

EVENT PLANNING GUIDE

Francommunautés virtuelles – 2003-05 Competition

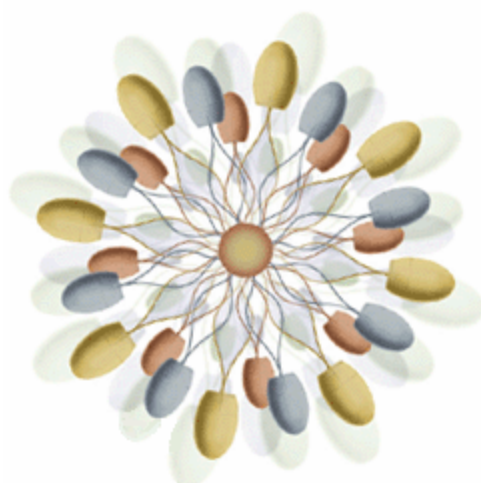


TABLE OF CONTENTS

STEPS FOR PLANNING AN EVENT	3
1. CHOOSE THE TYPE OF EVENT ACCORDING TO THE TARGET AUDIENCE	3
<i>Official public event</i>	3
<i>Local promotion</i>	3
2. CHOOSE THE EVENT DATE, TIME AND LOCATION	3
<i>Event date and time</i>	3
<i>Event location</i>	4
3. PREPARE AND SEND OFFICIAL INVITATIONS.....	4
<i>To the Minister of Industry or his or her representative</i>	4
<i>To your distinguished guests</i>	4
<i>To the members of your community</i>	5
4. PREPARE AND SEND A NOTICE TO THE MEDIA.....	5
5. PREPARE AND DISTRIBUTE A PRESS RELEASE.....	5
6. DEVELOP THE EVENT SCENARIO.....	6
7. DEVELOP SPEAKING POINTS.....	6
8. PREPARE A PRESS REVIEW AND REPORT OF THE EVENT.....	6
OVERVIEW OF THE STEPS FOR PLANNING AN EVENTERROR! BOOKMARK NOT DEFINED.	
APPENDICES	9
APPENDIX 1 — NOTICE TO THE MEDIA	9
APPENDIX 2 — PRESS RELEASE.....	10
APPENDIX 3 — SCENARIO	12
APPENDIX 4 — REPORT	13

This *Event Planning Guide* has been prepared for organizations that have received a financial contribution¹ under the *Francommunautés virtuelles* program. The objectives of this Industry Canada program, which is supported by Canadian Heritage, are to expand French-language content, applications and services on the Internet; to connect Francophone and Acadian communities in Canada to the information highway; and to encourage French-speaking Canadians to make full use of information and communications technologies.

This guide is intended to help organizations plan and organize different types of events, ranging from a public announcement about funding to holding an official public event to celebrate the completion of a project. The steps to follow to ensure a successful event are all explained. It also contains some helpful advice that will prove very useful for the organizers.

Please note that the organizers must plan the events in co-operation with the communications officer of the *Francommunautés virtuelles* program. This person will be happy to advise them on the best way to proceed.

For more information, please contact:

Francommunautés virtuelles program
Industry Canada
francommunautes@ic.gc.ca
1 800 575-9200

¹ When organizations produce promotional material, they must state that they have received a **contribution and not a grant** from the *Francommunautés virtuelles* program because these two terms do not have the same meaning. The definitions are given below.

Contribution: A transfer of funds subject to compliance with the terms and conditions of an agreement. The organization or individual recipient may be subject to an audit and must usually provide an accounting to the donor.

Grant: A transfer of funds to an individual or an organization that is not subject to an accounting or an audit, but for which funding eligibility may be verified. The recipient must meet certain prerequisites.

Steps for Planning an Event

1. Choose the type of event according to the target audience

Many types of events can be organized, including press conferences, cocktails or small receptions. Before starting to plan an event, consider the following elements:

- desired size;
- message to communicate;
- target audience.

