



Messiah
University
Presents:

Students4Students2025

The conference for student
event planners

April 4-5, 2025

Conference plan by
Marissa Carr



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Introductory Materials

Title: Students4Students: The 2025 College Student Event Planning Conference

Situational Analysis: This conference was planned to unite student event planners who plan events for their campus's student body. Students who attend this conference will learn more about event planning, campus leadership, and team building. This event will include multiple valuable programs and presentations featuring a campus leadership professional development session, event planning workshops, student socialization time, an excursion, and more. The conference will cost \$50 per attendee, not including the off campus lunch Saturday.

Theme: The theme will be pastel colors, inspired by the upcoming season of spring. The decor color scheme will be using pastel pink, blue, purple and green.

Dates: Friday April 4 & Saturday April 5, 2025

Location: Messiah University, 1 University Ave; Mechanicsburg, PA 17055

Target Audience: 15 colleges/universities from Pennsylvania and Maryland bringing their student event planners. This event will accommodate approximately ten student event planners and a faculty advisor per university.

Schools to be Invited:

- Messiah University
- Alvernia University
- Franklin and Marshall College
- Lebanon Valley College
- Lancaster Bible College
- Hood College
- Millersville University
- Lincoln University
- Elizabethtown College
- Mount St. Mary's University
- Dickinson College
- York College
- Coppin State University
- Towson University

Expected Attendance: 165 individuals (150 students and 15 advisors)

Purpose: The purpose of this event is to unite and empower student event planners from Pennsylvania and Maryland universities and teach them more about event planning and leadership.

SMART Goals:

Anticipation: Send the invitations by September 6, 2024 and get 90% of RSVP's by the RSVP date October 11, 2024, as clearly stated on the invitation.

Arrival: The invitations will clearly state the conference location, date, time, and hotel the colleges will be staying at. The goal is that there are zero questions asked to the event planning committee regarding any of this information.

Atmosphere: At least 70% of attendees will comment on the visually appealing decorations.

Activity: 100% of the attendees feel that the activities were relevant to the conference, and had multiple takeaways from the different sessions to be applied to planning events at their respective universities.

Appetite: 95% of the attendees will report enjoying the meals provided by the conference, and that those with dietary needs feel there were options for them as well.

Amenities: Each attendee will receive all the mementos that come with the conference, including a notebook, tote bag, and stickers.

Budget: The goal is not to exceed \$20,000 in purchases.

Expected Outcome: All participants will dive deeper into the world of campus event planning, learn more about being student leaders on campus, and undergo beneficial team building exercises with their respective organizations.

Teams and Roles

Event Coordinator

- Leads all event planning teams and leads
- Create budget
- Create event schedule
- Reserve rooms for event VIA EMS
- Research and find appropriate lodging for the other universities

Promotions Lead and Team (4 team members)

- Create invitations for event and other promotional materials
- Manage RSVPs
- Manage the event Instagram
- Create mementos
- Mail invitations to the schools

Logistics Lead And Team (8 team members)

- Assure that event schedule is executed with little hiccups
- Coordinate meals with Messiah and Wegmans

- In charge of planning decorations and decorating the event
- Coordinate with keynote speaker
- Plan excursion and coordinate with them for logistical details
- Create safety and security plan

Evaluations Lead and Team (4 team members)

- Create post event survey to be sent out to each student and advisor (2 separate surveys)
- Create post event survey to be sent out to everybody who helped plan the event
- Create post event write up with an analysis of the event as well as what went well, what could have been improved, and what needs to be included in the conference next time.

Tech Lead and Team: Provided By Messiah University

- Will ensure that everything that relates to technology runs smoothly

Catering Lead and Team: Provided By Messiah University and Logistics Lead

- Assures there is enough food for everyone at each meal (MU)
- Plans out meals appropriate for the occasion (MU)
- Orders Friday's lunch from Wegmans with enough food for all and dietary restrictions in mind (LT)

All Teams and Leads Assist With Setup and Tear Down Needs as Needed

Timeline

What	Who	Due Date
Decide event theme, name, date, and purpose	Event coordinator, promotions lead, logistics lead	Friday April 5, 2024
Create timeline	Event coordinator	Friday April 12, 2024
Create budget	Event coordinator	Friday April 19, 2024
Book venue	Event coordinator	Wednesday April 24, 2024
Book keynote speaker	Event coordinator and logistics lead	Friday May 3, 2024
Design promotional materials	Promotions lead & team	Friday August 2, 2024
Send invitations to schools	Promotions lead and team	Friday September 6, 2024
Plan excursion	Logistics lead	Friday September 27, 2024
Get all RSVP's	Promotions lead and team	Friday October 11, 2024
Research and book catering	Logistics lead and team	Friday November 8, 2024
Book hotel	Event coordinator	Friday December 6, 2024
Design and order mementos	Promotions lead and team	Friday December 20, 2024
Order decorations	Logistics lead and team	Friday January 3, 2025
Finalize event program	Event coordinator and logistics lead	Friday January 17, 2025
Make decoration plan	Logistics lead and team	Friday February 7, 2025
Send itinerary to schools	Promotions lead	Friday March 7, 2025
Create post event survey	Evaluation lead and team	Friday March 21, 2025
Students4Students Conference	All	April 4 2025 to April 5 2025
Send out post event survey	Evaluations lead	Monday April 7, 2025
Send thank you note to keynote speaker	Logistics lead	Monday April 7, 2025

Gather survey data	Evaluations lead and team	Tuesday April 22, 2025
Post event meeting	All team leads and event coordinator	Monday April 28, 2025
Write post event eval	Evaluations lead and team	Friday May 9, 2025

