

ADRA'S



**GLOBAL
VILLAGE**

EVENT MANAGEMENT
&
MANAGEMENT TIMELINE

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 1

**Months
Before
Event**

1. Event Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Global Village Construction and set decoration
 - Event Logistics
 - Sight location
 - Animals
 - Security
 - Post event set breakdown, storage and shipping
 - Site restoration
- 9 B. Provide the cost estimates to the Event Business Director for final assembly.
- 9 C. Coordinate with Board Chairman on Global Village habitat and teaching stop mix
- 8 D. Coordinate the Global Village sight layout and send a diagram to ADRA I along with sight photos including:
- Global Village layout
 - Visitor Greeting tent
 - VIP & Press
 - Traffic and visitor flow, Ingress & Egress
 - Student lunch area
 - Pack-a-box
 - Student Debriefing
 - Bus/car parking
 - Banner locations
 - Press parking and signage
 - Visitor parking and signage
 - Toilets

Page: #1

ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line

Page: 2

Months
Before
Event

- 8 E. Coordinate with the ADRA Set Designer and ADRA's Director of Development Education for any additional Global Village habitats deemed necessary by the local management board for the local Global Village event.
- 8 F. Coordinate the sight location, preparation and necessary contracts for the location use

Page: #2

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 3

**Months
Before
Event**

Event Director Job Description, continued

- 6 G. Coordinate all animals needed for the Global Village event
 - 6 Rentals or purchase/sale
 - 1 Care and feeding of animals
 - 1 Straw for animal pens and Choza

- 4 H. Supervise and schedule any extra construction or set decoration volunteers

- 4 I. Coordinate security for the Global Village construction and event. File the security plan and contract with ADRA I Development Education Department

- 4 J. Coordinate the event logistics:
 - 1 Cups & Water
 - 3 Portable-Toilets if necessary or bathrooms
 - 2 Trash and trash pick-up
 - 4 Crowd control
 - 2 Student seating for 100 at Debriefing, straw bales, chairs or lawn seating
 - 3 All Global Village animal pens and fencing

- 3 K. Coordinate all of the event equipment logistics with ADRA I:
 - 3 Habitat sounds playback cassette recorders and battery management
 - 3 Walkie talkie & cell phone communications
 - 3 Bull horns or public address equipment for:
 - 3 Guides and habitat host
 - 3 Student Debriefing
 - 3 Pack-a-box

- 3 Sound Teaching Stop playback equipment

Page: #3

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 4

**Months
Before
Event**

- 3 Tables and/or chairs for:

- 3 Pack-a-box
- 3 Greeting & Registration
- VIP/teacher reception
- Parking attendants
- Student Colloquium
- Student Tent Camp

- 3 Global Village passport stamps with ink refills (ADRA I)

- 3 L. Coordinate the construction crew schedule with ADRA I for Global
 Village Construction and set decoration

Page: #4

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 5

**Months
Before
Event**

Event Director Job Description, continued

- 3 M. Supervise the First Aid logistics:
 - 3 Tent or suitable location
 - 3 First aid volunteer staffing
 - 1 Supplies
- 2 N. Coordinate the post event set breakdown, storage and shipping
- 2 O. Coordinate the site restoration

Page: #5

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 6

**Months
Before
Event**

2. Event Business Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Checking account costs
Business management expenses
Business communication expenses including beepers, cell phones, FAXES, phones, etc.
Hardware costs: Computers, FAX Machines, etc.
Miscellaneous costs: Entertainment, presentation costs, postage, etc.
- 9 B. Consolidate all individual director's budget estimates into an event cost estimate and budget
- 8 C. Provide a copy of the event budget, journal and financial statement to ADRA International, the Event Chairman and the Event Director.
- 8 D. Coordinate all necessary contracts between event sponsors and sight sponsors.
- 7 E. Set up the accounting tracking system
- 7 F. Set-up the event checking account under the action of the Event Executive Committee
- G. Supervise all expenditures, compare them with budgeted amounts
- 3 H. Coordinate insurance rider policies
- 0 I. Prepare an event financial statement for audit by outside auditor after Global Village has ended

