



BY: SONAL VALLABH



**Who:**

Target Audience: (family friendly event)

- "Connoisseur" of the Indie Films, those in the community interested in films: Texas Association of Motion Media Professionals, Dallas Film Commission, Dallas Producer Association, Dallas Film Society, and International Society of Certified Electronics.
- The local community around Dallas, local businesses looking to become vendors or sponsors, media channels, bloggers, prospective students considering the film industry.

Stake holders:

- Effected by outcome of the event:
  - o Students who are looking to further their film careers, from donation.
  - o Vendors that participate in bringing new clients to their businesses.
- Effected by the planning of the event:
  - o Marketing & Promotions team, Sponsorship team, Event Planning team, Financial and legal team, Students showcasing their work, local officials, the Klyde Warren Park Officials, University Program Manager and Dean

**What:**

The Independent Film Festival focuses on showcasing current student film projects, and fundraising to help bring other projects to life. This event will present 20 short films from senior students on the main screen and will have booth setup to allow students to present their other work and interact with potential donors. There will be several vendor booths ranging from F&B, and businesses that are related to the film industry (i.e. graphic designers, associations, and camera vendors) as well businesses looking to increase foot traffic to their establishments.

**Where:**

Date: March 10<sup>th</sup>, 2018

Time: 3:00 P.M. (check in) – 10:30 (end)

Location: Ginsburg Family Great Lawn at Klyde Warren Park, 2012 Woodall Rodgers Freeway, Dallas, TX 75201

**Why:**

This event bring exposure to students works as they embark on their career in the film industry, this event also sheds light on future projects as well as assist in raising funds to help with bringing films from inception to ending credits.

**How:**

- We will utilize our resources from the University to contact any vendors that assist the program, as well as look association and local businesses that are interested in having a booth that the event.
- Develop a marketing plan to utilize social media, community calendars, and free PR to spread the word about the event.
- Develop any collateral. (Sponsorship & vendor packets, signage, push notifications).
- Find out where we stand financially, and developed strategies to stay within budget.
- Any permits that are needed (work with the legal to make sure correct).
- Look for volunteers, (college students or companies for employee volunteer hours).
- Keep up to date and attend weekly meetings.

# Agenda

- **Ticketing pricing:**
  - Estimated number of attendees?
  - Cap on how many tickets to sell, and when to close ticket sales?
  - Will we sell tickets at the door?
  - What is the price for a regular ticket?
  - Will there be a VIP ticket price?
    - What is included, seats already on the lawn, maybe a bucket of popcorn and two drinks?
    - Or a section of grass dedicated to V.I.P tickets. Maybe two tickets for a sample of food from one of the vendor food trucks?
  - Should ticket pricing increase in price as event date draws nearer?
  - What platform should we use for ticket sales? Eventbrite, Ticketbud, Cvent, etc.?
- **Marketing plan:**
  - What is our plan to get maximum attendance?
  - Other methods to reach the community?
    - Social media (Instagram, Twitter, Facebook, etc.)
    - Blogs from associations, university, clubs
    - Websites
    - Though vendors, sponsors sites
    - Media sites, news channels
    - Local community event calendar
- **Fundraising:**
  - What other methods can we use to raise money?
  - Negotiate pricing for small percent of food sales can go the students?
- **Sponsorship packages:**
  - Pricing of the levels
  - What will be included in each level
    - Logos in programs, on sites, mentioned during the event?
- **Vendors booth packets:**
  - Pricing for a booth?
  - Set up time? How many booths do plan to sell?
  - Should we have booth be one price only or have smaller booths for \$50, and larger booth for \$100?
  - What will be the other difference in packages other than size (how can we market this)?
- **Budget:**
  - What are we looking to spend for?
    - AV equipment?
    - Event Collateral?
    - F&B? (food trucks, booths)
      - Can we negotiate for a percentage of the amount made per item to go to the students?
    - Permits? (Privat even permit, and rental fee, Liability insurance,
  - What methods can we use to find volunteers?
    - Volunteer match, companies that require employee volunteer hours?

