



# Better Opportunities for Single Soldiers

## Event Planning and Execution

IMCOM-Readiness

7 September 2017

Installation Management Command integrates and delivers base support to enable readiness for a globally-responsive Army

**We are the Army's Home**

Serving the Rugged Professional

# Agenda

- Event Planning and Execution Process
- Recreation and Leisure Event
- Community Service Event



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# Event Planning and Execution Process



Poor planning leads to poor results

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# Event Planning and Execution Process

## Identified personnel involved in planning and execution process:

- **Unit BOSS Representatives**
- **The BOSS council**
  - will ensure they meet the needs and desires of the single Soldier
  - review the amount of planning, time, and logistical costs required to support the activity are taken into account; and that all single Soldiers are provided an opportunity to participate in the planned activity/event.
  - Will determine if a legal review will be conducted, where applicable.

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# Event Planning and Execution Process



## BOSS Meetings:

- **Event idea pitch**
  - Unit BOSS Reps will solicit ideas for activities and events from single Soldiers within their units and share those ideas at BOSS council meetings
- **Voting Process**
  - All in attendance during monthly BOSS meeting will have the opportunity to vote Yes or No for the proposed event or activity. The outcome of the voting process will determine if the BOSS Program will execute the event.
  - An estimated budget should be developed prior to the vote.
- **Documentation in Meeting minutes**
  - Proper documentation of the BOSS meeting minutes should be recorded for future justification of the proposed event
- **Budget review**
  - After the event is approved through the voting process, the specific costs required to support the activity will need to be identified.

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# Event Planning and Execution Process

- 1) Developing Programming Ideas
  - a) Pillars of BOSS
  - b) Target audience
  - c) Timing
  - d) Location
- 2) Sponsorship
- 3) Event Agenda
- 4) Organizing
- 5) Record Keeping
- 6) Financial Accounting
- 7) Events with Alcoholic Beverages
- 8) After Action Review



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# Event Planning and Execution Process

## 1) Choosing an event

- Events should be chosen based on what the Soldiers want at your installation. Programming needs to be customer driven and your customers are the Single Soldiers on your installation.

### a) Pillars of BOSS

- Keep the three pillars of the BOSS program in mind when you choose an event (Recreation and Leisure, Quality of Life, and Community Service)
- Some events allow for a combination of two or more of the three core components and help attract a larger target audience
- Try to balance all components in the program while creating and maintaining a positive image in the community

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# Event Planning and Execution Process

## b) Target Audience

- Your target audience affects what the event will be, what your marketing plan will be, and what you can expect for participation and attendance.
- Take into account the demographics of your installation and surrounding communities when deciding on your target audience such as age, gender, and rank and the plan accordingly

## c) Timing

- Good timing is essential for a successful event.
- Things to consider when deciding the timeframe are: the time of year, other FMWR , installation, and local community activities, training schedules, major holidays, and the time of month and day for the event.
- The BOSS Committee should always check the installation training calendar when planning events.

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## d) Location

- Once you determine which core components apply, the target audience and the timeframe, you must determine your location
- Where you hold an event can effect who can get to the event, who can find the event, and the resources available for the event, and whether the event will appeal to your target audience.
- Whenever possible use your on post DFMWR facilities before going off post to a similar venue.
- Ensure that the location you chose can support your infrastructure requirements.

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## 2) Sponsorship

- Sponsorship should be considered when planning any event
- Installations have a specific person within MWR who handles all sponsorship arrangements for the installation (Marketing Dept.)
- Always allow sufficient time for the Commercial Sponsorship Specialist to react to your request. Be aware of required lead time requirements
- Get to know your Sponsorship Coordinator  
Provide suggestions for potential sponsors  
Help them help your programs

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# Event Planning and Execution Process

## 3) Event Agenda

- A key component of planning a successful event is developing a realistic and comprehensive event agenda that will list everything that needs to take place to make the event happen
- Suggested methods for drafting the agenda:
  - **The timeline method** where a calendar is made that includes all major deadlines and planning stages. Ex. IPB's
  - **The written outline form** is a listing of all the key players, all resources and fund needed and the coordination necessary to make it all work.
  - Realistically, both of these methods will merge because you should have a calendar or checklist of important milestones in the event planning process as well as a written proposal and description of the event for publicity, sponsorship and record keeping.
- Rec Program Share is another valuable tool  
<https://cr.xservices.com/ACRRO/Web/ProgramShare>

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# Event Planning and Execution Process

## 4) Organizing

- Once the event is chosen, the basic planning has been done and the event agenda written, it is time to organize for further planning as well as event delivery/execution
- Suggested methods:
  - **Establish sub-committees** as needed based on the specific event, such as security sub-committee, a set-up sub-committee, a vending sub-committee, etc. These sub-committees may be tasked to further develop their part of the plan or may simply be tasked to carry out what has already been decided upon.
  - **Permanent sub-committees** responsible for further planning and operations, such as the planning sub-committee working with the publicity and events sub-committees to coordinate their efforts for the event.

