Event Planning Term Project

Think Pink

October 19, 2013

NYC- Metropolitan Pavilion

Room: North-South Pavilion

2pm

Invite Only

         - 15 Survivors

         - 60 guests (survivors)

         - 5 Models

        - 80 Invitations (20 = donors +1 guest)

Speakers

           Cheryl Crow

           Susan G Koman Speakers (2)

           Victoria's Secret Pink Designer

Designers

              4 local

               VS PINK

Location:  The Metropolitan Pavilion: South Pavilion

         -Lighting: Transitions in changing pink

                           - Runway in pearl lighting

                           - Cue lights (back)

        - Audio Visual

                      - Microphones (speakers)

                     - Head pieces for stage managers & security

                     - Sound system

Outside Vendors

       -Stage Rental/lighting

      - Catering

            -Cupcakes

            -Appetizers

           - Liquor

Marketing

      - Susan G Komen website

      - Cancer Hospital (Survivors, Patients)

      - Facebook, Twitter, Radio Ad

      - Victoria's Secret (Sponsor)

      - Susan G Komen walks

     - Designers have ads in their stores

My Paper Subject

- Organization and timing

- Marketing/advertisement plan

Marketing and advertising plan

How are people going to learn about the event?

Are you aiming for media coverage?

Website, social media outreach

Organization and timing

Planning schedule.

Who is going to do what?