## Time Line

### Dallas Independent Film Festival

#### One Month

- Meet with the committee, discuss the event and delegate projects out
- Contact venue negotiate details
- Fill and sign forms for permits, insurance and park event forms
- Budget created
- Research cost estimates and send out RPF's for (AV, outdoor equipment, etc..)
- Contact University for student presentation information and conformation
- Have sponsorship and vendor packets written/ updated
- Have logos files setup
- develop ticketing pricing and what platform to utilize
- Update website with new evet information
- Research vendors for AV equipment send out proposals

#### Two Months

- Follow up with leads for AV equipment, negotiate details have signed contract by end of month
- Get updates on permits (make sure we are good to go)
- Start researching local businesses as potential sponsors
- Finalize ticketing pricing and sponsorship packages, vendor booth pricing and the platform
- Have Sponsorship and Vendor packets finalized
- Have speakers all identified for introductions, opening and closing
- Develop the Marketing and Branding plan (get estimates for signage, print collateral, PR, media, etc.)
- developed floorplan for event (vendor booths and screen)

#### Three Months

- Contact vendors for F&B, and local vendors for booths
- Put marketing plan into effect, social media, PR, local calendars
- Keep budget up to date with sponsorship and vendor sales
- Update website with additional links (sponsorships, vendor booth, tickets, and new info)
- Develop PR material for: radio, local news, event calendars, blogs, and social media and online articles
- Contact students for introduction speech for presentation
- Confirm all speakers (Opening, Dean, Emcee, the "ask" and thank you and closing)
- Open up ticket sales on website
- Finalize floorplan and send out vendor booth information

#### Four Months

- Have spreadsheet with all ticket sales information
- Track sponsorship sales and vendor booths on spread sheet
- Set up a walk through with the park officials and AV company to finalize layout: registration, entrance, vendors, signage, and security
- Contact local officials with information about event and security details
- Develop draft script for speeches: "ask", opening and closing
- Meet with Marketing to send out all PR material to all channels of media
- Begin to develop program guides (gather all vendor and sponsor logos) pictures of students and speakers
- Contact University and student to develop a promotional video
- Contact University and companies for employee/ student volunteers hours

Five- Six Months	
	Order signage materials ( arrows, parking, banner, etc..)
	Send updates on event to all purchased ticket emails, and ticket site.
	Update budget with sponsorship, tickets, and vendor sales
	Have promotional video finished and put on website, social media posts, and sent to media channels
	Gather all info on students (film description, picture and student info) for program and Emcee speeches
	Email speakers for copies of speeches ( "ask") Opening, Closing
	Up date websites with sponsorship logos and vendor list
	Email students for copies of their film and send to AV vendor
	Confirm vendors booths
	Check with volunteers for conformation for show up
	Print the Programs (out of house or in house)
	Develop the Run of Show, go over contingency plan for weather, and security, technical issues
Week Before Event	
	Set up meeting with Committee members- discuss the Plan (run of show), where everyone will be working and contingency plan
	Set up a meeting with the volunteers and discuss where how long they will be working, also when they have breaks hand out their time lines
	<p>Event Binder includes:</p> <p>Have all final copies of films on drives and sent to the AV, have all speeches and scripts printed</p> <p>Gather all materials (programs, signages, payments due, event folder)</p> <p>Print out finalized tickets conformation for registration/ (checking) and send final count to park officials</p> <p>list for attending sponsors, and list of all vendors and booth map</p> <p>Contact information for all staff members, students, and volunteers, vendors</p> <p>Have copies of all permits needed</p>
	Have name badges made for all volunteers
	Confirm any media attendance for interviews
Day Before Event	
	Confirm any last minute media, sponsors, vendors, and volunteers attendance
	All committee members head to site for walk though of event
	Have all signage together for setup
	Registration supplies together: 4 paper copies of the roster, pens, pencils, laptops, extension cord, etc.
	Bring all items to the site ( registration, tables, chairs, tents, supplies, signage, etc.)
Day of Event	
	Have all committee events on site for setup
	Place all signage in appropriate areas
	Make sure vendors are setting up in assigned booths
	Test all Av equipment (mics, video files)
	Make use volunteers check in and receive badges
	Booths designated or students have internet connection and tv to show case their other works
	Keep track of run of show make sure we are on track with set up to start of event
	Check in with teams to make sure volunteers are on taking breaks and doing their jobs
Post Event	
	Regroup with the committee and discuss what worked what didn't ( any issues, what to try)
	Meet with students to see what worked, and what to improve
	Send Thank you cards and surveys to vendors and sponsors, volunteers, staff member, and donors

