization. Having the fair right outside of Georgia Square Mall brings hope that crowds of all demographics will attend to enjoy the fair and become informed about the organization at the same time. This fair is taking place to ensure more clientele. The goal is that all attendees will become informed on the mission of Nuci’s Space, gain exposure from music performances, and have fun with all activities present and create new traffic for the organization.

I will await a response until Oct. 21, 2018 and will begin developing a budget for consideration once approved.