

# EVENTS 101

## COMMUNITY IMPACT INITIATIVE

Powered by Foundation Events ECC, a 501(c)(3) Nonprofit Organization





# About the **EVENTS 101** Initiative

## **/01** WHAT IS EVENTS 101?

Our signature events education program initiative, **EVENTS 101** workshops and conferences go well beyond how to produce your events to build capacity and drive positive community impact.

## **/02** WHY IS EVENTS 101 NEEDED?

Events are the most important tool for audience and stakeholder engagement. **EVENTS 101** changes how organizations view and produce events, and how they achieve mission success and serve their stakeholders.

## **/03** WHAT WE DELIVER

Participants can expect to leave with an achievable plan to easily align their events with their mission, ensuring that every gathering they organize delivers powerful outcomes.

## **/04** WHO WE ARE

**Foundation Events ECC** exists to create incredible community impacts through events education, production, and capacity building.

## **/05** WHERE WE'RE GOING

We're planning to bring **EVENTS 101** to communities all throughout America, anywhere and everywhere that we can help organizations be impactful and mission successful!

## **/06** SPONSORSHIP OPPORTUNITIES

Sponsorships and grants are vital in allowing **Foundation Events ECC** to deliver **EVENTS 101** and other events education programs. Let's discuss how we can support your CSR efforts!



# COMMUNITY IMPACTS THROUGH **EVENTS 101**

Nonprofit organizations, local government agencies, and community-focused businesses deliver value through events, programs, and mission-focused activities. Foundation Events ECC's **EVENTS 101** initiative builds capacity and offers both big picture perspective and detailed skill-building to support these vital efforts.



The ECC is the most important part of our name. It stands for Education, Capacity, and Community, the three core elements of our mission. It literally is why we exist!

- Barry Feil, Co-Founder, Foundation Events ECC



## EDUCATION

While national training programs exist in most fields, access to high level events education is generally not considered. Our programs are designed to advance participants' knowledge and abilities and change the way organizations view their events.



## CAPACITY

Human and financial resources are at a premium for community focused organizations and agencies. **EVENTS 101** creates solutions that maximize those resources, allowing for greater attention to mission delivery.



## COMMUNITY

Quality of life for our communities, for the places we live, work, and visit, are why we do what we do. The **EVENTS 101** initiative is designed to strengthen our lives through stronger engagement through events.

# THE EVENTS 101 PROGRAM

EVENTS 101 workshops are customizable, able to include specific topics that are of the greatest importance to the community-focused organizations within a city or region that we visit. Our standard initial program includes the following sessions in a single-day workshop.

## 01/ Strategic Engagement

Combining the four primary elements of engagement, our Foundation Engagement Model is easily applied to your event success.

## 02/ Mission Delivery Through Events

Incorporating your mission into your events is a vital part of engaging stakeholders and delivering outcomes that support your organizational goals.

## 03/ Retention and Management of Volunteers

Focusing on retention as a primary objective, we'll guide you on how to develop organizational capacity through innovative volunteer program management.



## 04/ A Roadmap for Sponsorship Success

Breaking down the core elements of sponsorship program development, we'll deliver a step-by-step plan to amplify fundraising success!

## 05/ Marketing for Stakeholder Engagement

The best events only work if you're able to engage your audience. We'll help you create strategies and tactics that generate truly positive engagement.

## 06/ Event Lab

Our instructors will deliver solution strategies for participants' greatest event and engagement challenges in a fast-paced, real-time final session!



# ADDITIONAL TOPICS **WE TEACH**

Our EVENTS 101 programs are designed to support the programming, management, and engagement needs of all types of organizations that serve our communities. Listed below are a sampling of some of the additional topics we offer. If you don't see what you're looking for, let us know and we can customize programs for your specific needs!

## **FUNDRAISING TOPICS**

- Sponsorship Program Design and Implementation
- Proposals and Grant Writing
- In-Event Revenue Generation
- Sponsor Relationships
- In-Kind Sponsorships

## **MARKETING TOPICS**

- The A to Z of Engagement
- Social Media for Events
- Grass Roots Event Marketing
- Creating and Media Partnerships
- Media Mix for Large Events

## **PROGRAMS OPERATIONS TOPICS**

- Program Design
- Event Timeline Development
- Event Cash Management
- Budgeting for Success
- Contractor Relationships

## **LEADERSHIP TOPICS**

- Board Development & Engagement
- Mission Focused Events
- Galas & Donor Events
- Pitfalls for First-Time Leaders

## **SAFETY & RISK TOPICS**

- Crowd Management (TCM)
- Understanding Risk
- Event Insurance Defined
- Comprehensive Emergency Planning
- Risk Management Planning



# PARTICIPATING IN AN **EVENTS 101**

## WHY PARTICIPATE?

Producing successful events has never been as difficult as it is now. Even for seasoned event professionals, the complexities of event planning and production are tougher than ever. Rapidly rising costs, lack of needed funds, engagement challenges, and staffing shortages, are just the tip of the proverbial iceberg.