Formulary

Date & Time	What	Who	Where	Notes
Thursday April 3 2025 at 6:00pm	Teams meeting	Event coordinator, promotions lead, logistics lead, and evaluation lead	Eisenhower conference room	Go over any last minute details and make sure conference is fully planned out, set up other needed supplies
Thursday April 3 2025 at 6:00pm	Decorations	Logistics team	Brubaker Auditorium and Hostetter Chapel	Set up all decorations
Friday April 4 2025 at 7:00am	Setup for check in and breakfast	Event coordinator, logistics lead and team, Two Bridges Catering	Brubaker Auditorium	Set up for check in and the continental breakfast
Friday April 4 2025 at 8:30am	Check in and breakfast begins	Event coordinator and logistics lead & Team	Brubaker Auditorium	Attendees arrive
Friday April 4 2025 9:00am	Keynote speaker arrives	Keynote speaker and logistics lead	Brubaker Auditorium	Keynote speaker goes to Brubaker to grab a bite to eat, then logistics lead walks him over to Parmer Hall
Friday April 4 2025 at 9:50am	Attendees head to Parmer Hall	Attendees, event coordinator	Brubaker Auditorium	Event coordinator makes an announcement over the microphone that everyone is going to move to Parmer Hall for the opening remarks.

Friday April 4 2025 at 10:00am	Keynote speaker opening remarks	Keynote speaker	Parmer Hall	Opening remarks from 10-11, then attendees participate in a q&a from 11-1130
Friday April 4 2025 at 11:00am	Lunch pick up and set up	Logistics team	Wegmans, Martin Commons	Logistics team goes to Wegmans to pick up the sandwiches at 11 then they set up lunch in Martin commons.
Friday April 4 2025 at 12:00pm	Lunch	Logistics lead and team	Martin Commons	Logistics lead walks attendees to Martin commons to enjoy Wegmans that is served by the logistics team.
Friday April 4 2025 at 12:45pm	Session 1 set up	Session 1 speakers, event coordinator	Parmer Hall and Hostetter Chapel	Session 1 speakers go to the location of their respective sessions and get ready to present.
Friday April 4 2025 at 1:00pm	Lunch clean up	Logistics team	Martin Commons	Logistics team cleans up lunch.
Friday April 4 2025 at 1:15pm	Session 1	Session 1 speakers, attendees, event coordinator	Parmer Hall or Hostetter Chapel	Attendees partake in session 1
Friday April 4 2025 at 3:00pm	Session 2 set up	Session 2 speakers, event coordinator	High Center or Hostetter Chapel Lobby	Session 2 speakers go to the location they need then set up once session 1 is concluded at

				315pm
Friday April 4 2025 at 3:30pm	Session 2	Session 2 speakers, attendees, event coordinator	Parmer Hall or Hostetter Chapel	Attendees partake in session 2
Friday April 4 2025 at 4:30pm	Set up for picnic	Two Bridges Catering team, logistics lead & team	Bitner Beach	Catering is set up by the catering team and logistics team sets up lawn games and assists catering.
Friday April 4 2025 at 5:45pm	Student & Faculty picnic	Two Bridges Catering, logistics lead and team, event coordinator and attendees	Bitner Beach	Attendees eat dinner served by the catering team and play lawn games with friends.
Friday April 4 2025 at 6:45pm	Session 3 Set up	Session 3 speakers, event coordinator	Hostetter Chapel or Parmer Hall	Session 3 speakers set up what they need for their session
Friday April 2025 at 7:15pm	Session 3	Session 3 speakers, event coordinator, attendees	Hostetter Chapel or Parmer Hall	Attendees partake in session 3
Friday April 4 2025 at 7:30pm	Cleanup from picnic	Logistics team and Two Bridges Catering	Bitner Beach	Teardown from the picnic
Friday April 4 2025 at 8:00pm	Set up for movie	Two Bridges Catering and logistics team	Parmer Cinema	Two Bridges Catering team sets up popcorn and snow cones while the logistics team sets up the movie making sure it runs smoothly.

Friday April 4 2025 at 8:30pm	Student social movie night	Attendees, event coordinator, Two Bridges Catering and logistics lead	Parmer Cinema	Students get snacks from catering and watch the movie “The Founder” with friends
Friday April 4 2025 at 8:30pm	Faculty social	Attendees, event coordinator, and logistics lead	Boyer Atrium	Advisors meet in Boyer atrium to discuss student event planning strategies, brainstorm ideas for student events, and more
Friday April 4 2025 at 11:00pm	Cleanup from movie night	Logistics team and Two Bridges Catering	Parmer Cinema	Teardown from the movie
Saturday April 5 2025 at 7:00am	Breakfast set up	Two Bridges Catering and logistics lead	Martin Commons	Two Bridges Catering sets up the continental breakfast with direction from the logistics lead
Saturday April 5 2025 at 8:00am	Breakfast	Attendees, logistics lead and team, and Two Bridges Catering	Martin Commons	Continental breakfast supervised by Two Bridges Catering and logistics team
Saturday April 5 2025 at 8:30am	Session 4 set up	Session 4 speakers, logistics lead and event coordinator	Lottie Nelson and Parmer Hall	Session 4 speakers go to the location they need to then set up
Saturday April 5 2025 at 9:00am	Session 4	Track 4 speakers, attendees, event coordinator	Lottie Nelson and Parmer Hall	Attendees partake in session 4
Saturday April 5 2025 at 9:00am	Breakfast cleanup	Two Bridges Catering,	Martin Commons	Clean up from breakfast

		logistics lead and team		
Saturday April 5 2025 at 10:00am	Shark Tank Activity	Event coordinator, attendees, logistics lead	Parmer Hall	All attendees gather in Parmer Hall to participate in the Shark Tank activity
Saturday April 5 2025 at 11:45	Leave for excursion	Event coordinator, logistics lead and attendees	Eisenhower circle	All attendees meet in Eisenhower circle to head to the excursion
Saturday April 5 2025 at 12:30pm	Arrive in Hershey	Event coordinator, logistics lead and attendees	Hersheypark	Explore Hersheypark
Saturday April 5 2025 at 5:pm	Setup for dinner and keynote speaker closing remarks	Two Bridges Catering, Keynote speaker and logistics team	Martin Commons	Catering sets up dinner with guidance from the logistics team and the keynote speaker prepares his final remarks
Saturday April 5 2025 at 5:30pm	Leave excursion	Event coordinator, logistics lead and attendees	Hersheypark	Leave Hersheypark then go to Martin Commons for dinner and closing remarks
Saturday April 5 2025 at 6:15pm	Closing dinner and closing remarks from keynote speaker	Event coordinator, Two Bridges Catering, logistics lead and team and attendees	Martin Commons	Dinner catered by Two Bridges catering and attendees eat for a half hour then the closing speech begins at 7:00pm

