

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

NEW JERSEY LEARNING STANDARDS

- NJSLSA.L1 Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.
- NJSLSA.SL6 Adapt speech to a variety of contexts and communicative tasks, demonstrating command of formal English when indicated or appropriate.
- NJSLSA.L6 Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when encountering an unknown term important to comprehension or expression.
- NJSLSA.W2 Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.
- RI.11-12.1 Accurately cite strong and thorough textual evidence, (e.g., via discussion, written response, etc.), to support analysis of what the text says explicitly as well as inferentially, including determining where the text leaves matters uncertain.
- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.
- SL.11-12.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with peers, building on others' ideas and expressing their own clearly and persuasively.
- SL.11-12.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.
- SL.11-12.4 Present information, findings and supporting evidence clearly, concisely, and logically. The content, organization, development, and style are appropriate to task, purpose, and audience.
- WHST.11-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- WHST.11-12.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the specific task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans
- 9.2.12.C.4 Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6 Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

CAREER READY PRACTICES

- ✓ Act as a responsible and contributing citizen and employee.
- ✓ Apply appropriate academic and technical skills
- ✓ Communicate clearly and effectively with reason
- ✓ Consider the environmental, social and economic impacts of a decision.

EVENT MANAGEMENT

2019-2020

STAR EVENT

Page 2 of 9

- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Model integrity, ethical leadership and effective management.
- ✓ Use technology to enhance productivity.
- ✓ Work productively in teams while using cultural global competencies.

NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES

- 1.1.1 Summarize local policies, issues, and trends in the workplace, community, and family dynamics that affect individuals and families.
- 1.1.2 Analyze the effects of social, economic, and technological changes on work and family dynamics.
- 1.1.3 Analyze ways that individual career goals can affect the family's capacity to meet goals for all family members.
- 1.2.5 Analyze future-ready strategies to shape, manage, and utilize change, including changing technologies in the workplace.
- 1.2.6 Demonstrate leadership skills abilities in school, workplace and community setting.
- 1.2.8 Demonstrate employability skills, work ethics, and professionalism.
- 2.1.1 Apply time management, organizational, and process skills to prioritizing tasks and achieving goals
- 2.1.2 Analyze how individuals and families make choices to satisfy needs and wants.
- 2.1.7 Apply consumer skills to decisions and recreation.
- 2.2.3 Demonstrate behaviors that conserve, reuse, and recycle resources to maintain the environment.
- 2.4.2 Analyze how media and technological advances affect family and consumer decisions.
- 3.1.1 Explain roles and functions of individuals engaged in consumer service careers.
- 3.3.2 Demonstrate the components of financial planning on wants, values, goals and economic resources.
- 3.5.1 Conduct market research to determine consumer trends and product development needs.
- 3.5.3 Analyze features, prices, product information, styles, and performance of consumer goods for potential impact and trade-offs among components.

EVENT LEVELS

Level 1: Participants through grade 8

Level 2: Participants in grades 9 – 10

Level 3: Participants in grades 11 – 12

ELIGIBILITY

1. A chapter may register one (1) entry in each event level.
2. An entry is defined as one (1) participant or one (1) team comprised of a maximum of three (3) members.
3. An event level is determined by a member's grade in school and affiliation status.
4. Participation is open to any affiliated FCCLA chapter member.
5. Participant(s) must have completed a course or a unit in consumer management or financial education in a Family and Consumer Sciences program or must have completed a unit of the FCCLA Financial Fitness National Program.

PROCEDURES & REGULATIONS

1. The Event Management project must be developed and completed within a one-year span beginning July 1 and ending June 30 of this school year before the National Leadership Conference.
2. The Event Management project must be planned and prepared by the participant(s) only. Supporting resources are acceptable as long as participants are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.
3. The event must be planned for an educational institution, community or non-profit organization, business, or government institution. **All projects must be planned and implemented prior to the State Leadership Conference.**
4. A table will be provided. Participants must bring all other necessary supplies and/or equipment. Wall space electrical outlets/equipment, and wireless internet connection will not be available.

5. Spectators may not observe any portion of this event.
6. Two (2) individuals/teams may be chosen from each event level to represent New Jersey at the National Leadership Conference.

Each entry must submit a <i>portfolio</i> to the room location designated in the State Leadership Conference program during the specified registration time.	
5 minutes	Each entry will have 5 minutes to set up for the event. Other persons may not assist.
10 minutes	The oral presentation may be up to ten (10) minutes in length. The oral presentation is a time for the participant(s), in the role of student event manager(s), to present to the evaluators, in the role of clients, the event proposal. The presentation is intended to be a two-way dialogue, as in a conversation or interview, rather than a one-way presentation. If audio or audiovisual recordings are used, they are limited to three (3) minutes playing time during the presentation. <i>Presentation equipment</i> , with no audio, may be used during the entire presentation.
Following the presentation, evaluators will have the opportunity to ask questions of the participant.	
Evaluators will use the rating sheet to score and write comments for each entry.	