You then need to decide whether you want to organize an **official public event** or do **local promotion** for your project.

Official public event

This is an event that involves federal media participation. The guidelines below **must** be followed when planning such an event:

1. You must inform Industry Canada **at least 30 days before** the event.
2. You must offer the Department at least **two possible event dates**. The event must take place when the House of Commons is not sitting and/or on a Monday or Friday.
3. The Department is responsible for inviting an Industry Canada representative: minister, MP or senior official.

Local promotion

This is an announcement or a community gathering that does not involve the media and elected officials of your community. Accordingly, you need not follow the guidelines in the “Official public event” section.

2. Choose the event date, time and location

The choice of event date, time and location depends on the availability and number of guests.

Event date and time

To ensure that Industry Canada can invite a federal representative to attend an event, it is important to **choose a date when the House of Commons is not sitting**. Otherwise, it is highly recommended that the **event be held on a Monday or Friday**. Furthermore, we ask that you offer Industry Canada a choice of at least **two event dates** to ensure federal representation. This gives you a better chance of receiving a positive response.

The calendar for the House of Commons is available at:

<http://www.parl.gc.ca/information/about/process/house/calendar/HseCal-e.htm>

As stipulated in the contribution agreement signed with Industry Canada, **your organization is required to provide at least 30 days of advance notice regarding the eventual location and activities for any planned event**. Industry Canada can oppose holding the event if this provision is not followed.

The time is another important factor, especially when the media are invited. For example, you have to take their deadlines into account. If an event is held after 7:00 pm, it is possible that the reporters may not be able to submit their articles early enough to receive the desired media coverage.

Event location

In order to choose the right location for your event, first consider the number of expected guests and accessibility to the premises. If you expect about 50 guests, reserve a place that can accommodate no more than about 60 people. This way you avoid the impression of an empty room as well as the discomfort of a room filled to capacity. Furthermore, make sure that the premises are easy to access and known to the target audience.

If the event must be covered by the media, find a location where reporters can easily set up their equipment without blocking the view of the other guests. In addition, you need to provide a quiet area where they can conduct their interviews without being disturbed by any surrounding noise.

3. Prepare and send official invitations

The next step involves drawing up a guest list and preparing the official invitations. You should plan to send the invitation letters as soon as you have confirmed the date, time and place of the event.

To the Minister of Industry or his or her representative

The communications officer is responsible for inviting the Minister of Industry or his or her representative. You must contact the officer at least 30 days before a public event with a choice of two dates. The officer will submit an official invitation to the Minister and his or her representative. Should the Minister or the representative not be able to attend the event, the Minister's office will take care of designating someone. You can send an official invitation to the Minister of Industry; this might encourage ministerial participation in the event.

To your distinguished guests

It is preferable to send a formal invitation to your distinguished guests. If possible, they should be personalized.

To the members of your community

To invite the members of your community to an event, you can use the local newspapers and other media. Also put up posters at locations where people gather in your community.

4. Prepare and send a notice to the media

To inform the media of an event, send them a notice three days before the event is to take place. It is also recommended that you send out a reminder on the day of the event.

Your notice to the media must clearly indicate the date, time, location and purpose of the event, as well as the most prominent guests who will be present.

The media are solicited to cover many events every day. Be creative and innovative to get them interested in your event. A sample notice to the media is included in Appendix 1 of this guide.

5. Prepare and distribute a press release

If you are planning an official public event, Industry Canada will prepare an appropriate press release. On the day of the event, the press release will be available in electronic format on the Canadian news wire and will be posted on the Industry Canada and *Francommunautés virtuelles* Web sites.

However, we encourage you to prepare your own press release and distribute it directly to the local media (particularly if there is no plan for a representative of the federal government to participate). Send the first draft of the press release to the communications officer of the *Francommunautés virtuelles* program **15 days before** the event date. All press releases from organizations will be posted on the *Francommunautés virtuelles* Internet site.