Saturday April 5 2025 at 8:00pm	Attendee departure	Event coordinator, logistics lead and team and attendees		Attendees get their mementos and are dismissed
Saturday April 5 2025 at 8:00pm	Event teardown	Logistics team	Martin Commons, Hostetter Chapel, Parmer Hall, Brubaker Auditorium	Take down any remaining decorations, clean up from dinner, make sure all rooms used are as clean as were found
Saturday April 5 2025 at 8:30pm	Post event debrief	Event coordinator and all team leads	Eisenhower Conference room	Event coordinator and all team leads meet to discuss their initial evaluation of the event

Budget

Purchase	Cost
Catering From Two Bridges	\$5,551.19
Catering From Wegmans	\$833.31
Decorations from Party City	\$139.99
Hotel	\$5,356.80
Excursion- Hersheypark Tickets	\$5,542.50
Stickers from Sticker Mule	\$117.00
Tote Bags from Custom Ink	\$1,821.60
Notebooks from Custom Ink	\$671.55
Keynote Speaker	\$5,000.00
Cost Per Person to Attend (\$50)	-\$8,250.00
TOTAL	\$16,593.94

Promotions

This section of the plan gives all the promotional details for the event, and ways the promotions team will communicate with the event attendees before the event. The promotions team will be responsible for creating all advertisements and marketing materials such as the logo, running the event Instagram, communicating with the schools prior to the event, creating mementos and more. In this section, you will find:

- Event logo
- Invitations
- Social media posts
- Mementos
- RSVP form
- Event schedule

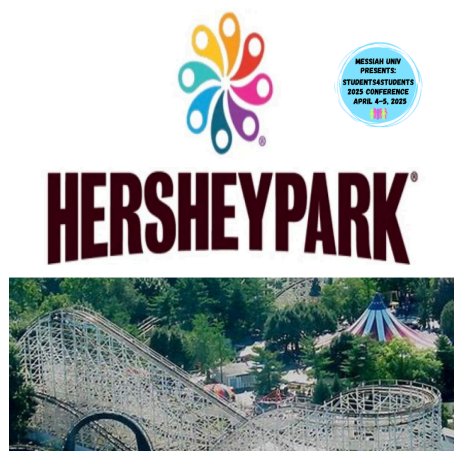
Logo: This is the logo for the event that will be on the invite, the instagram profile picture, the mementos, and all promotional materials. The colors were chosen to go with the pastel theme the logistics team chose, and the promotions team chose to make the main color blue as a way to be unified with the colors of Messiah while being consistent with the pastel color theme.



Invitations: This invitation will be mailed to all the schools invited, as well as sent to them through email. This is the initial invitation that will be sent out, then another invitation will be sent out closer to the event with more details about the hotel, conference, and other excursion. The invitation included the logo, the date and address for the conference, the purpose of the conference, RSVP details, and price details.



Instagram: The promotions team will be in charge of running the instagram account, @students4students2025. This account will post regularly, sharing additional promotional information about the event, such as guest speakers, activities, the excursion, and more. The conference hashtag is #students4students2025 Here are some sample posts below:



Caption: This year's #students4students2025 conference excursion is to HERSHEY PARK! Located in beautiful Hershey, Pennsylvania, Hersheypark has lots of fun activities for everyone, from the park, to chocolate town, and the zoo. #hersheyparkhappy

KEYNOTE SPEAKER: SIMON SINEK



Caption: KEYNOTE SPEAKER REVEAL! This year's #students4students2025 keynote speaker is SIMON SINEK. Sinek is known for his optimism based company, as well as the many books he has written on leadership. You do NOT want to miss this opportunity to watch this motivational speaker speak LIVE. #simonsinek #leadership



Caption: Do you want to hear from these OUTSTANDING professionals? Then come to this years #students4students conference! These Messiah employees will be discussing the nitty gritty details of event planning, how to be a great student leader, and tips for team building with college students. #eventplanning #studentleaders #messiah

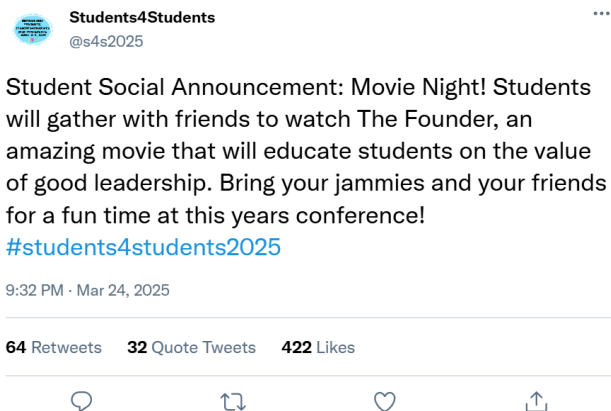


Caption: Do you want to hear from these OUTSTANDING professionals? Then come to this years #students4students2025 conference! These Messiah employees will be discussing how to market to college students, how to put together a great event budget, and how to be a student leader while also being conscious of diversity. #marketing #budgeting #diversity #dei #messiah



