

Communications Event Planning

| Task | Date Completed | | |
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| <p>Identify Lead</p> <ul style="list-style-type: none"> • By <u>January 1, current 4-H year</u>, identify the zone or area lead/ event organizer for your event. This does not need to be the head leader of the host club. • Provide this information to your area council. | | | |
| <p>Set Location (town), Date and Time (decide in Fall or January)</p> <ul style="list-style-type: none"> • Select the geographic location: This may be established in your Zone or Area by a rotation list. Please check with your Area Council. • Pick the date for the event: Try to avoid conflicts with other 4-H events. Be sure to allow sufficient lead time between Zone, Area and Provincial events. • Select the start time of the event: Ensure this is clear. Specify whether the facility opens at 1 p.m. with the start at 1:15 or 1:30, or if the event starts at 1:00. Also, indicate the specific time registration will begin. • Notify all head leaders/club contacts: Inform them within your Zone/Area of the event details, including the date, location and when names of competitors and their information needs to be given to the Zone/Area lead. Due to privacy legislation, you may need to ask staff from the Provincial 4-H Office to assist. • Select a storm date: Choose a backup date in case of inclement weather and advertise it as such. • Announce inclement weather plans: Inform competitors that an announcement will be made at a specific time and the method of the announcement. • Provide contact information for inclement weather: It may be helpful to have a phone number participants can call to save the organizer from contacting participants, judges, and other volunteers. Some organizers use a local radio station or website for updates. Not all 4-H families have web access, so changing a voice message on a cell phone or landline will also save many calls. <p>Notify the Club Support Coordinator for your Area Council:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Karen Olafson (CSC-East) kolafson@4h.mb.ca 204-573-4308 </td> <td style="width: 50%; vertical-align: top;"> April Willis (CSC-West) awillis@4h.mb.ca 204-573-4829 </td> </tr> </table> | Karen Olafson (CSC-East) kolafson@4h.mb.ca 204-573-4308 | April Willis (CSC-West) awillis@4h.mb.ca 204-573-4829 | |
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| <ul style="list-style-type: none"> • There is also a benefit in giving the Head Leaders/club contacts the details of the Zone/Area competition, including the date, location, time etc. • If all the details are in a format that can be handed out, it may save one of the organizers from having to contact the competitors, as the Head Leader/club contact could distribute it at the club event. • Consider noting these details in the program, if available. • A template for this information is included in section 4. | |
| <p>Facility Selection and Booking</p> <ul style="list-style-type: none"> • Select the facility in the previous fall or January • Book the facility, complete any required paperwork, and pay the deposit if necessary (refer to budget information for criteria). • Suitable facilities include churches, schools*, community center, etc. <ul style="list-style-type: none"> ○ *Ensure schools may require paperwork to be completed in advance. • Consider the need to move desks, chairs, etc. in local schools, and return everything to its original state. Taking a digital picture of the room before setup can help as a reference. • Book all the necessary rooms in the venue. Ensure you have access to specific areas for coffee pots, water, etc., and include these in your booking request. • List all required items (chairs, tables, etc.) and where they will be used. • Allow sufficient set-up and take-down time in your booking request. • Some facilities may require a certificate of insurance, which can be requested from Manitoba 4-H Council at learns@4h.mb.ca or by phone at 204-726-1914. | |
| <p>Determining Room Usage</p> <ul style="list-style-type: none"> • One room or more? Decide whether all presentations will take place in one room or if concurrent competitions will occur. • Consider time and number of competitors: Depending on your Area Council's rules, there may be up to fifteen 4-H communications categories: <ul style="list-style-type: none"> ○ Cloverbud Junior, Intermediate, Senior and Adult Speeches. ○ Cloverbud, Junior, Intermediate, Senior and Adult One-Person Visual Presentations. ○ Cloverbud, Junior, Intermediate, Senior and Adult Two-Person Visual Presentations. • Time Assessment: Refer to the chart in section 4 to estimate the time needed for each category. | |