General Information					
Individual or Team Event	Prepare Ahead of Time	Participant Set Up/ Prep Time	Maximum Oral Presentation Time	Equipment Provided	Electrical Access
Individual or Team (1-3 participants)	Portfolio, Oral Presentation	5 minutes	10 minutes	Table	Not provided

Presentation Elements Allowed									
Audio	Costumes	Easel(s)	File Folder	Large Newsprint Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■		■			■			■	

EVENT MANAGEMENT SPECIFICATIONS

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 their 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.

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.	
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.

	<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 		
	Level 1	Level 2	Level 3
Minimum number of event attendees	50	100	150
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.


Event Volunteering Experience – Required for Level 2 and Level 3 Participants

Each team participant must volunteer at a school or community event in which at least 50 people attend, and which requires a minimum of 2 hours of volunteering service per team member. If all team members volunteer at the same event, only one Event Volunteering Experience Form is required. Submit a summary of the volunteering experience using the provided Event Volunteering Experience Summary Form. The event does not need to be related to the planned project.

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
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Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in a standard binder (no larger than 12” high, 11” wide, and 2” in depth). A decorative and/or informative cover may be included. All materials, including the *divider pages* and tabs, must fit within the cover, be one-sided, and may not exceed 65 pages, as described below. The *portfolio* must be submitted to the room location designated in the State Leadership Conference program during the specified registration time.

1- 8½” x 11” page	<i>Project Identification Page</i>	<i>Plain paper</i> , with no <i>graphics</i> or decorations; must include participant’s name(s), chapter name, school, city, state, event name, and project title.
1- 8½” x 11” page	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.
1- 8½” x 11” page	<i>FCCLA Planning Process Summary Page</i>	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation. Each step is fully explained.
1	 Evidence of Online Project Summary Submission	Complete the online project summary form located on the “Surveys” tab of the FCCLA Portal, and include signed proof of submission in the <i>portfolio</i> .
1	Evidence of Eligibility	Provide documentation of a completed course or unit in a consumer management or financial education FCS program or completion of a unit of the FCCLA Financial Fitness National Program.
0-8	<i>Divider Pages</i> or Sections	Use up to 8 <i>divider/section</i> pages. <i>Divider/section</i> pages may be tabbed, may contain a title, a section name, <i>graphic</i> elements, thematic decorations, and/or page numbers. They must not include any other <i>content</i> .
	Appearance	<i>Portfolio</i> must be neat, legible, <i>professional</i> and use correct grammar and spelling.

SPECIFICATIONS BY LEVEL		LEVEL 1	LEVEL 2	LEVEL 3
Up to 2 8 ½" x 11" pages	Event Volunteering Experience		See requirements under Event Volunteering Experience section.	
Up to 50 8 ½" x 11" pages	Event Proposal Introduction	Prepare written proposal introduction, providing a general event description, summary of the client needs and services the event planner will provide.	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.	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.
	Event Goal, Objective(s) and Evaluation	Provide event goal and objective(s) that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success.		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.
	Event Dates and Background Research	Determine event date options.	Determine event date options and provide pertinent background research to support holding the event.	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.
	Venue/Facility Space	Include selected facility maps or diagrams, inclement weather plans, parking restroom access, etc. to support venue choice.	Include two options for venue/facility. Provide facility maps or diagrams, inclement weather plans, parking, restroom access, etc. to support venue choice.	
	Event Personnel Chart	Include an organizational chart and brief role description of personnel roles required to successfully implement the event.		
	Health and Public Safety	Describe the plans to address health, public safety, or crisis management during the event.		
	Planning and Implementation Timeline	Create a planning and implementation timeline using the provided template. All information must be included.		
	Target Attendees and Recruitment Strategy	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.		
	Sponsor/ Advertiser/ Exhibitor Recruitment	Identify potential sponsors, advertisers, and exhibitors	Identify potential sponsors, advertisers, and exhibitors, provide 1 recruitment sample method	Identify potential sponsors, advertisers, and exhibitors, provide 2 recruitment sample methods
	Volunteer Recruitment Strategy	Explain the role of volunteers in event implementation and recruitment methods.	Explain the role of volunteers in event implementation, recruitment methods, volunteer duty descriptions and time requirement	Explain the role of volunteers in event implementation, recruitment methods, volunteer duty descriptions and time requirement and training information
	Projected Attendance	Estimate attendance and explain method of determining that number.		
	Suppliers and Vendors	List recommended suppliers and vendors for items such as food and beverage, decor, entertainment, paid staff, clean up, etc.		