	Keep all survey information for next years event
	See what the financial status for the event ( +/-)
	Send out a post event update, an overview of the event on all sites

## Volunteer Run of Show

Run of Show Setup - Saturday, March 10, 2017			
TIME	Who	ACTIVITY	LOCATION
6:00 AM		Committee arrives at Kylde Warren Park	Kylde Warren Park
		Unload/ take out supplies for set up	Kylde Warren Park
	Event Coordinator	Meet with Park officials to have perimeter fenced in	Ginsburg Family Great Lawn
6:30 AM	Park officials	Perimeter is being fenced in for event	Ginsburg Family Great Lawn
	Registration Team	set up signage and tables for check in	Hart Boulevard Ginsburg Family Great Lawn
	Vendor Team	marking booth numbers	Ginsburg Family Great Lawn
	AV	AV Arrives for setup and unloads	Ginsburg Family Great Lawn
7:00 AM	Park Officials	Perimeter is being fenced in for event	Ginsburg Family Great Lawn
	AV	AV begins setting up all equipment	Ginsburg Family Great Lawn
	Registration Team	Setting up signage and tables	Hart Boulevard Ginsburg Family Great Lawn
	Vendor Team	Marking booth numbers	Ginsburg Family Great Lawn
7:30 AM	Park Officials	Perimeter is being fenced in for event	Ginsburg Family Great Lawn
	AV	Main screen and speakers setting up	Ginsburg Family Great Lawn
	Registration Team	All signage is placed, tables are setup	Ginsburg Family Great Lawn
	Vendor Team	Finish with marking booths numbers	Ginsburg Family Great Lawn
8:00 AM	Park Officials	Perimeter fence is finished	Ginsburg Family Great Lawn
	AV	Setting up AV equipment around the field, and testing equipment	Ginsburg Family Great Lawn
	Registration Team	Set up for student, speaker and vendor check ins	Hart Boulevard
8:30 AM	Students	Students arrive for video testing	Ginsburg Family Great Lawn at Main Screen
	Speakers	Speakers arrive for rehearsal ( Dean, Key Speaker, Emcee)	Ginsburg Family Great Lawn at Main Screen
	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	AV	Begin Rehearsal ( speeches, videos, intros)	Ginsburg Family Great Lawn at Main Screen
9:00	Students,	Rehearsal continued ( speeches, videos, intros)	Ginsburg Family Great Lawn at Main

AM	Speakers, AV		Screen
	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	Students	Set up Student booths ( tables, chairs, and works)	Ginsburg Family Great Lawn
	Marketing Team	Set up for any media interviews	Hart Boulevard
9:30 AM	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	Students	Set up Student booths ( tables, chairs, and works)	Ginsburg Family Great Lawn
	Students, Speakers, AV	Finish rehearsal run through ( speakers leaving arriving later)	Ginsburg Family Great Lawn at Main Screen
10:00 AM	Registration Team	Vendors check in at registration	Hart Boulevard
	Registration Team	All Volunteers arrive and check in, receive name badges	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	AV	Testing Videos and all audio equipment	Ginsburg Family Great Lawn at Main Screen
	AV	Being placing Screens, Speakers in student booths	Ginsburg Family Great Lawn
10:30 AM	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	AV	Setting up student booths with screens and speakers	Ginsburg Family Great Lawn
	Volunteers	Setting up Welcome booth	Ginsburg Family Great Lawn
11:00 AM	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	Volunteers	Finish setting up Welcome booth	Ginsburg Family Great Lawn
	AV	Setting up student booths with screens, speaker and testing	Ginsburg Family Great Lawn
11:30 AM	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	AV	Finished setting up student booths with screens and speakers	Ginsburg Family Great Lawn