Caption: This year at #students4students2025, our student social is going to be a MOVIE NIGHT! Students will have the opportunity to watch the movie *The Founder*, a true story about how the popular restaurant McDonald's came to be. So bring your jammies and your friends to this year's conference for some movie fun. #movienight #friends #thefounder #mcdonalds

X: The conference will also have an X account as a way to share information about the event in a way that is short and sweet. The username will be the @s4s2025. The event hashtag will be #students4students2025 This account will post promotional information about the event, about the speakers, sessions, activities, and more. Some sample X posts below:



Students4Students @s4s2025

Session Speaker Announcement: Nance McCown (Public Relations Professor), Michael Zigarelli (Business Professor) and Curtis Kurtz (Student Engagement Head) will be teaching attendees all there is to know about event planning, leadership, and team building!
[#students4students2025](#)

8:24 PM · Mar 14, 2025

571 Retweets 26 Quote Tweets 5.7K Likes

🗨️ ↻️ ❤️ 📤

Students4Students @s4s2025

Excursion Announcement: Participants will spend a day in Hersheypark enjoying all there is to offer, from the amusement park and Zoo America to Chocolate World and Chocolate Town. You do not want to miss this!
[#students4students2025](#) [#hersheyparkhappy](#)

12:58 PM · Mar 1, 2025

315 Retweets 124 Quote Tweets 1.4K Likes

🗨️ ↻️ ❤️ 📤

Students4Students @s4s2025

Keynote Speaker Announcement: Simon Sinek! Sinek is known for his optimism based company, as well as books he has written on leadership. He also has multiple inspiring TED talks. You do NOT want to miss this years conference! [#students4students2025](#)

4:08 PM · Mar 8, 2025

140 Retweets 48 Quote Tweets 481 Likes

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Mementos: Each attendee as well as Simon Sinek will receive three mementos from the event: a sticker, a tote bag, and a notebook. All of these mementos are custom made by the promotions team and have the event logo on them. Here is what they will look like:



Circle stickers

3" x 3" Edit

1732588347-0-Students4St...

RSVP Form: When a school emails the promotions team saying that they can attend the conference, the promotions team will respond back with a link to a Google form that they will be asked to fill out to give the event coordinator crucial information to assure the conference goes smoothly. Here are the questions that will be on the form;

We are so excited to see you and your University at this year's Students4Students conference! We ask that you fill out this form to give the event coordinator some necessary information so everyone can have the best experience possible at the conference.

University: _____

Name of facility advisor: _____

Name(s) of students attending this conference: _____

Will you need overnight accommodations for this conference? _____

Do any of the attendees have any allergies? _____

Event Schedule for Attendees: Four weeks before the conference, the promotions lead will send out documents with the weekends schedule. The schedule is below:

**MESSIAH UNIV
PRESENTS:
STUDENTS4STUDENTS
2025 CONFERENCE
APRIL 4-5, 2025**

CONFERENCE SCHEDULE

DAY 1
Friday April 4, 2025

- 8:30 AM** Check-In & Breakfast in Brubaker Auditorium
- 10:00 AM** Opening Remarks From Keynote Speaker
- 12:00 PM** Lunch
- 1:15 PM** Session 1 (Tracks 1&2)
- 3:30 PM** Session 2 (Tracks 1&2)
- 5:45 PM** Student and Faculty Picnic
- 7:15 PM** Session 3 (Tracks 1&2)
- 8:30 PM** Student Social Movie Night
- 10:45 PM** Students Head to Bed

*Additional Information About the Sessions is also Attached to this Schedule!

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2025 CONFERENCE
APRIL 4-5, 2025**

CONFERENCE SCHEDULE

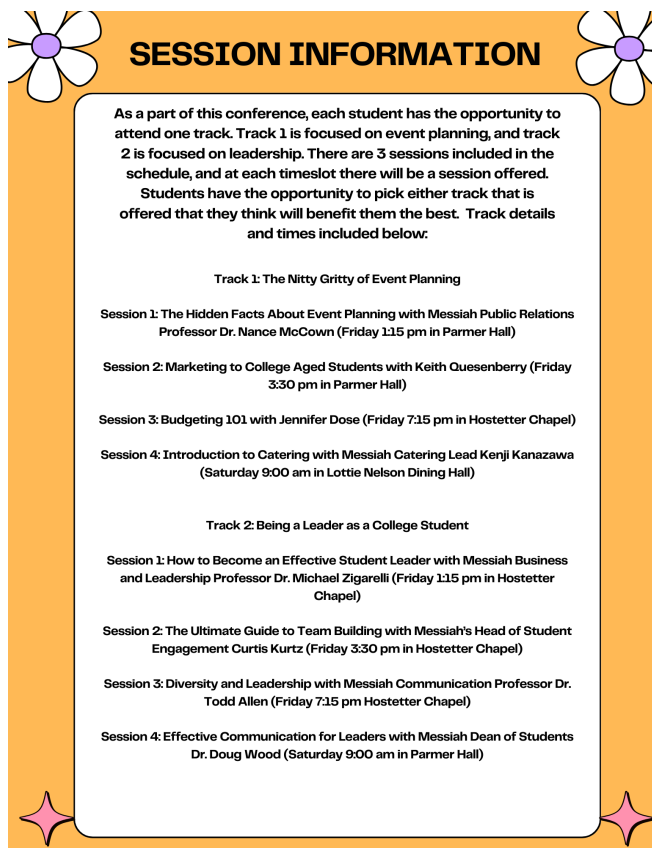
DAY 2
Saturday April 5, 2025

- 8:00 AM** Breakfast in Martin Commons
- 9:00 AM** Session 4 (Tracks 1&2)
- 10:00 AM** Shark Tank
- 11:45 AM** Leave for Hersheypark
- 5:30 PM** Depart Hersheypark
- 6:15 PM** Dinner & Closing Remarks
- 8:00 PM** Conference Concluded

*Additional Information About the Sessions is also Attached to this Schedule!