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# Event Planning and Execution Process

## 5) Record Keeping

- Whenever the BOSS committee holds an event or undertakes a project, records should be kept on the development and operation of the event.
- The reasons for this is to provide a paper trail of any transactions, provide historical data to be used if the event will be held again and to provide continuity of knowledge for successors in the installation BOSS program.
- **Examples of records that should be kept:**
  - Approved purchase requests with receipts, TMP requests, story boards, OPORDS published, IPB slide decks, AAR's, event projected budget along with actual budget executed, etc.

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# Event Planning and Execution Process

## 6) Marketing

- A good Marketing plan is necessary for successful program delivery.
- After determining your target audience and selecting your event, you must focus on how to reach those potential attendees or participants and how to attract them to your event. Once that has been determined, you must select what type of publicity to use and what must be included with it.
- Work with your MWR Marketing and Sponsorship Department to develop and execute the promotion of your programs. Ensure that you plan far enough in advance to allow for professional marketing materials to be developed.
- Different types of publicity: sponsors, disclaimers, logos, flyers, banners, social media, word of mouth, etc.
- Marketing may also help with signage, table tents, banners, and other items at the event

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# Event Planning and Execution Process

**FREE! ROCK CLIMBING**  
**SUNDAY, JUNE 25**  
 SIGN UP BY JUNE 16  
 WITH THE WARRIOR ZONE BOSS TEAM.  
 QUESTIONS? CALL 253-967-5636.



**BOSS Halloween Trip to NEW ORLEANS**  
**\$50**  
 Transportation & Hotel included  
**28-29 OCTOBER**  
 Limited space available  
 Registration deadline 18 Oct  
 For more information call 531-1948

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**End of Summer Pool Party**

**WARRIOR ZONE**  
**PROTECT-A-TUNED CAR AUDIO EXHIBITION**  
 OPEN CLASS SHOW  
**SEPTEMBER 17 • 2-6PM**  
**WARRIOR ZONE** **CASH PRIZES!**

Registration ends: 4pm • Judging: 4:5-5:30pm • Awards: 5:30-6pm

**\$25** entry, includes all categories and 1 meat BBQ plate **\$5 off** each entry for crews of 5 or more

**COMPETITION CATEGORIES**  
 Best Interior • Best Body • Sickest Paint Job  
 Project Car • Best Sound • Best in Show

The Warrior Zone is open to patrons 18 and older  
 Find us on Facebook at BOSS and the Warrior Zone  
**785.240.6618**

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**PAINTBALL**  
**16 SEP, 1000**  
 HOLBROOK POND REC AREA PAINTBALL FACILITY  
**\$15pp >> PAINT, FIELD FEES & LUNCH**  
 REGISTER AT LEISURE TRAVEL NLT 12 SEP



**BOSS MOUNTAIN MUDDER**  
**AUGUST 25**  
 MONTI PHYSICAL FITNESS CENTER  
 Waves at 7:30, 8:30, 9:30, & 10:30  
 Register now for \$15 at Holbrook Pond, Outdoor Rec or Website  
 Pay \$20 on race day  
 Open to all BOO ID holders ages 18+ Call BOSS at 772.7807 for more information.

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# Event Planning and Execution Process

## 7) Financial Accounting

- A very important part of the planning process is determining how much the event will cost, whether the installation BOSS Program has enough money, and how to track any funds spent.
  - a) A rough budget should be developed to give the BOSS committee and idea of the overall costs for the event.
  - b) As the event develops, the budget should be updated and a final budget should be written in time for approval by the BOSS committee and the MWR advisor so purchase orders and other financial transactions can be made.