	Marketing Team	Meet any arriving Media	Hart Boulevard
	Event Coordinator	Meet with Security officials and walk through event site	Hart Boulevard
12:00 PM	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	AV	On standby for any technical issues	Ginsburg Family Great Lawn at Main Screen
	Event Coordinator	Touch base with Registration, Vendor and volunteer teams	
	Security Team	Set up and Prepare for event	Hart Boulevard Entrance and Ginsburg Family Great Lawn
	Students	<b>Finish setting up booths and take a lunch break</b>	Ginsburg Family Great Lawn
	Group 1 of Staff	<b>Take a break for lunch</b>	
	Volunteers Group 1	<b>Take a break for lunch</b>	
12:30 PM	AV	On standby for any technical issues	Ginsburg Family Great Lawn at Main Screen
	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	Group 1 of Staff	<b>Arrive back from lunch</b>	Hart Boulevard
	Volunteers Group 1	<b>Arrive back from lunch</b>	Hart Boulevard
	Group 2 of Staff	<b>Take a break for lunch</b>	
	Volunteers Group 2	<b>Take a break for lunch</b>	
1:00 AM	Group 2 of Staff	<b>Arrive back from lunch</b>	Hart Boulevard
	Students	<b>Arrive back from lunch</b>	Hart Boulevard
	Volunteers Group 2	<b>Arrive back from lunch</b>	Hart Boulevard
	Registration Team	Vendors check in at registration	Hart Boulevard
	Vendor Team	Vendors start setting up at assigned booths	Ginsburg Family Great Lawn Vendor Section
	Speakers	All speakers arrive	Hart Boulevard
	Marketing Team	Conduct any push notifications (social media)	
1:30 AM	Registration Team	Final check in for all vendors at registration	Hart Boulevard
	Vendor Team	Vendors close to finish setting up	Ginsburg Family Great Lawn Vendor Section
	Students	All booths must be finished	

	Registration Team	All tables must be ready to check in attendees	
	Security Team	Finished setting up, ready to go	Heart Boulevard Entrance & Ginsburg Family Great Lawn
2:00 AM	Volunteer Teams (1 &2)	Meet for overview of jobs and event schedule	Hart Boulevard
2:15 AM	Students	Meet for overview of program, and groups	Hart Boulevard
2:30 AM	All Staff members	Meet for overview of program, and responsibilities	Hart Boulevard
3:00 AM	All Staff members	Event Begins all volunteers in place	Heart Boulevard Entrance & Ginsburg Family Great Lawn

## Event Run of Show

Run of Show - Saturday, March 10, 2017			
TIME	Who	ACTIVITY	LOCATION
3:00 PM to 5:00 PM	Registration Team	Guest arrive and check in	Ginsburg Family Great Lawn
	Security team	Check bags and oversee the event floor	Hart Boulevard Ginsburg Family Great Lawn
	Volunteer Group 1	Handing out Programs	Hart Boulevard Ginsburg Family Great Lawn
	Volunteer Group 2	Assisting guest to find seats	Ginsburg Family Great Lawn
	AV	Have all videos and audio ready to go for opening	Ginsburg Family Great Lawn Main Screen
	Students group ( 2-4)	At their booths until time to head to stage	Ginsburg Family Great Lawn
	Speakers & Group 1 of students	All need to be near the stage	Ginsburg Family Great Lawn Main Screen
5:00 PM	Video	Opening Promo Video	Ginsburg Family Great Lawn Main Screen
5:05 PM	Dean	University Dean Opening Speech	Ginsburg Family Great Lawn Main Screen
5:10 PM	Emcee	Emcee on stage ( Introduce the first group of Films)	Ginsburg Family Great Lawn Main Screen
5:15 PM	G1 - P1	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
5:25 PM	G1- P2	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
5:35 PM	G1-P3	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
5:45 PM	G1- P4	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
	Volunteer Group 1	Gather students in Group 2	
	Students Group 2	Head to the stage for presentation	Ginsburg Family Great Lawn Main Screen
5:55 PM	G1- P5	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
6:05 PM	Emcee	Closing statements and announce students booths locations	Ginsburg Family Great Lawn Main Screen