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| <ul style="list-style-type: none"> • Multiple rooms for large numbers: If you have several competitors, using multiple rooms and two teams of judges per room can significantly shorten the event. | |
| <p>Audio-visual requirements</p> <ul style="list-style-type: none"> • Table Provision: According to Provincial guidelines, only a table will be provided for visual presentations. Competitors must supply all other equipment. • Electronic Presentations: Competitors using electronic mediums must bring their own extension cords. Ensure an electrical outlet is available within a reasonable distance from the presentation area. | |
| <p>Number of Participants</p> <ul style="list-style-type: none"> • Your Area Council will have determined the number of participants in each category in the past. This information may be in the past minutes of the Area Council or included in the Area Council’s Policies and Procedures. • This will outline: <ul style="list-style-type: none"> ○ The number of categories of competition that will be held at the Zone, Area and Provincial levels. ○ Manitoba 4-H Council holds competitions at the Provincial level in Cloverbud, Junior, Intermediate, Senior and Adult age categories for Speeches, One-Person Visual Presentations and Two-Person Visual Presentations. ○ The number of representatives each club may send in each category to Zones. ○ The number of representatives each Zone may send on to Area competitions in each category. ○ Manitoba 4-H Council has indicated that only one representative in each eligible category may be sent on from Area competitions to the Provincial level. • An alternate can be chosen when those scheduled to compete are not able to do so. | |
| <p>Questions You May Receive</p> <ul style="list-style-type: none"> • Does a member have to compete at the club level if they have no competition at this level? <ul style="list-style-type: none"> ○ Yes, a 4-H member must compete at the club level to advance to the Zone/Area level. If the club has no formal competition, the member must present their presentation at a 4-H club event (e.g. meeting, Christmas party, etc.). Members must also compete in the same category and level for club, Zone and Area events within the respective year. • Can a member compete in two zone categories? <ul style="list-style-type: none"> ○ These cases have been handled on a “case by case” basis in | |

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| <p>the past, using provincial practices as a guideline.</p> <p>The fact sheets in section 11 of this guide will assist in answering most questions you may receive. Additionally, your Area Council's Policies and Procedures may have further rules. If in doubt, contact the Communications Committee of Manitoba 4-H Council.</p> | |
| <p>Pre-Event Decisions</p> <ul style="list-style-type: none"> • Hospitality: <ul style="list-style-type: none"> ○ Will food and/or refreshments be served? ○ Who will organize and serve the refreshments? ○ Who will procure supplies (glasses, juice, cups, coffee, tea, cream, sugar, napkins, etc.)? ○ Are special arrangements or permissions needed to serve food at the location? ○ Who will handle the cleanup? • Sponsor Recognition: <ul style="list-style-type: none"> ○ Will there be sponsors? ○ How will they be recognized? ○ Will they be invited to the event? • Awards: <ul style="list-style-type: none"> ○ What is the Area policy regarding the cost and type of tokens or awards used at the Zone and Area levels? • Thank You Gifts: <ul style="list-style-type: none"> ○ What is the Area policy regarding thank-you gifts for volunteers and judges? ○ Is there a recommended dollar value or suggested item? • Day of Event: <ul style="list-style-type: none"> ○ Committee/volunteers for setup, takedown and cleanup. | |
| <p>Budget Planning</p> <ul style="list-style-type: none"> • Refer to Section 3: See section 3 for details on planning the budget and securing sponsorship. • Budget Allocation: Your Area Council will provide budget amounts for Zone or Area events. Clubs should pass motions indicating what can be spent for the club event. • Sponsorships: <ul style="list-style-type: none"> ○ Will you send out sponsorship letters? ○ Are there existing sponsors, or will you need to seek new sources? • Funding Recognition: If funding from Manitoba 4-H Council is utilized, recognize Manitoba 4-H Council and Manitoba Agriculture in your program. • Specific Sponsorship Funds: Some funds may be forwarded directly to your Area Council. Confirm with the Area Council treasurer if any | |