Page: #6

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 7

**Months
Before
Event**

3. Printed Materials Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Printing costs for all printed pieces needed for the Global Village Event listed below
- 9 B. Provide cost estimates to the Event Business Director for final assembly.
- 9 C. Establish the numbers needed for each printed item with the Curriculum Director
- D. Survey local printers for the costs of printing the pieces locally
- 9 E. Survey out of area printers such as Southern Publishers, ADRA International, etc. for cost comparisons.
- 4 F. Coordinate the printing of all promotional pieces and event support materials listed below:

Public Relations Material:

Global Village posters (11 x 17)
Global Village flyers (8 1/2 x 11)
Global Village bulletin inserts (5 1/2 x 4 1/4)

Global Village Press Release stationary stock (8 1/2 x 11)
Global Village stationary w/Global Village masthead logo (8 1/2 x 11)
Global Village stationary envelopes (#10)

Page: #7

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 8

**Months
Before
Event**

4 Teacher's kit including:

Teacher letter (8 1/2 x 11)
Student/family letter
Countdown Calendar curriculum (8 1/2 x 11)
Passports
Passport stickers
Follow-up Manual

4 Habitat materials:

Global Village habitat self guided tour Signage copy
Global Village banner copy

Page: #8

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 9

**Months
Before
Event**

Printed Materials Director, (continued)

4 Habitat materials: (continued)

Global Village greeter script
Global Village guide script
Global Village live-in script
Global Village debriefing script
Global Village well drilling script
Global Village debriefing script
Global Village pack-a-box script

3 Volunteer materials

Arrange for printing w/ADRA I and manage distribution of
volunteer T- shirts

Page: #9

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 10

**Months
Before
Event**

4. Publicity/Media Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Projected number of press kits (Find out from ADRA I the current cost/press kit)
Costs for writing and distributing all necessary press releasing
Costs for press day including reception and entertainment and adequate hosts for all members of the press during the pre-events, on Press day and during Global Village
Costs for news & information services before, during and after the event
- 9 B. Provide cost estimates to the Event Business Director for final assembly.
- 8 C. Coordinate media sponsorship with a local TV station
- 8 D. Work with ADRA I to produce all necessary press kits
- 8 F. Work with Media sponsor and represent their interests to the Global Village event and the Event Executive Committee
- 8 G. Provide quality control for news & information surrounding Global Village
- 8 H. Represent the interests of the media sponsors to the Executive committee and to the Global Village event
- 7 I. Coordinate all necessary press releases
- 6 J. Contact local print and radio stations and arrange for PSA's

Page: #10

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 11

**Months
Before
Event**

- 1 K. Host the media during the entire Global Village event, from construction through the event.
- 0 L. Prepare reports on the media response to the press releases.

Page: #11

GV Director's Job Description (Dev Ed folder, GV lists)

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 12

**Months
Before
Event**

5. Public Relations Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Costs for speaking appointment coordination
 - Costs for writing and scheduling all necessary PSA's
 - VIP Reception costs for all expected VIPs and other expected corporate guests during the pre-events, on Press day and during Global Village
 - Costs for PSA services before and during the event
 - PR materials, postage and any name list purchases
 - Related costs for volunteer support
- 9 B. Provide cost estimates to the Event Business Director for final assembly.
- 8 C. Coordinate names and addresses for promotional material distribution
- 7 D. Arrange for speakers at service clubs, churches, etc. to invite participation in Global Village
- 7 E. Coordinate volunteers to prepare packets for mailings:
- PR materials
 - Press kits
 - Special Invitations
 - School and classroom letters of invitations
 - School district pr material
 - School and classroom attendance kits
- 5 F. Work with the Print Director to get the promotional pieces appropriate to the number of registered and expected visitors printed and distributed.