When you prepare a press release, you must take your target audience into account. A press release must contain the following elements:

- A catchy, informative title;
- A paragraph explaining the event and its purpose;
- A paragraph about your organization and the project you are launching (highlight the past achievements of your organization and the possibilities offered by the project being announced);
- A quote from the director or any other key person in your organization;
- The contact information for the resource person.

Furthermore, you should not forget to **insert the official statement** for the *Francommunautés virtuelles* program: "The project was made possible through a financial contribution from Industry Canada's *Francommunautés virtuelles* program and Canadian Heritage's Canadian Culture Online Funding Programs."

A sample press release is included in Appendix 2 of this guide. You can use it as a model. However, feel free to be creative to attract the attention of your audience. Talk about the real effects of the project on your community. Emphasize the importance of networking and sharing knowledge within your community as well as between the Francophone and Acadian communities of Canada.

Remember that one of the objectives of the *Francommunautés virtuelles* program is to make all Canadians aware of what is happening and what exists in French in the country. The program aims to encourage the creation of a national network among Francophones and Acadians in order to support the development and use of advanced technologies in French.

6. Develop the event scenario

The scenario describes the minute-by-minute agenda planned for the event. This document is indispensable for the Minister of Industry or the MPs. Please send the communications officer a copy of the scenario at least **10 days before** the event.

The scenario includes the name and title of all each guest and the order in which he or she will speak.

A sample scenario is included in Appendix 3 of this guide. The communications officer will be able to advise you and help you prepare this document.

7. Develop speaking points

Speaking points are needed to help distinguished guests (guests scheduled to speak) have guideposts when giving a speech. Industry Canada asks for speaking points to be ready **5 days before** the event.

The Department looks after drafting speaking points for the Minister and ministerial representatives. Organizers must provide speaking points for distinguished guests who will speak. Contact the *Francommunautés virtuelles* program for further details.

8. Prepare a press review and report of the event

The event was held and everything went according to plan. It is now time to prepare a recap of the event.

Industry Canada requires that you prepare a detailed report of the event **within 30 days** and that you include a press review, if applicable. The report should contain the following:

- The name of the organization and the title of the project, as well as its total value;
- The date, time and location of the event ;
- A summary of the course of the event and a description of the highlights;
- The approximate number of guests;
- A list of the media present and the interviews granted.

An electronic copy of the report must be submitted to the communications officer. Also submit the press clippings, if applicable. A sample report is shown in Appendix 4 of this guide.

OVERVIEW OF THE STEPS FOR PLANNING AN EVENT

Preliminary step	At least 30 days in advance , notify the communications officer of the <i>Francommunautés virtuelles</i> program that an event will be organized.
Step 1	Determine whether it will be an official public event or a local promotion.
Step 2	Choose the event date and time. Remember to offer two possible dates for Industry Canada. Hold the event on a day that the House of Commons is not sitting. Otherwise, it is recommended to choose a Monday or Friday.
Step 3	<p>Draw up a list of the distinguished guests you would like to have attend. Remember to tell them whether they will be asked to speak at the event.</p> <p>Draw up a list of the media to invite.</p> <ul style="list-style-type: none"> • Prepare a schedule for sending the invitations and for following-up on the responses.
Step 4	Prepare the official invitations and send them.
Step 5	Determine the role of each person involved to ensure the successful organization of the event.
Step 6	Prepare a press release and send the first draft to the communications officer of the program 15 days before the event.
Step 7	Prepare the event scenario, clearly indicating when the guests should speak. The scenario must be submitted to the communications officer 10 days before the event.
Step 8	Draft speaking points. Send them to distinguished guests 5 days before the event.
Step 9	Prepare the notice to the media. Fax it to the media 3 days before the event. Follow-up with a reminder on the day of the event.
Step 10	Event day.

Mandatory documents to submit to the communications officer:

- press release (if applicable);
- detailed event scenario;
- list of distinguished guests .