MESSIAH UNIV
PRESENTS:
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2025 CONFERENCE
APRIL 4-5, 2025

Also in this email will be a document outlining all the sessions. Here is that document:



SESSION INFORMATION

As a part of this conference, each student has the opportunity to attend one track. Track 1 is focused on event planning, and track 2 is focused on leadership. There are 3 sessions included in the schedule, and at each timeslot there will be a session offered. Students have the opportunity to pick either track that is offered that they think will benefit them the best. Track details and times included below:

Track 1: The Nitty Gritty of Event Planning

Session 1: The Hidden Facts About Event Planning with Messiah Public Relations Professor Dr. Nance McCown (Friday 1:15 pm in Parmer Hall)

Session 2: Marketing to College Aged Students with Keith Quesenberry (Friday 3:30 pm in Parmer Hall)

Session 3: Budgeting 101 with Jennifer Dose (Friday 7:15 pm in Hostetter Chapel)

Session 4: Introduction to Catering with Messiah Catering Lead Kenji Kanazawa (Saturday 9:00 am in Lottie Nelson Dining Hall)

Track 2: Being a Leader as a College Student

Session 1: How to Become an Effective Student Leader with Messiah Business and Leadership Professor Dr. Michael Zigarelli (Friday 1:15 pm in Hostetter Chapel)

Session 2: The Ultimate Guide to Team Building with Messiah's Head of Student Engagement Curtis Kurtz (Friday 3:30 pm in Hostetter Chapel)

Session 3: Diversity and Leadership with Messiah Communication Professor Dr. Todd Allen (Friday 7:15 pm Hostetter Chapel)

Session 4: Effective Communication for Leaders with Messiah Dean of Students Dr. Doug Wood (Saturday 9:00 am in Parmer Hall)

Promotions Checklist:

- Design Logo
- Create Invitations
- Manage and maintain Instagram and X accounts
- Create mementos
- Create easy to read event schedules for the colleges
- Responsible for all pre event communications to all the colleges
- Send each college that RSVP's yes an RSVP form
- Monitor hashtag use throughout the event on social media platforms

Logistics

This section will provide all the logistical information for what is going to occur during the event. The logistics team will also be in charge of making sure that the details of the event run smoothly, so everyone enjoys their time at the conference. This part of the plan will be circled around the keynote speaker, the event schedule, catering, decorations, the excursion, and more. In this section, you will find:

- Keynote Speaker
- Catering
- Decorations
- Lodging
- Excursion
- Friday Night Social
- Detailed Event Schedule
- Track Details
- Risk and Safety Information

Keynote Speaker: This year's keynote speaker will be Simon Sinek. Sinek is known for his optimism company, as well as the many books he has written on leadership. He also has a TED talk, titled “How Great Leaders Inspire Action”. For more information on Sinek, here is a short biography found on his website:

“Simon is a spark that ignites passion and ideas. He envisions a world in which the vast majority of people wake up every single morning inspired, feel safe wherever they are, and end the day fulfilled by the work they do. As an unshakeable optimist, he believes in our ability to build this world together.

A trained ethnographer, Simon is fascinated by the people and organizations that make the greatest and longest lasting impact. Over the years, he has discovered some remarkable patterns about how they think, act, and communicate, and also the environments in which people operate at their natural best.

Simon may be best known for his TED Talk on the concept of WHY, which has been viewed over 60 million times, and his video on millennials in the workplace—which reached 80 million views in its first week and has gone on to be seen hundreds of millions of times.

He continues to share inspiration through his bestselling books, including global bestseller *Start with WHY* and New York Times bestsellers *Leaders Eat Last* and *The Infinite Game*, as well as his podcast, *A Bit of Optimism*. In addition, Simon is the founder of The Optimism Company, a leadership learning and development company, and he publishes other inspiring thinkers and doers through his publishing partnership with Penguin Random House called Optimism Press. His unconventional and innovative views on business and leadership have attracted international attention, and he has met with a broad array of leaders and organizations in nearly every industry. He frequently works with different branches of the US

Armed Forces and agencies of the US government, and is an adjunct sta member with the RAND Corporation—one of the most highly regarded think tanks in the world.

Simon is also active in the arts and with not-for-profit work, or what he likes to call the for-impact sector. In 2021, he founded The Curve: a diverse group of forward-thinking chiefs and sheriffs committed to reform modern policing from the inside-out. Their purpose is to build a profession dedicated to protecting the vulnerable from harm while advancing a vision of a world in which all people feel justice is administered with dignity, equity, and fairness.”

Website link: <https://simonsinek.com/>

The cost for Simon to come and speak at the conference is \$5,000.



Catering: During the conference, meals will be provided for all attendees (except Saturday’s lunch). Most of the meals will be provided by Two Bridges Catering (the Messiah University catering company), and Friday’s dinner will be provided by Wegmans. The catering breakdown is below:

Friday Breakfast: Continental breakfast from Two Bridges Catering. Will include a Yogurt Bar, Pastries, Bagels, Scrambled Eggs, Hot Coffee, Apple Juice and Orange Juice.

- Yogurt Bar: \$375
- Pastries: \$168
- Bagels: \$152
- Scrambled Eggs: \$75
- Hot Coffee: \$52.50
- Apple Juice: \$48
- Orange Juice: \$48

Friday Lunch: To be ordered from Wegmans on Carlisle Pike. Will include sub platters (a couple gluten free platters as well), potato chips, and plastic water bottles.

- Will Cost \$704 for subs
- Add on: Frito Lay Variety Pack: Will cost \$94.41
- Water Bottles: \$34.90

Friday Dinner: Part of the student social, will be an outdoor picnic catered by Two Bridges Catering. The two main dishes will be pulled pork and olive oil and herb marinated chicken. The sides will include garden salad, macaroni salad, potato salad, coleslaw, fruit salad,

potato chips, macaroni and cheese, and assorted cookies. To drink, there will be ice water, lemonade, and fruit punch.