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# Event Planning and Execution Process

## 7) Financial Accounting Cont.

- The purpose of the event budget is to get an idea, before spending any money and making any commitments, as to the financial feasibility of the event.
- Reviewing projected costs and income will allow the BOSS committee to see if it is worth holding the event or how to modify the event so that it is less draining, or even profitable to the BOSS account.
- Items to include in the budget would be basic costs such as:
  - a) Equipment rental
  - b) Services
  - c) Food and beverages
  - d) Promotional items
  - e) Publicity
  - f) Supplies
  - g) Transportation
  - h) Entertainment
  - i) Miscellaneous

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# Event Planning and Execution Process

## 8) Events with Alcoholic Beverages

- If alcoholic beverages are being offered at a BOSS event, the event must comply with AR 215-1, Chapter 10, Alcoholic Beverages.
- Although current Army climate supports the deglamorization of alcohol, offering the option to drink can be a strong incentive at times for Soldiers to attend a BOSS event. Things to keep in mind when considering serving alcohol at an event are:
  - 1) who is the target audience
  - 2) where the is the event being held
  - 3) what is the purpose of the event
  - 4) can the BOSS committee stay within the applicable regulations and provide the necessary facilities, security and safety for the event.
- If alcoholic beverages are sold at a BOSS event, Soldiers must receive prior approval from the Garrison Commander or his designee
- If alcohol is served ensure it is addressed in the risk assessment.

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# Event Planning and Execution Process

## 9) After Action Reviews

- AAR's are a very useful way of reviewing, critiquing and suggesting improvements for each event. In addition, the AAR in the event file provides a source of continuity for incoming BOSS officers and MWR advisors.
- What should be included in AAR:
  - Overall detailed description of the event executed
  - Financial information should also be included, such as the event budget, expenses, income and copies of important financial documents.
  - What worked/ didn't work, what needs to improve/ what should remain that worked well
- AAR's should be held through discussion with those personnel that participated and supported the event. Documentation of AAR's should be prepared by forms or memorandum.

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# Risk Assessments and Accountability

## Risk Assessments (Deliberate Risk Assessment Worksheet DD Form 2977)

- Risk assessments are crucial to identifying possible safety hazards that your Soldiers may face while participating in the event. Included in the risk assessment are controls that will be implemented to mitigate the identified safety hazards
- Every trip or activity planned for execution must also include a risk assessment submitted through the appropriate channels for approval

## Accountability

- Accountability should also be included in event DD Form 2977. Accountability is important because no matter what setting you are in this must be tracked at all times to ensure your Soldiers safety. During any event the risk of your Soldiers being separated is possible. 100% accountability must be taken at the beginning of your event as well as at the end.
- **Different methods to track accountability**
  - Call rosters, delegating group leaders, formations, maps, emergency contact cards, battle buddies etc.

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# Risk Assessments and Accountability

- Insert Example of Risk Assessment form to go through with group



# Recreation and Leisure Event

## Recreation and Leisure Events:

- Encompasses those activities and events that refresh the body or mind and are structured to fit the lifestyle of the single Soldier.
- The BOSS program will ensure any activities are in keeping with the finest traditions of the U.S. Army. Ensure programs are in line with Army values.
- The BOSS council will ensure they meet the needs and desires of the single Soldier, review the amount of planning, time, and logistical costs required to support the activity are taken into account; and that all single Soldiers are provided an opportunity to participate in the planned activity/event.
- A legal review will be conducted, where applicable.



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# Recreation and Leisure Event Con.

## Recreation and Leisure Event Proposal

- Proposed Recreation and Leisure event was voted for approval during BOSS Meeting and applicable after program budget review
- The BOSS President will then begin the basic steps of event execution
- Schedule event in a timely manner to complete necessary pre planning execution

## Recreation and Leisure Event Planning Stages:

1. If unsure consult your Garrison legal office (JAG) for legal authorization to engage in the activity (any legal obligations i.e. contracts, liability waivers depending on the activity, etc.)
2. Appropriate organizations/ venues should be contacted to set up a proposed dates/ time to execute event along with any support needed (transportation, lodging, event tickets or fees.)
3. Determine whether the BOSS Program will require a fee from participants to be paid at a discounted rate to include transportation and lodging for the event based off the program's budget review
4. Once all details of the event are established the BOSS program will then publicize the event through either word of mouth by unit BOSS Reps, publicity flyers, or social media.
  - Marketing for the proposed event will include all details of the event to include where to sign up, registration open and close dates, along with who and where to contact to get more information
5. Conduct and submit risk assessment for approval prior to event date
6. Utilize RecTrac at BOSS Office to allow Soldiers to pay the activity fee
7. After the fee is paid develop a sign up roster to track Soldiers who will attend the event to include the maximum personnel that will be allowed to attend
8. Submit necessary requests for approval prior to event TMP request (Transportation) and Purchase requests (lodging, and activity ticket, fee, etc.)