Appendices

Appendix 1 — Notice to the Media

Press conference

The Government of Canada invites you to attend a press conference announcing the projects selected for the 2002-2003 *Francommunautés virtuelles* program.

Date: Tuesday, October 15, 2002
Time: 1:00 pm
Location: Plantagenet Community Hall
220 Main Street
Plantagenet, Ontario

In total, \$4 million will be given to the Francophone and Acadian communities in Canada.

The Honourable Don Boudria, Minister of State and Leader of the Government in the House of Commons, on behalf of the Government of Canada, will announce the projects selected for the 2002-2003 *Francommunautés virtuelles* program.

The *Francommunautés virtuelles* program is designed to support specific French-language projects that are innovative and respond to needs expressed by Canada's Francophone and Acadian communities, in terms of access to the Information Highway in French and the acquisition of skills and knowledge related to information and communications technologies

For more information:
Francommunautés virtuelles program
francommunautés@ic.gc.ca

Appendix 2 — Press Release



**FÉDÉRATION
ACADIENNE**

54 Queen Street
Dartmouth, Nova Scotia
B2Y 1G3

Tel: (902) 433-0065
Fax: (902) 433-0066

Press Release

FOR IMMEDIATE RELEASE

**The "Regroupement des associations et organismes acadiens
(francophones de l'Atlantique) dans le portail CapAcadie.com" project
is coming alive**

MONCTON, New Brunswick – December 5, 2002 – Forty Francophone organizations and associations in the Atlantic Provinces will have a presence on the Internet thanks to the largest Francophone Internet portal east of Quebec, CapAcadie.com. This project was made possible through a joint effort with the Fédération acadienne de la Nouvelle-Écosse (FANE), the Conseil Provincial des Sociétés Culturelles (CPSC), the Association acadienne des artistes professionnels du Nouveau-Brunswick (AAAPNB) and Bulmer-Martin-Gauthier (BMG) Consultants Inc.

The project, which totals over \$450,000, will provide the 40 participating organizations and associations with the tools, resources and technical services to enable them to develop and maintain a dynamic presence on the Internet in an environment that reflects their community. Grouping the 40 organizations and associations will allow them to benefit from economies of scale by centralizing and sharing the resources, tools and technical expertise.

Direct spin-offs of the project will include the creation of three jobs, the construction of 40 Internet sites and the provision of different support services for the participating organizations and associations aimed at maintaining their new Internet sites.

The project was made possible through a maximum financial contribution of \$250,000 from Industry Canada's *Francommunautés virtuelles* program and Canadian Heritage's Canadian Culture Online Funding Programs. The New Brunswick Department of Intergovernmental Affairs, in co-operation with Canadian Heritage, is contributing \$50,000 and Bulmer-Martin-Gauthier (BMG) Consultants, in addition to contributing the CapAcadie.com portal to the project, will also add more than \$200,000 in kind to the effort.

This joint project was one of the 13 projects selected in the "national project" category for contributing to the development of a Francophone presence on the Internet under Industry Canada's *Francommunautés virtuelles* program.

The chairman of FANE, Stan Surette, states that "CapAcadie is a unique model in its field, resulting from a close partnership between the media, the private sector, the public sector, the university environment, and the Acadian associations and organizations. This partnership ensures a broad, inclusive vision in a model that will define the presence of Acadians on the Internet."

Louis-Philippe Gauthier, president of Bulmer-Martin-Gauthier (BMG) Consultants, states that "this project reaffirms the commitment of our company with respect to developing the French language and Acadian resources on the Internet. The last four years of work have resulted in the emergence of the CapAcadie.com portal, and thanks to funding from financial partners such as the Caisse populaire de Shippagan, and to the efforts of all the partners involved, the community has been able to see our vision grow and develop. Today is the beginning of the process to integrate the various facets of the community to create a one-stop location for resources."

The final list of the 40 Francophone organizations and associations from the Atlantic Provinces will be announced in the coming weeks.