- Slow Cooked BBQ: Pulled Pork: \$1,237.5
 - Comes with sides: will choose garden salad, macaroni salad, coleslaw & potato salad
- Grilled BBQ: Olive Oil and Herb Marinated Chicken: \$1,293.75
 - Comes with sides: will choose fruit salad, potato chips, mac and cheese, and assorted cookies
- Drinks
 - Ice water: \$25
 - Lemonade: \$54
 - Fruit Punch: \$36

Friday Movie Night: The student social activity on Friday night will be watching a movie in Parmer Cinema. For this, Two Bridges Catering will provide a popcorn machine and a snow cone maker for students to enjoy along with the movie.

- Popcorn: \$80
- Snow Cones: \$110

Saturday Breakfast: Continental breakfast from Two Bridges Catering. Will include a Yogurt Bar, Pastries, Bagels, Scrambled Eggs, Hot Coffee, Apple Juice and Orange Juice.

- Yogurt Bar: \$375
- Pastries: \$168
- Bagels: \$152
- Scrambled Eggs: \$75
- Hot Coffee: \$52.50
- Apple Juice: \$48
- Orange Juice: \$48

Saturday Lunch: Attendees will eat on their own.

Saturday Dinner: Taco bar from Two Bridges Catering. For drinks, there will be ice water, lemonade, and fruit punch. Desserts will include cookies and brownies.

- Taco Bar: 13.75 per person, totaling \$2,200
- Drinks:
 - Ice Water: \$25
 - Lemonade: \$54
 - Fruit Punch: \$36
- Dessert
 - 14 dozen cookies: \$196
 - 14 dozen brownies: \$154

Decorations: The decorations will be very minimal, but still visually appealing and noticeable by attendees. There will also be a color scheme of pastel, as a way to anticipate the upcoming season of spring. Below is the plan for decorations:

- Balloons: \$114.49
<https://www.partycity.com/72ct-12in-assorted-pastel-latex-balloons-323247.html>
- Table Cloth: 2.49 each (can get in an assortment of colors)
<https://www.partycity.com/white-round-plastic-table-cover-84in-920156.html>



Lodging: The hotel attendees will be staying at is the Holiday Inn and Suites Mechanicsburg. The logistics team will book up to 40 rooms, each room sleeping 4 people. This will be plenty of room to accommodate those who need a hotel, as some schools are very close and Messiah students can just stay in their dorm. On the RSVP form, the school will indicate if they want a hotel room or not. The address for the hotel is: 5011 Louise Drive, Mechanicsburg, PA 17055. The price per room is \$133.92.



Excursion: This year's excursion will be an afternoon in Hershey, PA. Attendees will have the opportunity to experience all that Hersheypark has to offer, including the amusement park, Chocolate World, Chocolate Town, ZooAmerica, and more. This excursion will be a fun way to end the conference, and a good team bonding experience. Tickets for everyone will cost \$5,542.50. The tickets for the excursion will be included in the conference fee. Participants will get lunch somewhere in the park, and will use their own money to buy lunch along with souvenirs. Lunch options include:

- 1906 Grill (burgers, chicken tenders, etc)
- 8 Cut Crust (pizza)
- Berks (hot dogs and slushies)
- Chick Fil A (chicken, fries, milkshakes)

- Chickie’s and Pete’s (crab fries, cheesesteaks, boneless wings)
- The Chocolatier (burgers, flatbreads, sandwiches, etc)
- Nathan’s Famous (hot dogs, chicken tenders, fries)
- Oola Bowls (acai and sorbet bowls)
- Overlook Food Court (burgers, salads, sandwiches, pizza, etc. GF available)
- Subway (sandwiches and salads)

If there is an emergency while at Hersheypark, the closest hospital is Penn State Health Milton S. Hershey Medical Center, 500 University Drive, Hershey, Pennsylvania 17033.

Here is a link for directions from Messiah to Hersheypark:

<https://maps.app.goo.gl/T3FoNVppueTfMjaU9>

Hersheypark address: 100 Hersheypark Drive, Hershey, Pennsylvania 17033



Friday Night Social: The students will have the opportunity to participate in a student social Friday night which is two parts: a picnic and a movie night. The social kick off will be a picnic catered by Two Bridges with barbeque food. Students will also have the opportunity to play lawn games provided by the OSE office and have positive interactions with each other. The picnic will include both students and faculty. Around 8:30 pm, students will head to Parmer Cinema for the second part of the student social, a movie night. This will also be catered by Two Bridges Catering, as they will be providing popcorn and snow cones. Students will be watching *The Founder*, a movie about how the infamous restaurant McDonalds came to be. This movie was selected because it gives students a good lesson on leadership while also enjoying a great story. After the movie is finished, the students will be dismissed for the evening. During the movie, the advisors will gather in Boyer Atrium to discuss their best practices for leading student leaders as well as planning events for college students. If the weather is too cold or rainy, students will have this meal in Brubaker auditorium, with tables and chairs set up so they can eat on one side, with lawn games set up on the other side.