Up to 50 8 ½" x 11" pages, <i>continued</i>	Activity Schedule	Provide a proposed schedule of activities for the event.		
	Event Marketing	Describe pre, during, and post event promotion. Include logo design, poster design, and 1 sample each (pre, during, post) of social media posts.	Describe pre, during, and post event promotion. Include logo design, poster design, and 2 samples each (pre, during, post) of social media posts.	Describe pre, during, and post event promotion. Include logo design, poster design, and 3 samples each (pre, during, post) of social media posts.
	Miscellaneous	Provide any additional pertinent details specific to this event, if required.		
	Projected Budget and Options	Include projected budget including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.	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.	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.

Presentation to Clients (Oral Presentation)

The oral presentation **may be up to ten (10) minutes** in length and is delivered to evaluators. The presentation is a time for participant(s), in the role of student event manager/management team, to present to the evaluators, in the role of clients. The presentation is intended to be a two-way dialogue, as in a conversation or interview, rather than a one-sided presentation. The *portfolio* will be used by the participant during the presentation. If audio or audiovisual recordings are used, they are limited to three (3) minutes playing time during the presentation. *Presentation equipment*, with no audio, may be used during the entire presentation.

SPECIFICATIONS BY LEVEL	LEVEL 1	LEVEL 2	LEVEL 3
Knowledge of Event Planning and Management	Demonstrate knowledge of planning, budgeting, and managing costs of an event.	Demonstrate knowledge of planning, budgeting, and managing costs of an event. Explain which FCCLA National Program could be used to implement project.	Demonstrate knowledge of planning, budgeting, and managing costs of an event. Explain which FCCLA National Program could be used to implement project. Identify FCS career pathway connections.
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize research.		
Use of <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project and to enhance the presentation.		
Voice	Speak clearly with appropriate pitch, volume, and tempo.		
Body Language / Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact and appropriate handling of visuals and notes or note cards if used. Wear appropriate business clothing for the nature of the presentation.		
Grammar / Word Usage / Pronunciation	Use proper grammar, word usage, and pronunciation.		
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.		

Event Volunteering Experience Summary Form

Required for Level 2 and 3. 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 kinds of choices and decisions did the event organizers make?	
What were the challenges associated with this event? How were they handled by the event organizer/manager?	
What recommendations would you have to improve this event?	

Event Management Rating Sheet

Name of Participant(s) _____

School _____ Event Level _____

INSTRUCTIONS:

1. Before student presentation, evaluators must check the participants' portfolio using the criteria and standards in the guidelines. If there is a discrepancy over or under the required number of items, please complete the Point Deduction sheet as necessary.
2. Write the appropriate rating in the "Score" column. Points given may range between 0 and the maximum number indicated. Total the points and enter under "TOTAL SCORE". Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary.

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
PORTFOLIO							
FCCLA Planning Process Summary & Event Volunteering Experience (Level 2 & 3)	0-1	2-3	4-5	6-7	8-9		
Event Proposal Introduction	0	1		2	3		
Event Goal, Objectives, and Evaluation	0	1	2	3	4		
Event Dates and Background Research	0		1		2		
Venue/Facility Space	0	1		2	3		
Event Personnel Chart	0	1		2	3		
Health and Public Safety	0	1		2	3		
Planning and Implementation Timeline	0-1	2-3	4-5	6-7	8-9		
Target Attendees and Recruitment Strategy	0	1	2	3	4		
Sponsor/Advertiser/Exhibitor Recruitment Strategy	0	1	2	3	4		
Volunteer Recruitment Strategy	0	1	2	3	4		
Projected Attendance	0		1		2		
Suppliers and Vendors	0	1		2	3		
Event Activity Schedule	0	1		2	3		
Event Marketing	0	1	2	3	4		
Project Budget and Options	0-1	2	3	4	5		
Appearance	0-1	2	3	4	5		
ORAL PRESENTATION							
Organization / Delivery	0-2	3-4	5-6	7-8	9-10		
Knowledge of Event Planning and Management	0-1	2	3	4	5		
Use of Portfolio during Presentation	0-1	2	3	4	5		
Voice, Body Language, Clothing, Grammar & Pronunciation	0-1	2	3	4	5		
Responses to Evaluators' Questions	0-1	2	3	4	5		

Total Score _____

Verification of Total Score (please initial)

Evaluator _____

Room Consultant _____

Lead Consultant _____

Circle Rating Achieved:

Gold: 90-100

Silver: 79-89

Bronze: 70-78