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| <p>specific sponsorship funds have been given to Area (or Zone) communications (e.g. funds from FCC). If so, no letter is required to ask for the funds, but they should be recognized in your program and contacted to attend and assist with the award ceremony.</p> <ul style="list-style-type: none"> • Reimbursement: To be reimbursed for expenses, original detailed receipts are required. | |
| <p>Notification to Club Head Leaders (six weeks before the event)</p> <p>This notification can be sent by letter or email. (Refer to Section 4 for templates).</p> <ul style="list-style-type: none"> • Contents of the Notification: <ul style="list-style-type: none"> ○ Cover letter detailing the event and highlighting the contents of the package. ○ Requests for confirmed judges and/or volunteers. ○ Club results form. ○ Letter to participants with event details. ○ Photo release form. ○ Member registration form. ○ A clear deadline for returning the club results form to the program coordinator. ○ Copies of the communications fact sheets (for information on rules). • Club Results Form <ul style="list-style-type: none"> ○ Reflect the number of participants in each category that your Zone/Area allows clubs to send. ○ Check your Area Council’s Policies and Procedures for guidance on how many members advance to the next level from club and Zone competitions. • Adaptation for Zone Event Chairs: <ul style="list-style-type: none"> ○ The package of information can be adapted for those chairing the Zone event. ○ By including participant letters and forms, this info can be handed out to members at their club or Zone event, saving time for the planning committee. ○ Ensure all competitors are informed if you have not given this information to the clubs before their competition. | |
| <p>Finding Judges</p> <ul style="list-style-type: none"> • Club Participation: Will each club be asked to provide the name of a judge and/or volunteers for their respective Zone or Area competition? This will vary from Area to Area. • Assistance from Clubs: Organizers often ask clubs for assistance in finding judges for Zone competitions. This approach helps spread the workload and ensures representation from a broad geographical area. | |

Communications Event Planning: Master List

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| <ul style="list-style-type: none"> • Communication and Deadlines: If clubs are asked to provide judges or volunteers, this should be noted in the communication to club Head Leaders, along with a deadline. • Compliance Policies: Some Area Councils have policies for clubs that do not comply with this request. | |
| <p>Judges (four weeks before the event)</p> <ul style="list-style-type: none"> • Team of Judges: <ul style="list-style-type: none"> ○ Plan for a team of three judges per category to reduce ties. ○ One set of judges can usually judge two or more categories depending on the number of entrants and the program’s timeframe. ○ Avoid using fewer than two judges per category. • Number of Judges Needed: <ul style="list-style-type: none"> ○ The total number will depend on the number of participants in each category (typically, you won’t need 36-45 judges). • Point System: <ul style="list-style-type: none"> ○ Use the same point system as the Provincial level: <ul style="list-style-type: none"> ▪ 1st = 11 pts, 2nd = 6 pts, 3rd = 4pts ○ In case of a tie, judges will break the tie through discussion and consensus of only the tied speakers. • Judging Process: <ul style="list-style-type: none"> ○ After all speakers in a category have presented, judges will individually rank them and record the 1st, 2nd and 3rd places on placing sheets. ○ Placing sheets are collected by the timekeeper or chairperson, who totals the points. ○ Final result sheets are given to the event coordinator/chairperson for the announcement and awards presentation, following the Area Council’s Policies and Procedures. • Efficiency: <ul style="list-style-type: none"> ○ Using this system speeds up decision-making as it doesn’t require judges to reach a consensus. Individual scores are used to determine placings. | |
| <p>Pre-Event Information packages (distributed two weeks before the event)</p> <p>May be mailed or emailed and provided to the judges to familiarize them with the judging sheets and 4-H rules before the event. Refer to Section 8 for sample cover letters and documents.</p> <p>Contents to Include:</p> <ul style="list-style-type: none"> • Cover letter detailing the event and highlighting the package contents. • Information on which categories the judge will be adjudicating. | |