**EVENTS 101** begins and ends with understanding why we produce events. In between we focus on the best ways to recruit and retain volunteers, sponsors, supporters, and engaged audiences, while delivering mission-focused results that strengthen the communities we serve.

## HOW TO PARTICIPATE

We offer workshops that are open to the public, as well as private, customizable trainings that can be produced for a single organization any number of invited guests. Groups of 5 to 500 can be accommodated, but smaller groups provide more personalized learning opportunities.

Please visit [www.EVENTS101.org](http://www.EVENTS101.org) to view our upcoming sessions and registration links. We also encourage you to contact our Chief Experience Officer, Frank Pappas at [Frank@FoundationEventsECC.org](mailto:Frank@FoundationEventsECC.org) with any questions you may have.

## WHAT YOU CAN DO

Please consider helping us in our efforts to engage with your communities. We need both fundraising support as well as links to the organizations, agencies, and businesses who can benefit from the EVENTS 101 program.

If you would like to bring our EVENTS 101 initiative to your community or region, please contact Rebecca Diamond, our Chief Development & Community Outreach Officer at [Rebecca@FoundationEventsECC.org](mailto:Rebecca@FoundationEventsECC.org), or Barry Feil, our CEO, at [Barry@FoundationEventsECC.org](mailto:Barry@FoundationEventsECC.org).



# SUPPORTING EVENTS 101

## LOCAL OR NATIONAL SPONSORSHIP OF THE EVENTS 101 INITIATIVE

Underwriting of the EVENTS 101 Initiative, either for a single local workshop or for a defined number of events in a specific region, provides the perfect opportunity to meet your philanthropic goals while making a real difference in delivering incredible impacts in communities you support.

For more information on EVENTS 101 sponsorship, please contact Rebecca Diamond, our Chief Development & Community Outreach Officer at [Rebecca@FoundationEventsECC.org](mailto:Rebecca@FoundationEventsECC.org), or Barry Feil, our CEO, at [Barry@FoundationEventsECC.org](mailto:Barry@FoundationEventsECC.org).

## HOST A PRIVATE EVENTS 101 TRAINING IN YOUR COMMUNITY

Corporate sponsors, chambers of commerce, tourism & visitors bureaus, and similar organizations can individually or jointly host their own EVENTS 101 sessions, either for their members or for organizations and individuals they identify.

Typical host responsibilities include venue hosting and contracting, catering of lunch and breaks, inviting and registering participants, and covering Foundation Events ECC's production expenses.

## DONATE TO THE FOUNDATION EVENTS ECC COMMUNITY FUND

Your support through direct donation to Foundation Events ECC allows us to offer our signature educational programs, develop additional events and outreach efforts, and provide general consulting to community-focused organizations anywhere in the USA.

Tax deductible donations can be made via the **WAYS TO GIVE** page on our website: [www.FoundationEventsECC.org](http://www.FoundationEventsECC.org)



# HOW ELSE DO WE MAKE A DIFFERENCE?

Our team believes in **community**. We see the **potential** for incredible experiences, sharing of social capital, creating **positive change** in the lives of all people, and we have spent our careers leading up to the very change we are now generating. Many businesses create foundations to give back. We chose to do it the other way around and launched our nonprofit organization to support the business of impacting communities.

**We believe our role is to give back, to make a difference, to create mission success, to drive economic impact, and to build community capacity.**



## EDUCATION

Through our EVENTS 101 Initiative, we offer public, private, and custom professional development and training solutions for staff, boards, volunteers, donors, and important others.



## STAFFING

We provide comprehensive and focused options for the creation of staffing plans, recruitment and vetting of staff and volunteers, and training and management of your event teams.



## PRODUCTION

From galas to festivals, VIP events to open houses, and just about any other event, we envision, produce, and manage programs and events that engage and create fundraising success.



## MANAGEMENT

We deliver successful events that drive economic development, tourism, and community quality of life, including all planning and operations for turnkey and customized event solutions.



## SPEAKING

Our team is available to present on any event development, planning or management-related topic, customized to the specific challenges and opportunities of your audiences



# CONTACT US

For additional information on creating incredible communities and bringing an EVENTS 101 program to your area, please contact any of our team members.

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