



Event Plan For

WHEN THE
TALKING
GETS TOUGH

GRACIOUS HOSPITALITY AND CIVIL DISCOURSE



October 9th, 2024

Campus Event Plan Fall 2024: CultureConnect

Introduction

Situational Analysis

In the wake of the 2024 U.S. presidential election, polarization in our country and on Messiah University's campus has become more prevalent than ever. This year's CultureConnect event, taking place on Wednesday, October 24, aims to provide students and faculty with strategies to have difficult conversations effectively. Moderated by Messiah University President Kim Phipps, a panel of scholars and professionals in various communication-related fields will discuss communication surrounding "hot topics," followed by vignettes depicting ineffective and effective conversations as well as a roundtable discussion. Pizza and desserts will be provided.

Topics Overview:

- Politics
- Faith & Theology
- Race & Ethnicity

Target Audience

Primary: Messiah University Students

- Students looking to hone communication skills surrounding difficult topics
- All class levels

Secondary: Messiah Employees (faculty, staff and administrators)

Purpose Statement

Our purpose is to hold an interactive discussion panel on the topic of holding difficult conversations effectively and ethically. Attendees will step out of their comfort zones as they navigate challenging topics with others outside of their departments in roundtable discussion, practicing effective communication strategies with the goal of developing mutual respect and bringing unity to our campus. These conversations will be relevant to our current culture, tackling controversial topics chosen by the student body.

Date, Time, and Location

Wednesday, October 9, 2024 at 6:30 p.m.

Hostetter Chapel, Messiah University

Theme

- Theme: How Christians can foster hospitality and effective communication in times of civil discourse.
- White, light blue, orange/yellow (Messiah branding)
- Title: When the Talking Gets Tough
- Tagline: Gracious Hospitality and Civil Discourse
- Hashtag: #TalkingToughTopics (primary), #CultureConnect2024 (secondary)

SMART Goals and Objectives

Anticipation

- Create poster design by 9/12. Distribute 20 posters by 9/25.
- Connect with The Pulse to create a reel, Instagram repost, and radio tagline, posting content between 9/30-10/9. Receive a total of at least 115 likes on Instagram content.
- Request Department of Communication faculty to announce event via Canvas and in class by 9/30.
- Secure YBTV ad to air on 9/30 and 10/7.
- Communicate event details to Residence Life for their Canvas pages by 9/30
- Coordinate with the Office of Student Engagement to send event details in This Week at Messiah email by Monday, September 30th.

Atmosphere

Create a welcoming environment that encourages active listening and open discussion with guests leaving feeling equipped to enter the world as more gracious Christians. Ensure setup is complete 25 minutes prior to doors opening and staff is prepared to greet guests.

Arrival

Have staff and panelists welcome guests as they enter the venue, accommodating 250 guests with only 3% attendees being late to the event.

- Ensure staff is at the door to tally 250 attendees
 - 150 on main floor, 100 in the balcony

Activity

Engage and discuss with the audience in roundtable discussions, skits, and in the ideology of gracious hospitality.

- Audience Participation: Achieve at least 4 questions per topic by students for the panelists.

- Technology resource for easy access for attendees to ask questions relating to certain topics. Staff member in charge of filtering questions.

Appetite

Provide a variety of refreshments (pizza, chips, drinks, cookies) to welcome guests and incentivize attendance, plan for at least 250 people to the event.

- At least 40 pizzas, chips, & 6 gallons of lemonade/iced tea/water each
- Ensure all refreshments are assembled prior to the event (6:10 p.m. cut off)
- Facilitate in providing proper temperature food and beverage

Amenities

Provide attending guests with stickers designed to enhance their ability to effectively remember and enact what they learned, with at least 40 people adding their stickers to their belongings.

Budget

Stay within the total event budget of \$1,800 (roughly divided as \$1,000 Office of the President; \$800 Department of Communication), including all aspects of promotions, logistics, and research/evaluation.

Attendee Response

Attendees will leave with practical and effective strategies to help them navigate difficult conversations surrounding culture, politics, and other polarizing topics.

- On the post-event survey, 75% of guests will indicate they have learned at least one new tool they can use in difficult conversations and will have rated their experience an 8/10 or above.

Expected Outcomes

Guests will leave equipped with ideas and tools for having difficult conversations on a variety of “hot topics,” particularly being mindful and respectful toward other people’s opinions regarding politics and other issues.