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| <ul style="list-style-type: none"> • Scorecard. • Comment sheet with a request for written comments. • Description of the point system. • Result form. • Copies of communications fact sheets for information on rules. <p>Additional Information for Judges:</p> <ul style="list-style-type: none"> • The number of winners to be chosen for each category. • Ties are not allowed. Judges should wait until all tabulations are completed. In the event of a tie, judges will determine the winner. • Whether a judge will be asked to give general comments to the group after judging and when. • An official timer will identify over and under times for penalty deductions. | |
| <p>Program and Paperwork (ongoing, starting 3 weeks or more before the event with the final prep week of the event).</p> <p>This may be managed by one individual/committee or several smaller committees.</p> <ul style="list-style-type: none"> • Deadlines: Clubs must adhere to deadlines to facilitate the committee's work. • Registration: <ul style="list-style-type: none"> ○ Take registration of participants and names of judges. ○ Refer to Section 4 for a spreadsheet template. • Assign Categories and Judges: <ul style="list-style-type: none"> ○ Assign categories to rooms and establish the order of go. ○ Refer to Section 4 for a spreadsheet to assist with times and program setup tips. ○ Assign judges to categories. • Program Preparation: <ul style="list-style-type: none"> ○ Prepare and print the program, if used. ○ Refer to Section 4 for templates. ○ Acknowledge sponsors in the program, if any. ○ Wait to photocopy the program until the day before the event to accommodate last-minute changes. • Paperwork Preparation: <ul style="list-style-type: none"> ○ Prepare all paperwork for judges, room chairs and timekeepers. ○ Refer to Section 9 for templates. • Supply Gathering: <ul style="list-style-type: none"> ○ Gather necessary supplies for packages. ○ Refer to Section 7 for the list. | |

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| <ul style="list-style-type: none"> • Package Preparation: <ul style="list-style-type: none"> ○ Prepare individual packages for judges, timekeepers and room chairs. ○ Ensure packages are available at the registration table on the day of the event. | |
| <p>Recognition for Volunteers and Judges, Awards for Participants</p> <ul style="list-style-type: none"> • Recognition and Awards: <ul style="list-style-type: none"> ○ Will there be any? If so, what kind? ○ Who will order/prepare them? ○ Be mindful of the event budget and the amount allocated for this line item. ○ Be sure to follow the 4-H Canada/Manitoba Logo & Brand Guidelines. (in this section). Your Zone/Area logos are available on the USB stick in the Area Council Logos Folder. • Trophies and Sponsored Awards: <ul style="list-style-type: none"> ○ Does your Zone or Area have trophies that must be gathered and engraved or purchased? ○ Are there special sponsored awards that must be included? • Tokens and Awards for Participants/Winners: <ul style="list-style-type: none"> ○ Your Area Council may have policies regarding the amount spent per person, the type of gift, and whether all participants receive a token, and winners receive an additional award. Check with the treasurer, secretary or in the Policies and Procedures manual. ○ Ideas include certificates, gift cards for local businesses (e.g. movies, bookstores), gift baskets, etc. More details are in Section 6. ○ Award certificates can be prepared in advance based on known categories (e.g. First Place Junior Speeches). Extras are just paper and ink. See Section 6 for a draft template of a Champion Certificate. • Participation Certificates: <ul style="list-style-type: none"> ○ It is common for each participant to receive a participation certificate, useful for portfolios and as keepsakes ○ Certificates can be prepared after receiving competitors' names. Using a spreadsheet allows for a mail merge to print all certificates at once. Refer to Section 4 for the spreadsheet and Section 6 for the template. ○ Blank certificates are available from the Staples 4-H Manitoba online ordering system or electronically on the USB accompanying this binder. • Gifts for Judges and Volunteers <ul style="list-style-type: none"> ○ The monetary amount and whether a gift is used varies by Area Council. Confirm the allocated budget for the event. ○ Check with the treasurer, secretary or the Policies and Procedures | |