	Students	Head over to their booths	Ginsburg Family Great Lawn Main Screen
6:10 PM		<b>Break</b>	
	Emcee	<b>Sponsor &amp; Vendor Mention</b>	
	AV	<b>Prepare for the next round of Films</b>	
6:15 PM	Emcee	Announce the next group of students	Ginsburg Family Great Lawn Main Screen
	Students Group 1	Head over to their booths	Ginsburg Family Great Lawn
6:15 PM	G2- P1	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
6:25 PM	G2- P2	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
6:35 PM	G2- P3	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
6:45 PM	G2- P4	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
	Volunteer Group 1	Gather students in Group 3	
	Students Group 3	Head over to the stage for Presentations	Ginsburg Family Great Lawn Main Screen
6:55 PM	G2- P5	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
7:00 PM	Emcee	Closing statements and announce students booths locations	Ginsburg Family Great Lawn Main Screen
	Students Group 2	Head over to their booths	Ginsburg Family Great Lawn
7:05 PM		<b>Break</b>	
	<b>Emcee</b>	<b>Sponsor &amp; Vendor Mention</b>	
	<b>AV</b>	<b>Prepare for the next round of Films</b>	
7:10 PM	Emcee	Announce the next group of students	Ginsburg Family Great Lawn Main Screen
7:20 PM	G3- P1	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen

7:30 PM	G3- P2	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
7:40 PM	G3- P3	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
7:50 PM	G3- P4	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
	Volunteers Group1	Gather all students in Group 4	
	Students Group 4	Head over to the stage	Ginsburg Family Great Lawn Main Screen
8:00 PM	G3- P5	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
8:10 PM	Emcee	Closing statements and announce students booths locations	Ginsburg Family Great Lawn Main Screen
	Students Group 3	Head over to their booths	Ginsburg Family Great Lawn
8:15 PM		<b>Break</b>	
	<b>Emcee</b>	<b>Sponsor &amp; Vendor Mention</b>	
	<b>AV</b>	<b>Prepare for the next round of Films</b>	
8:20 PM	Emcee	Announce the next group of students	Ginsburg Family Great Lawn Main Screen
8:30 AM	G4- P1	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
8:40 PM	G4- P2	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
8:50 PM	G4- P3	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
9:00 PM	G4- P4	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
	Volunteer Group 1	Gather all remaining students to head to stage	Ginsburg Family Great Lawn Main Screen
	All students	Head to the stage	Ginsburg Family Great Lawn Main Screen
	Key Speaker	Head to stage for the " ask speech"	Ginsburg Family Great Lawn Main Screen

9:10 PM	G4- P5	Intro & Video plays and come on stage	Ginsburg Family Great Lawn Main Screen
9:20 PM	Emcee	Closing statements and announce students booths locations	Ginsburg Family Great Lawn Main Screen
	Students	head on stage for final thank you	Ginsburg Family Great Lawn Main Screen
	Emcee	Introduce the Dean	Ginsburg Family Great Lawn Main Screen
	Dean	"Thank to our Sponsors and attending...", Introduce the Key Speaker	Ginsburg Family Great Lawn Main Screen
	key Speaker	The "ask" speech	Ginsburg Family Great Lawn Main Screen
9:40:00 PM To 10:30 PM	Students	Head to their booths	Ginsburg Family Great Lawn
	Vendors	Begin closing down	Ginsburg Family Great Lawn Vendor Section
	Security team	Covering exits and entrances	Hart Boulevard and Ginsburg Family Great Lawn
10:30 PM	Emcee	Announce the end of the event	Ginsburg Family Great Lawn Main Screen
	Volunteers	cleaning up and assisting with guests exiting	Ginsburg Family Great Lawn Main Screen
11:00 PM	All staff member & volunteers	assist in the take down of all signage, tables, papers, and trash	Ginsburg Family Great Lawn Main Screen
	Event Coordinator	Make sure all items are taken down, and all guests have left the premises	