Roles and Teams

Promotions

Liaison: Sarah Eckenroth

Design Lead: Evan Hopkins

YBTV Outreach: Julia Kropp

Radio Outreach: Will Reed

Residence Life Outreach: Ellissa Beach

Assistant: Ava Gower

Assistant: Brinley Croft

Members will work together to create cohesive and clear promotional materials in a timely manner with a goal of reaching Messiah students.

Logistics

Liaison: Rachel Sealoover

Set Up: Michaela Elliott

Time Management: Allison Fahrney, Sarah Fernandez

Day of Set up Crew: Lizzy Lauterbach (Arrive at chapel in time for tech check)

Monitoring Goals: Ethan Kiggins

Safety/Troubleshoot: Liz Onelangsy:

Each member of the team will contribute to managing, planning, and facilitating the event so it will appropriately carry out its mission to teach students about handling difficult topics in conversation.

Research & Evaluation

Liaison: Tyler Murray

Research Survey Distributors: Marissa Carr and Rocco Moschella

Post Event Survey: Colin Williams, Marissa Carr, Tyler Murray

Lessons Learned/Event Observation: Sarah Fernandez, Rocco Moschella, Tyler Murray

Post-Event Evaluation Write-Up: Evelyn White and Shirah Mark

The research team will conduct surveys prior to the event to identify common talking points among the student body to choose discussion topics as well as research following the event to identify successes and failures.

Research

Introduction

The purpose of our research for this campus event is to identify the controversial topics that resonate with the Messiah University community, including both students and faculty. This

research is vital for informing our promotions and logistics teams, as well as our speaker, President Kim Phipps, ensuring that we present topics that truly engage and captivate our audience. Since our goal is to equip attendees with the tools to navigate difficult conversations, understanding which issues spark interest is essential for the event's success. By addressing these topics, we aim to foster meaningful dialogue and enhance the overall experience for all participants.

Purpose Statement

The Research Team will seek to define the topics that the Messiah University community—students and faculty alike—find most controversial in conversational settings through comprehensive surveys.

Goals & Objectives

1. Acquire 100 survey responses from participants before September 19th when the topics will be chosen.
2. Choose 3 topics that attendees find relevant to their own lives before September 19th.

Research Timeline

Date/Time	What	Who
9/10/2024	Initial Topic Survey and Survey Questions completed	Marissa Carr
9/16/2024 1:00pm- 2:00pm	Present Survey to Student body and faculty outside of Falcon	Shirah & Colin
9/16/2024 10:00am-12:00pm		Rocco & Marissa
9/17/2024	Email Results of the Survey to Nance and Tyler	Marissa
9/19/2024	Topics are chosen	Nance/KP

10/3/2024	Post Event Survey Completed, ready to send to Nance for approval	Marissa, Colin, Tyler
10/9/2024	Campus Event	Evelyn, Sarah, Colin, Rocco, Tyler, Marissa (until 7:15)

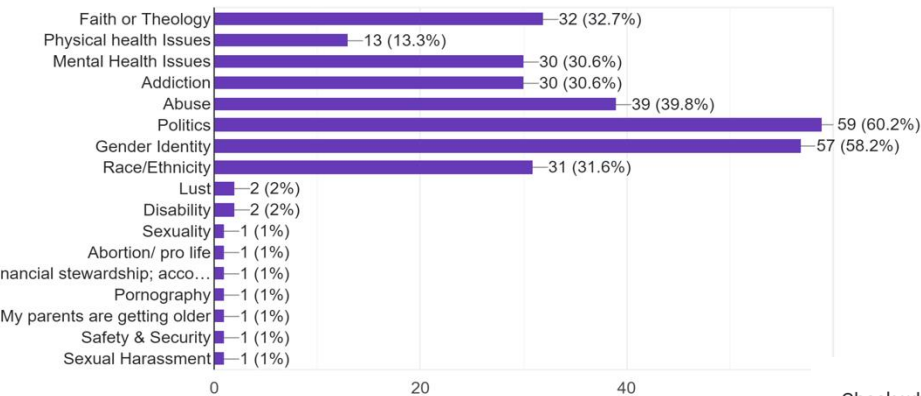
Survey Results

This survey helped our team determine what topics people have a hard time discussing, therefore what topics we should include in our event. We also learned how people typically deal with conflict, so we know how to better administer the event to the specific Messiah population. The survey had 98 responses from all different people on Messiah’s campus, students and staff, with ages ranging from 17 and older.