Page: #12

ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line

Page: 13

Months
Before
Event

- 4 G. Arrange for distribution of all promotional pieces created by the Publicity/Media Director
- 4 H. Coordinate PSA recording appointments, arrange for spokesperson to record spots
- 3 I. Coordinate VIP reception area and catering
- 3 J. Make arrangements for staffing the VIP reception area during the Global Village event

Page: #13

GV Director's Job Description (Dev Ed folder, GV lists)

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 14

**Months
Before
Event**

- 6. The Event and/or Sight Sponsors Liaison Director:**
- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
 - Special event costs for event sponsors during the pre-events, on Press day and during Global Village
 - Special programming costs before and during the event
 - Compile and list all other anticipated costs for Sponsors
 - 9 B. Provide cost estimates to the Event Business Director for final assembly.
 - 8 C. Coordinate the event special programs and internal and external outreach wanted by the location sponsor
 - 8 D. Represent the interests of the event sponsors to the Executive committee and to the Global Village event
 - 8 E. Represent the interests of the sight sponsors to the Executive committee and to the Global Village event
 - 7 F. Coordinate with ADRA I in regards to any additional major messages the Event, sight or corporate sponsor might want to include in the Global Village event.
 - 6 G. Coordinate the event special programs and internal and external outreach wanted by the event sponsor

Page: #14

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 15

**Months
Before
Event**

7. Marketing Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Anticipated costs for fund raising
 - Anticipated costs for outreach to potential corporate and business sponsors
 - Entertainment costs
 - Travel costs
 - Video duplicating costs for the necessary number of corporate promotional videos needed for marketing and fund raising (from ADRA I)
 - Any student premium costs wanted by sponsors and related packaging or distribution costs
- 9 B. Provide cost estimates to the Event Business Director for final assembly.
- 8 C. Market to organizations and/or corporations for sponsorship
- 8 D. Coordinate the fund raising activities necessary for the Event sponsor to carry out Global Village
- 7 E. Work with any of the other directors who ask for assistance in their communications activities

Page: #15

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 16

**Months
Before
Event**

8. Volunteers Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Anticipated costs for volunteer support
 - Anticipated costs for volunteer recruitment
 - Costs for college student volunteer housing, transportation, food and compensation
 - Costs for community senior citizen volunteer support
 - Costs for volunteer training
 - Costs for volunteer special events
 - Costs for volunteer feeding during Global Village
- 9 B. Provide cost estimates to the Event Business Director for final assembly.
- 6 C. Acquire sufficient college and senior citizen volunteers for event.
- 4 D. Coordinate Volunteer support
- 4 E. Arrange for curriculum training
- 4 F. Arrange for College Student Tent Camp housing either in Global Village or in a separate camp next to Global Village
- 3 G. Arrange for volunteers to provide meals for ACS and College Volunteers while working at or staying in Global Village
- 3 H. Arrange for transportation for College Volunteers after Global Village duty.
- 2 I. Coordinate the distribution of guide and live-in scripts

Page: #16

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 17

**Months
Before
Event**

- 2 J. Coordinate the distribution of Teaching stop scripts to Community service volunteers
- 2 K. Coordinate special social events and special thank you events for all volunteers
- 1 L. Work with students and ACS volunteers on script rehearsal
- 0 M. Supervise all volunteers during the Global Village event
- 0 N. Train all college volunteers in the animal care program

Volunteer List:

Guides -	40
Habitat Hosts -	40
Greeters -	10
Stampers -	20 - 30
Debriefers -	10 - 40
Pack - a - Box	10 - 40
Security	2-4
Medical	1
Information staff	6 - 8
Habitat construction	8 - 10

Page: #17

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 18

**Months
Before
Event**

9. Curriculum Director:

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:

Anticipated costs for public school district marketing
Anticipated costs for private school marketing
Anticipated costs for special education school marketing
Entertainment costs
Travel costs
Video duplicating costs for the necessary number of educational videos needed for marketing to schools and districts (from ADRA I)
Mailing costs for all classroom correspondence (listed below) based on the number of classrooms sponsors want in attendance

- 9 B. Provide cost estimates to the Event Business Director for final assembly.

- 8 C. Present the Global Village program to all school districts in the event area.