Detailed Event Schedule

When	What and Where	Details
Friday April 4 8:30 am	Check In and Breakfast. Will be in Brubaker Auditorium	Advisors will meet in one area to discuss how their

	located in the Eisenhower Campus Center.	individual college tackles student event planning, while the students will have the opportunity to socialize as they eat.
Friday April 4 10am	Keynote Speaker Opening Remarks, attendees will move to Parmer Hall in the High Center	Simon's remarks will introduce what he does for a living and his leadership style. The speech will be from 10-11, with a short Q&A beginning at 11.
Friday April 4 12pm	Lunch in Martin Commons	Wegmans Subs
Friday April 4 115pm	Session 1	Track 1 (Parmer Hall) Track 2 (Hostetter Chapel)
Friday April 4 330pm	Session 2	Track 1 (Parmer Hall) Track 2 (Hostetter Chapel)
Friday April 4 545pm	Student & Faculty Picnic on Bitner Beach	Picnic provided by Two Bridges Catering as well as lawn games provided by the Office of Student Engagement.
Friday April 4 715pm	Session 3	Track 1 (Hostetter Chapel) Track 2 (Parmer Hall)
Friday April 4 830pm	Student Social Movie Night in Parmer Cinema, OR Faculty social in Boyer Atrium	Students will go to Parmer Cinema to enjoy the film <i>The Founder</i> and will be provided with popcorn and snow cones from Two Bridges Catering. Advisors will all gather in Boyer Atrium to discuss their respective colleges with one another, how they handle student event planning, brainstorming events, etc.
Friday April 4 1045 pm	Attendees go to hotel	
Saturday April 5 8am	Breakfast in Martin Commons	

Saturday April 5 9am	Session 4	Track 1 (Lottie Nelson Dining Hall) Track 2 (Parmer Hall)
Saturday April 5 10am	Shark Tank Activity in Parmer Hall	Each college will plan a fictitious event in 30 minutes using what they already know and what they have learned. Then, each college will present their event to the rest of the attendees, and at the end of the activity everyone will cast a ballot to choose the winner for the best executed event. The winner will be announced at the closing dinner.
Saturday April 5 1145am	Leave for Excursion	Goal is to arrive at Hersheypark at 1230pm and leave at 530pm.
Saturday April 5 615pm	Closing dinner with remarks by keynote speaker in Martin Commons	Simon's closing speech will include a showing of his Ted Talk about the concept of WHY with further discussion, followed by a Q&A.
Saturday April 5 8pm	Conference is concluded and attendees leave	Mementos will be handed out to attendees as they leave.

Track Details

Track 1: The Nitty Gritty of Event Planning

Session 1: The Hidden Facts About Event Planning with Messiah Public Relations

Professor Dr. Nance McCown (Friday 1:15 pm in Parmer Hall)

- In this session, one of Messiah's own professors will give students all the input she has to offer about how to plan a successful event, for college students and beyond. She will discuss some important aspects of event planning, such as developing a proper event plan, specifically with logistics and evaluation.

Session 2: Marketing to College Aged Students with Keith Quesenberry (Friday 3:30 pm in Parmer Hall)

- In this session, one of Messiah's own professors is going to teach attendees about how to market to college aged students through engaging graphics, promotional materials, social media, and more.

Session 3: Budgeting 101 with Jennifer Dose (Friday 7:15 pm in Hostetter Chapel)

- In this session, one of Messiah's own professors is going to show attendees how to create a budget for an event. Some other money management techniques that will be discussed during this track include how to make a high quality event with low cost, and small ways to save money while planning an event.

Session 4: Introduction to Catering with Messiah Catering Lead Kenji Kanazawa (Saturday 9:00 am in Lottie Nelson Dining Hall)

- In this session, students will learn from the lead of Two Bridges Catering about what goes into catering an event. Specifically, how things are organized on the catering side, and what food should be ordered for certain events.

Track 2: Being a Leader as a College Student

Session 1: How to Become an Effective Student Leader with Messiah Business and Leadership Professor Dr. Michael Zigarelli (Friday 1:15 pm in Hostetter Chapel)

- In this session, one of Messiah's own professors will enlighten students on how to be the best student leader they can be. He is going to discuss what it means to lead in a college, and specifically in a Christian college, and how to be a great leader starting in college and leading into the rest of your life.

Session 2: The Ultimate Guide to Team Building with Messiah's Head of Student Engagement Curtis Kurtz (Friday 3:30 pm in Hostetter Chapel)

- In this session, Messiah's head of Student Engagement will guide attendees through how to build an effective student leadership team, through team bonding exercises such as constructive criticism workshops, get to know you games, and more.

Session 3: Diversity and Leadership with Messiah Communication Professor Dr. Todd Allen (Friday 7:15 pm Hostetter Chapel)

- In this session, Messiah's own professors will show students how to be leaders as well as being mindful of the growing diversity in our culture. Students will be educated on important diversity issues and movements, past and present, to help them become better leaders in our diverse society.

Session 4: Effective Communication for Leaders with Messiah Dean of Students Dr. Doug Wood (Saturday 9:00 am in Parmer Hall)

- In this session, students will learn from the Messiah Dean of Students and Communication Professor about what styles of communication are optimal to be used during leadership. Students will learn how to communicate most effectively as a leader, as well as communication tips for successfully guiding other students in an optimal direction.

Risk and Safety Information: To assure all guests feel as safe as possible while at Messiah, the event planning team has developed a risk and safety plan willing to tackle any incident that comes their way. Here is what is planned:

Messiah University Campus Safety: The Messiah University Department of Safety is a great resource to contact if there was an emergency during the conference. They have been notified about the conference and assured the event planning team that if they need anything to call them right away. They can be found in the Eisenhower Campus Center in the Dispatch Office, which will be open the entire time visitors from other campuses are on Messiah's campus. If there is no time to get to Dispatch, attendees are instructed to call 717-691-6005, with extension 6565 for an on campus emergency. If the emergency is dire, it is recommended to just call 911.

Local Hospitals: If an attendee needs to go to the hospital, here is a list of the hospitals that are closest to Messiah:

- Penn State Health Holy Spirit Medical Center, 503 N 21st Street, Camp Hill, Pennsylvania 17011
- UPMC West Shore, 1995 Technology Parkway, Mechanicsburg, Pennsylvania 17050
- UPMC Harrisburg, 111 S Front Street, Harrisburg, Pennsylvania 17101

All of these hospitals are open 24 hours as well as having a 24 hour emergency room.