## Recreation and Leisure Event Execution:

1. Once all pre planning is complete and risk assessment is approved the POC for the event will contact all attendees signed up days prior to remind them of the upcoming event
2. On the day of the event all attendees will be accounted for and the group will depart to event location
3. Once at the event location a detailed safety brief will be given to include mandatory hit times for accountability, and if needed lodging check in will be conducted
4. The POC for the event will ensure to capture media during the event for story board purposes
5. At the conclusion of the event an AAR will be conducted, all participants will be accounted for, lodging check out (if applicable) and all will return to Post
6. Upon arrival to Post any issues will be reported to leadership, and all participants will be released
7. A story board of the event will be generated, sent to the GCSM, and kept for program continuity



# Recreation and Leisure Event Con.



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# Community Service Event

## Community Service Events:

- This includes a service, activity, or project that makes a difference in the lives of others in the community, which may include both the military and the civilian communities.
- Volunteers for community service will adhere to the guidelines in AR 608-1, chapter 5, on the Army Volunteer Program.
- Community service allows single Soldiers to become involved in their community, provides an opportunity to gain experience, skills, a sense of pride, personal achievement, and ownership in their community; and may provide a means for the garrison to save resources by utilizing BOSS volunteers.



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# Community Service Event Con.

## Community Service Event Proposal

- Proposed Community Service event was voted for approval during BOSS Meeting and applicable after program budget review
- The BOSS VP will then begin the basic steps of event execution
- Schedule event in a timely manner to complete necessary pre-planning execution

## Community Service Event Planning Stages:

1. Consult your Garrison legal office (JAG) for legal authorization to engage in the activity if you will be partnering with a new organization you are unsure about
2. Volunteer organization should be contacted to set up a proposed date/ time to execute community service event
3. Determine whether the BOSS Program will provide transportation and food for the day of event based off the program's budget review
4. Once all details of the event are established the BOSS program will then publicize the event through either word of mouth by unit BOSS Reps, publicity flyers, or social media.
  - Publicity of the proposed event will include all details of the event as well as where to sign up for the event including who and where to contact to get more information
5. Conduct and submit risk assessment for approval prior to event date
6. Develop a sign up roster for Soldiers to sign up for the event to include the maximum personnel that will be allowed on the site
7. Ensure all necessary training/ certification is complete prior to event (if needed)
8. If decided the BOSS Program will provide transportation or food submit necessary requests for approval prior to event (TMP request/ Purchase request)

## Community Service Event Execution:

1. Once all pre planning is complete and risk assessment is approved the POC for the event will contact all volunteers signed up days prior to remind them of the upcoming event
2. The morning of the event all volunteers will be accounted for and the group will depart to the work site
3. Once at the work site a safety brief will be given and all objectives will be completed during the allotted time
4. The POC for the event will ensure to get media during the event for story board purposes
5. At the conclusion of the event an AAR will be conducted, all volunteers will be accounted for, and will return to base
6. Upon arrived to base all volunteers will be given information for VMIS to set up a volunteer account to track hours
7. A story board of the event will be generated, sent to the GCSM, and kept for program continuity



# RecTrac and Registration

**What is RecTrac?**

**Do any Garrison BOSS Programs use WebTrac?**

**Registration for event:**

**How do you register for event?**

**Have registration dates been established?**

**Day of registration and cash collection on site.**

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# Media and Story Boards

## Why is good media for the event important?

- Good media is key to bringing publicity to your program. This is done by giving your program the means to advertise and sell your program to the single Soldiers on, or new to your installation. Publicizing your different events through good media allows your Soldiers the ability to see what your program offers to appeal to the different interests of your single Soldier population. Some type of media (pictures or videos) should always be taken during any event your program hosts. Media is also needed in the making of a good story board.
- **Different types of media:**
  - Flyers, videos, pictures, banners, social media (FB, Instagram, Twitter, Snapchat), newspaper posts, live video feeds, etc.

## Why are story boards important?

- Story boards are key for continuity within your Garrison program. Building story boards for your events will help your program document what worked and what needed improvement in the future.
- Story boards are the means to back brief the 5 W's of your event to personnel that were not in attendance.
- Every event in your program should be documented with a story board.

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# Tips to Take

**Utilizing DFMWR first:**

**SHARP Guardians Program:**

**Leadership and Unit Support:**

**Getting leadership and unit support can be done simply as utilizing your program as a reward to units that support BOSS**

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# Tips to Take

**Build in Extra Time: Add 10 minutes of travel time for every five participants**

**Be the Facilitator vs. Trip Leader:**

**Always have a backup plan:**

**Think of the little things that you can do to make it more special/memorable.**

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# Event Planning and Execution



## END OF BRIEF