- 30 -

For information:

Nicole LeVert
Communication Officer
La Fédération acadienne de la Nouvelle-Écosse (FANE)
Telephone - office: (902) 433-2083
nlevert@fane.ns.ca

or

Louis-Philippe Gauthier
President
Bulmer-Martin-Gauthier (BMG) Consultants Inc.
Telephone - office: (506) 855-4020
Telephone - cell phone: (506) 381-2948
philippe@networkcentrix.com

Appendix 3 — Scenario

Type of event:

Date:

Location: (Complete address and telephone number)

Contact: (Name, telephone and fax numbers, and e-mail address)

Proposed agenda

- 3:00 pm Arrival of guests at XX
Welcome cocktail
- 3:15 pm Master of Ceremonies (MC) officially welcomes guests
(Provide the name and title of the MC)
Word of welcome and background
Introduction of the Honourable XX
- 3:18 pm Speech by the Minister of Industry
- 3:25 pm Expression of thanks (MC)
Introduction of Mr. XX, Director of Association XX
- 3:27 pm Speech by Mr. XX, Director of Association XX
- 3:37 pm Expression of thanks (MC)
Announcement of the presentation of the project by Mr. XX, project
officer for Association XX
- 3:39 pm Presentation of the project by Mr. XX, project officer for Association XX
- 3:50 pm Expression of thanks (MC)
Conclusion of the press conference
- 3:55 pm Reception and interviews (media)

Notes about the event

(Comments related to the how the event proceeded, about guests, etc.)

Appendix 4 — Report

Organization name

Project name

Type of activity

1. Give an overview of the background.
2. Indicate the total value of the project.
3. Mention the groups that attended the event (business people, general public, teachers, etc.) and the approximate number of people who came.
4. Summarize the speeches of the guests.
5. Briefly explain the course of the event.
6. Describe (if applicable) the media coverage and interest, and the reactions and comments of participants.

Example:

On June 21, the Association des francophones du Canada launched the *La francophonie branchée* Internet site in Yellowknife, Northwest Territories. This site will promote e-commerce and the use of information and communications technologies by Francophone and Acadian communities across Canada. They will have access to a wide range of services and advice to help set up an accessible e-commerce system on the Web in their community.

Creation of this site was made possible thanks to the devoted efforts of the team from the Association des francophones du Canada, and financial contributions from a number of partners. In all, the project will cost \$150,000.

The event was organized in co-operation with Industry Canada's *Francommunautés virtuelles* program, and brought together about 60 people, including business people in the Northwest Territories, and technology and multimedia stakeholders. Many Francophones and Francophiles from the neighbouring regions came to attend the press conference.

The Minister of Industry mentioned the importance of being creative and innovative to ensure that Canada's Francophone community participates fully in building the information highway. He also mentioned the importance of creating networks and partnerships between the Francophone and Acadian communities in Canada, and with Francophone communities abroad.

The Mayor of Yellowknife, Mr. XX, emphasized the importance of the Web site for the entire community in the region, and for Francophones in Canada.

The association's director, Ms. XX, reminded us that Francophones will hesitate less to use e-commerce if they can do it in their own language.

A large screen demonstration of the Web site on the Internet was given, which allowed the guests to discover the different components of the site and how it contributes to the Francophone communities in the region and the rest of Canada.

As for the media coverage, on June 10, an invitation was sent out to the population concerned in Yellowknife's *ABC* newspaper. In addition, invitations to the local and regional media in the Northwest Territories, and to Francophone organizations and businesses in the region were sent out and gave the press conference excellent visibility. Finally, Ms. XX, the Association's director, granted two interviews: one to Radio-Canada (CBC's French station) and one to *ABC* newspaper. After the ceremony, many guests stayed to talk to the organizers and expressed their appreciation of the implementation of a Web site that encouraged e-commerce between Francophones in the country.

In conclusion, the launch of the Internet site was a great success. Since then, additional interviews have been granted to CCKK (a local radio station), the *ERT* newspaper and the local television station.