



Assignment 4-2: Planning Process, Strategies and Tools

Overview:

Using your knowledge from lessons 4-1 and 4-2, you will now prepare a plan and go through the planning process. You are the director of marketing for a business called “Wonderful World”. It is a medium sized company that employs 50 people. Your manager has come to you with a new task. Your business is celebrating its 100th year in six months and your manager would like you to prepare a celebration gala for the employees and their partners. The details are up to you, but your manager would like an evening dinner ceremony.



She (your manager) is giving you the next six months to work on the project alongside a few other projects that you have on the go. She is also willing to give you up to five employees to help you in the planning process whenever you need them. Their names are Jillian, Anna, Sunny, Alina and Candy. Finally, she tells you that you can have up to \$100,000 Canadian dollars to spend on the event.

Your task is to create a portfolio that documents all of your planning and all of the things that you do right up to the point of the 100th celebration. By the end of your project, your portfolio should include: a budget, a location, a menu, music details, decoration details, etc.

Furthermore, you will also outline some of the planning tools/strategies that you use. You will need to provide detailed information about some of the following: policies, rules, tactical plans, operational plans, budgets, forecasts/simulations, contingency plans, etc.

Learning Goals:

- Describe tools and strategies used in the planning process.
- Explain the use of effective short-term planning tools and long-term planning tools.
- Demonstrate the ability to use time management techniques.
- Describe the planning process and its benefits to the organization.
- Apply different problem-solving strategies to a variety of management planning challenges.

Success Criteria:

- Demonstrate how to proceed through the planning process.
- Use and explain the effectiveness of short-term and long-term planning tools.
- Create a budget for a large event
- Create a portfolio that addresses all the things needed to successfully run a gala celebration



TASKS:

1. Using the example of the planning process that you followed in 4-1, create a plan for the 100th celebration gala. Add your own personal touch like a theme.
2. Create a budget for the event. Remember, a budget is a plan for wise saving and spending.
3. Choose three of the following tasks and complete each one:
 - a. Create a tactical plan for the entrance. How will you ensure the people coming in are employees of your company and/or guests of employees?
 - b. Create a tactical plan for marketing the gala to your fellow employees.
 - c. Create a contingency plan in case the following happens: three days before the event, your decorator calls you and says he is going out of business and will return half of the money you paid to him to decorate the event.
 - d. Create a contingency plan in case the following happens: the electricity goes out during your gala for one hour.
 - e. Create a set of rules for the gala or for your employees to follow during the planning process.
 - f. Create a set of policies for the gala or for your employees to follow during the planning process.
 - g. Create a different forecasts of how many people will attend; how many special meals (vegetarian, vegan, gluten free) you will need, and how many taxis to have on standby at the end of the night.
4. Create a video or audiocast of your opening speech where you welcome everyone to the event and thank your team. Discuss the creative aspects of the gala.

