

# World Vision<sup>®</sup>



## Event Plan

By: Sydney Geist

# WHAT IS WORLD VISION?



- **Established in 1950**
- **A global Christian humanitarian organization that partners with children, families and their communities to fight the injustice of poverty.**



# **EVENT - INNOVATOR'S BANQUET**



- **Innovator's - inspiring Christian leaders**
- **Help promote the organization**
- **Communicate the core values**
- **Networking event and educational session for Christian leaders and entrepreneurs**

## INVITED COMPANIES



**HOBBY  
LOBBY**



**FOREVER 21**



**LIBERTY**

UNIVERSITY™



# DETAILS



**Date:**

**November 5,  
2022**

**Location:**

**Orlando Venetian  
Ballroom**



**Guest Speakers:**

**Patricia Heaton  
Jamal Crawford  
Edgar Sandoval Sr.  
Debbie Macomber**

**\*SPONSORED BY WORLD VISION**

# HOW THE MISSION WILL BE PRESENTED



- **Speaker will discuss the goals of the organization what World Vision means to them**
- **Discuss World Vision's goals over the next 5-10 years**
- **Explain that these companies are an “international partnership of Christians” and the value of the companies**

World Vision is an international partnership of Christians whose mission is to follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the Kingdom of God.

# DEVELOPMENT PLAN AND TIMELINE



## Master Event Plan and Timeline



World Vision®

MONTH:	TASKS:
October 2021	Begin to plan event: Think about attendees and the venue, select date
November 2021	Confirm venue and date of event
December 2021	Establish how to invite the attendees (email, social media, etc.)
January 2022	Confirm list of attendees to invite
February 2022	Gather addresses of the invitees
March 2022	Confirm which staff members will be helping out with the event
April 2022	Send invitations to the attendees to save the date
May 2022	Begin advertising for event and send out social media posts
June 2022	Get entertainment for the event
July 2022	Come up with a program for the event
August 2022	Place order for food from catering service
September 2022	Purchase decorations for the event
October 2022	Put on final touches to the event and confirm number of guests that will be in attendance
November 2022	Event

# MARKETING BUDGET AND SCHEDULE



## Master Marketing Budget



	April 2022		May 2022		June 2022		July 2022		August 2022		September 2022		October 2022	
	Actual:	Budgeted:	Actual:	Budgeted:	Actual:	Budgeted:	Actual:	Budgeted:	Actual:	Budgeted:	Actual:	Budgeted:	Actual:	Budgeted:
Mail Invitations:	\$100	\$75												
Email:			\$250	\$50	\$200	\$25	\$175	\$25	\$150	\$25	\$125	\$25	\$100	\$25
Instagram:					\$500	\$50	\$450	\$100	\$350	\$100	\$250	\$100	\$150	\$125
Facebook:					\$500	\$50	\$450	\$100	\$350	\$100	\$250	\$100	\$150	\$125
Press Release:					\$100	\$20			\$80	\$20			\$80	\$20
Targeted Ads:							\$150	\$25	\$125	\$25	\$100	\$25	\$75	\$25
TOTAL:	\$100	\$75	\$250	\$50	\$1,300	\$145	\$1,225	\$250	\$1,055	\$270	\$725	\$250	\$535	\$320
ACTUAL TOTAL:	\$5,190													
BUDGETED TOTAL:	\$1,360													

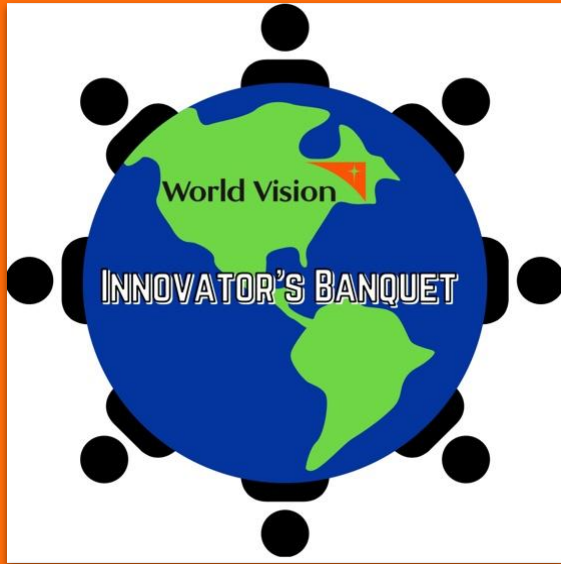
## Master Marketing Schedule



	Mail Invitations:	Email:	Instagram:	Facebook:	Press Release:	Targeted Ads:
April Week 1					F	
April Week 2						
April Week 3						
April Week 4	Th					
May Week 1						
May Week 2						
May Week 3		M				
May Week 4					F	
June Week 1						
June Week 2			F	T		
June Week 3						
June Week 4		M				
July Week 1				T, Th		
July Week 2			W, F			T, Th
July Week 3				T, Th		
July Week 4		M	W, F			T, Th
August Week 1				T, Th	F	
August Week 2			W, F			T, Th
August Week 3				T, Th		
August Week 4		M	W, F			T, Th
September Week 1			W, F	T, Th		
September Week 2			W, F	T, Th		T, Th
September Week 3			W, F	T, Th		
September Week 4		M	W, F	T, Th		T, Th
October Week 1			M, W, F	T, Th	F	
October Week 2			M, W, F	T, Th		T, Th
October Week 3			M, W, F	T, Th		
October Week 4		M	M, W, F	T, Th		T, Th



## LOGO



## SOCIAL MEDIA POST



## INVITATION



# PROGRAM



## Innovator's Banquet November 6, 2022

Welcome & Prayer.....Edgar Sandoval Sr.  
*World Vision CEO*

Worship.....See A Victory  
*Elevation Worship*

Dinner and Prayer.....Doug Treff  
*World Vision Chief Financial Officer*

Guest Speaker.....Patricia Heaton  
*Actress*

Guest Speaker.....Jamal Crawford  
*NBA Hall of Fame*

Worship.....Here Again  
The Blessing  
*Elevation Worship*

Guest Speaker.....Debbie Macomber  
*Author*

Offering.....Christine Talbot  
*World Vision Senior Vice President, Human Resources*

Closing Remarks and Prayer.....Edgar Sandoval Sr.  
*World Vision CEO*

### Special Thanks To:

Edgar Sandoval Sr.  
Doug Treff  
Christine Talbot  
Chris Glynn  
Margaret Schuler  
Patricia Heaton  
Jamal Crawford  
Debbie Macomber  
Elevation Worship

Orlando Venetian Ballroom Staff  
Creation Catering and Events  
Chick Fil A  
World Vision sponsors

*\*All proceeds fund World Vision and children in need*

# References



Be chosen. (2021, March 22). Retrieved March 31, 2021, from <https://www.worldvision.org/>

Morand, T. (2021, January 07). The ultimate event planning guide: How to plan an event. Retrieved March 31, 2021, from <https://www.wildapricot.com/blog/how-to-plan-an-event#5-create-an-event-master-plan>