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| <ul style="list-style-type: none"> ○ manual for guidelines. ○ Section 6 provides gift suggestions. ● 4-H Thank You Cards <ul style="list-style-type: none"> ○ Available to order through the Staples 4-H Manitoba online ordering system. | |
| <p>Before the Event</p> <ul style="list-style-type: none"> ● Verify enough chairpersons and timekeepers are available for each room. Senior members or executives of the hosting club often fill these roles, but anyone can do this. Sometimes individuals play dual roles. ● Consider “backup” volunteers for room chairs, timekeepers and judges in case of illness or absence. ● Send an email or call as a reminder. ● Consider having doorkeepers to prevent interruptions during presentations. ● Decide if there will be an overall emcee for the awards portion. If so, who will it be? ● Plan how sponsors will be recognized. ● Determine who will present the awards and send them the program/information. ● Familiarize yourself with the judging system. | |
| <p>Day of the Event (see section 7)</p> <ul style="list-style-type: none"> ● Set-Up and Take-Down: <ul style="list-style-type: none"> ○ Allow plenty of time for set-up and take-down of rooms. ● Registration/Welcome Table: <ul style="list-style-type: none"> ○ Consider a tablecloth and greeters to direct attendees. Use signs if there aren’t enough people to greet. ● Room Signs: <ul style="list-style-type: none"> ○ Include reminders to turn off cell phones and not to enter during a presentation. ● Supply Box: <ul style="list-style-type: none"> ○ Ensure all necessary supplies are available. ● Lights and Heat: <ul style="list-style-type: none"> ○ Know where the light switches and thermostat are located. ● Judges’ Tables: <ul style="list-style-type: none"> ○ Each room will need a judges’ table, along with chairs for the timekeeper, room chairperson, doorkeeper and spectators. ○ Provide water for the judges at the “judges’ table”. ● Visual Presentations: <ul style="list-style-type: none"> ○ Ensure a large table and an electrical outlet are near the front of the room. | |

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| <ul style="list-style-type: none"> • Judges' Comments: <ul style="list-style-type: none"> ○ Have a designated spot to hand out judges' comments, sorted alphabetically. Alternatively, distribute them at the awards ceremony in pre-labeled envelopes. • Room Chairperson: <ul style="list-style-type: none"> ○ Assign someone to be the room chairperson at the event. • Schedule: <ul style="list-style-type: none"> ○ Provide guidelines for when competitors will speak but avoid making specific promises. • Access to Chairs: <ul style="list-style-type: none"> ○ Ensure access to additional chairs, especially in schools. • Award Presenters: <ul style="list-style-type: none"> ○ Confirm that award presenters have arrived. ○ Provide a table for certificates and other items during the award presentation. • Sponsor Recognition: <ul style="list-style-type: none"> ○ Ensure sponsors are recognized. • Silver Collection: <ul style="list-style-type: none"> ○ If collecting donations, provide a basket/bowl and possibly a sign. • Facility: <ul style="list-style-type: none"> ○ Leave the facility as it was found. | |
| <p>Promotion and Media Coverage</p> <ul style="list-style-type: none"> • Before the Event: <ul style="list-style-type: none"> ○ Publicize the event, including the date, location and time. ○ Use the Manitoba 4-H Council website's event calendar to publicize details. Send an email to learns@4h.mb.ca at least two weeks in advance with the event name, Area Council, date, time location and a brief description. • After the Event: <ul style="list-style-type: none"> ○ Submit a news article listing winners, and other participants and thanking sponsors. Include the date and location of the next competition level (see Section 12 for a template). ○ Ensure photo release forms are completed for each person in the pictures. Release information is on the "Member Event Form" available on the 4-H Manitoba website or in Section 4b. ○ Send results to the registration person for the next competition level. | |