Engle Center: The Engle Center is Messiah's own doctors office, however it will only be open on Friday for limited hours (8am-12pm and 1pm-5pm). An attendee can go to the Engle Center if they need a band-aid, over the counter medication, etc. For when the Engle Center is closed, the event coordinator will assure that these supplies are still accessible through having a first aid kit near attendees at all times.

Dining: On the event RSVP form, Universities were required to tell the event planning team about any allergies an attendee may have, so they can accommodate them appropriately. The meals that were planned out by Two Bridges Catering and the logistics lead have options so that anyone with an allergen can still have a good meal. If there is a meal that has a concern, Messiah University Dining is letting the attendee have a free swipe into the Lottie Nelson dining hall where they will have more options.

Logistics Checklist:

- Plan out the entire event schedule down to the very last detail
- Create timeline, formulary, and budget
- Coordinate with Two Bridges Catering and Wegmans to order all food and supplies needed for the attendees
- Order all decorations
- Decorate for the event
- Book appropriate amount of hotel rooms
- Purchase correct amount of tickets to Hersheypark

- Maintain all communications with keynote speaker and session speakers
- Plan, set up, and tear down the Friday night social
- Create all the sessions and their tracks to be relevant to the conferences subject material
- Create a safety and risk plan
- Be in communication with Messiah Campus Safety about needs for the event

Evaluation

This part of the plan is essential for the event planning team to be aware of what went well during the event, and what can be improved for next time. There are many different ways that evaluation will be measured during the event, such as event monitoring and gaining event feedback. This section will include:

- Pre event monitoring
- During event monitoring
- Post event survey for attendees
- Post event survey for event planning team
- Post event survey for guest speakers
- Post event write up information
- Post event meeting information

Pre event monitoring: The people taking point on this will be the promotions lead and the evaluation lead. The information that will be monitored is engagement with social media posts, RSVP's from schools, and pre-event questions from schools. This information will be written up and added to the post event write up for the promotions team and evaluation team to refer to for next time.

During event monitoring: The people taking point on this will be the logistics lead and the evaluation lead. What will be monitored is how the flow of the event goes, how people are enjoying the event, and what concerns are brought up during the event. This information then will all be written up and added to the post event write up for the logistics team and evaluation team to refer to for next time.

Post event survey for attendees: The Monday after the conference is concluded (Monday April 7, 2025), each attendee will receive a survey by email on Google Forms with a few questions about the conference so the evaluations team can collect data from their perspective about the event. Survey will be closed on Tuesday April 22. Here is what the survey will look like:

Thank you so much for attending #students4students2025! We hope you had a great time. We are asking that you help our event planning team out to make next year's conference even better by filling out this survey about your experience at the conference. We appreciate and value your time spent completing this survey.

Are you a student or advisor? _____

For the following questions, answer them with 1 being the worst and 5 being the best.

How much did you enjoy this conference?

1 2 3 4 5

How likely are you to return to this conference in the future?

1 2 3 4 5

How relevant were the speakers regarding the conference's purpose?

1 2 3 4 5

How relevant were the activities regarding the conference's purpose?

1 2 3 4 5

Did you enjoy the excursion?

1 2 3 4 5

What was your favorite part of this conference? _____

What is something you did not like about this conference? _____

What is something you would change about this conference? _____

Additional comments: _____

Post event survey for event planning team: The Monday after the conference is concluded (Monday April 7, 2025), each member on the event planning team as well as the Messiah staff involved in planning the event (catering and tech) will receive a survey by email on Google Forms with a few questions about the conference so the evaluations team can collect data from their perspective about the event. The survey will be closed on Tuesday April 22. Here is what the survey will look like:

Thank you so much for helping make this years #students4students2025 such a success! We could not have done it without you. We are asking for your feedback about how you thought the event ran, and what you would like to see done differently next time. We appreciate your continued dedication to (insert organization name here)!

For the following questions, answer them with 1 being the worst and 5 being the best.

How much did you enjoy planning this conference?

1 2 3 4 5

How much did you enjoy working with Messiah on this conference?

1 2 3 4 5

How likely are you to want to plan a conference like this in the future?

1 2 3 4 5

Explain what you think went well about this conference: _____

Explain what you think could have been done better about this conference: _____

Additional comments: _____

Post event survey for guest speakers: The Monday after the conference is concluded (Monday April 7, 2025), each guest speaker will receive a survey VIA email on Google Forms with a few questions about the conference so the evaluations team can collect data from their perspective about the event. The survey will be closed on Tuesday April 22. Here is what the survey will look like:

Thank you so much for speaking at this years #students4students conference! We could not have put on this event without you. We are asking for your feedback about how you thought the event ran, and what you would like to see done differently next time. We appreciate and value your time completing this survey.

What is your name? _____

For the following questions, answer them with 1 being the worst and 5 being the best.

How much did you enjoy participating in this conference?

1 2 3 4 5

Do you think the material you spoke about was relevant to the conference?

1 2 3 4 5

Are you likely to be a speaker at a conference similar to this or exactly like this in the future?

1 2 3 4 5

What was the best aspect of this conference? _____

What is something about this conference that you would improve for next year? _____

Additional comments: _____

Post event meeting: There will be two post event meetings. One will occur directly after the event, and another once all the surveys are completed. These meetings will discuss the survey results, pre-event and during event monitoring, how well the SMART goals were met, and any other additional evaluation information. These meetings will provide the evaluation lead and team a good structure to move forward on regarding the post event write up.

Post event write up information: When all evaluation is completed, the evaluation lead and team will write a post event write up discussing pre-event monitoring, during event monitoring, post survey feedback, how well SMART goals were met, and any other additional evaluation information. This write up will be useful to refer to when planning future conferences, and it will

give the event planning team a chance to reflect on all they accomplished through this conference.

Evaluation Checklist:

- Create pre event monitoring plan
- Create during event monitoring plan
- Create 3 post event surveys (attendees, workers, speakers)
- Create post event write up
- Lead the post event breakdown meeting right after the event and a month after the event