- 8 D. Coordinate with superintendents of public school districts or the district's curriculum director to get approval for schools to attend Global Village

- 7 E. Coordinate with school districts and compile invitation lists

- 7 F. Prepare all expected letters of correspondence and invitation to schools & classrooms listed below:

School district letters
School letters
Classroom/teacher letter
Classroom kit package

Page: #18

ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line

Page: 19

Months
Before
Event

Reservation confirmation letter
Post visit letter
All evaluation correspondence

- 7 G. Work with the ADRA Development Education Department in checking existing curricula for appropriateness to local market
- 6 H. Coordinate classroom's Global Village visitation schedule
- 6 I. Invite the local 'Teachers of the Year' to have a special part in Global Village, be introduced to the sponsors, press and have a special tour with their classrooms
- 6 J. Coordinate invitations to private and parochial schools

Page: #19

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 20

**Months
Before
Event**

10. Curriculum Director - (continued)

- 5 K. Coordinate invitations to special education schools
- 5 L. Work with volunteers to mail the classroom support materials
- 4 M. Communication with Print Director after establishing appropriate amounts material for support materials
- 4 N. Work with school districts regarding entry times for classrooms
- 4 O. Re-confirm Global Village reservation time and date with school
- 1 P. Arrange to be on sight to host every teacher in the VIP area.

Page: #20

GV Director's Job Description (Dev Ed folder, GV lists)

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 21

**Months
Before
Event**

11. Outreach Director

- 9 A. Establish the costs and budget for the local Global Village as it pertains to the following items:
- Costs for pack-a-box boxes
 - Cost for moving pre-packaged supplies and finished boxes
 - Cost for tape and tape machines to seal boxes
 - Cost for leader training (ADRA I)
 - Cost for distributing packed boxes locally
- 9 B. Provide cost estimates to the Event Business Director for final assembly.
- C. Coordinate Pack-a-box
- 8 Develop relationships with the local Consignment Association network to acquire children's clothing and supplies for the pack-a-box activity. Contact all large retailers in the area like K-Mart and Wal-Mart to arrange for any close-out clothing that is dedicated to overseas distribution.
- 8 D. Coordinate any give away program to the students as they leave Global Village for school
- 6 E. Work with ADRA International's Acquisitions and Material Resources Department to arrange shipping of relief supplies from the Pack-a-box teaching stop and for additional donated products to be packed by the students
- 6 F. Arrange for local supplies to supplement the ADRA supplies
- 6 G. Coordinate for a Pack-a-box teacher/trainer to speak to the children before they begin packing the supplies.

Page: #21

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 22

**Months
Before
Event**

- 5 H. Arrange for Community Service volunteers to staff Pack-a-box
- 5 I. Work with area organizations to distribute a percentage of boxes to local organizations for needy children as per direction of the Executive Committee
- 4 J. Arrange for storage and daily transportation of relief supplies to Pack-a-box
- 4 K. Coordinate the number boxes needed for the event
- 4 L. Arrange for Volunteers to assemble Pack-a-box boxes daily

Page: #22

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 23

**Months
Before
Event**

Outreach Director (continued)

- 3 M. Arrange for moving boxes out of the active pack-a-box area at the end of each day.
- 3 N. Coordinate the collection of premiums to be packaged for distribution.
- 3 O. Arrange for volunteers to pack enough premium bag each night for the next day's number of students + 10-20%
- 3 P. Arrange for volunteers to transport of filled bags to the children's exit point
- 3 Q. Arrange for volunteers to distribute bags to children.
- 0 R. Collect undistributed bags and transport them to the staging area

Page: #23

**ADRA's Global Village Event Planning Manual
Director's Job Descriptions & Completion Time Line**

Page: 24

**Months
Before
Event**

12. Global Village Chairman:

- 9 A. Chair the Operations Committee
- 9 B. Work with the Directors and finalize on the Global Village habitat and teaching stop mix. Have the Event Director make all necessary arrangements to have the Village mix available for the event.
- 9 C. Coordinate and supervise the work of the Operations & Management Directors
- 9 D. Supervise the overall operation's budget for Global Village
- 8 E. Chair the Global Village Community Executive Committee
- 7 F. Connect business and community leaders who are taking part in the Global Village event
- 7 G. Make any sister city connections deemed valuable for the Global Village event.
- 6 H. Work to provide special events during Global Village for ADRA International representatives, sponsors, community leaders, and directors
- 5 I. Ensure the hosting of an opening day event for all appropriate persons connected to the Global Village event

Page: #24