Survey conducted from 9/10 to 9/16

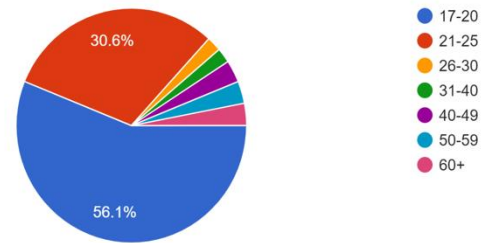
Which conversation topics often “raise your temperature” or feel difficult to discuss? Please check all that apply or give us some suggestions.

98 responses



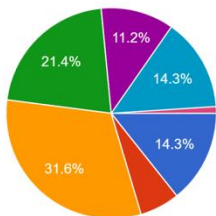
Click which age demographic best applies to you

98 responses



We understand that it might change depending on topic or conversation partner, but what is your TYPICAL or PREFERRED style of response when difficult topics arise? Please check ONE.

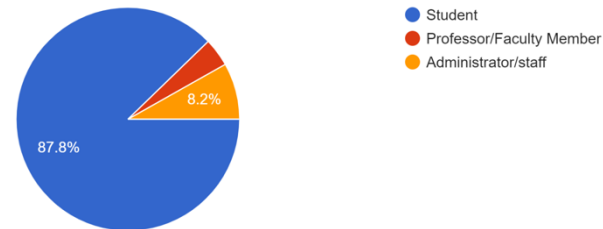
98 responses



- Avoiding or withdrawing from the conversation
- Changing the topic
- Listening but not speaking freely
- Speaking freely while also listening
- Arguing my viewpoint
- Making light of the topic because it's uncomfortable, awkward, or emotional...
- Listening and speaking in a very calculated or controlled way

Check which one best applies to you

98 responses



Promotions

Introduction

Promotions are crucial to ensure the success of an event. With proper promotion strategies, the target audience will be attracted and the probability of success is much higher. By including promotional materials such as posters, emails, social media posts, and more, awareness and interest are raised. It gives those in attendance something to look forward to and is more likely to make the event memorable and have a better turnout.

Purpose

To create consistent and appealing promotional materials that help inform the student body and faculty of the 2024 CultureConnect event.

Goals/Objectives - Anticipation

- Develop name and theme of event to be used consistently for promotional purposes
 - Title: When the Talking Gets Tough
 - Subtitle: Gracious Hospitality and Civil Discourse
 - Theme: light blue (#1C8AC2), white, yellow/orange (#E5AE3A, #D6742A)
- Coordinate with the Department of Communication, Messiah Press, and other campus organizations to distribute promotional materials in a timely manner, according to our timeline
- Write copy to be used for all promotional materials
 - Join us for pizza and an engaging interactive discussion on navigating difficult conversations, moderated by President Kim Phipps and featuring a panel of faculty, staff, and students. Step beyond your comfort zone as you discuss in roundtable format how to talk about challenging topics identified by the student body. Our goal? Developing conversational skills that foster mutual respect and campus unity. No ticket required, but space is limited to 250. Questions? Contact Allyson Patton, apatton@messiah.edu
- Create hashtag for social media promotions
 - Primary: #TalkingToughTopics
 - Secondary: #CultureConnect2024
- Receive a total of at least 115 likes on Instagram content posted by The Pulse
- Receive 120 YBTV YouTube views by date of event

Visuals - Poster

CultureCONNECT

Join us for pizza and an engaging, interactive discussion on navigating difficult conversations moderated by President Kim Phipps and featuring a panel of faculty, staff, and students. Step beyond your comfort zone as you discuss in a roundtable format how to talk about challenging topics identified by the student body.



OUR GOAL?

Developing conversational skills that foster mutual respect and campus unity.

WHEN THE TALKING GETS TOUGH

GRACIOUS HOSPITALITY AND CIVIL DISCOURSE

WHERE?

Hostetter Chapel, Messiah University

WHEN?

Wednesday, October 9, 2024
6:30-8:30 PM

SPONSORED BY:



DEPARTMENT OF
COMMUNICATION
AND
THE OFFICE OF THE PRESIDENT

Questions? Contact Allyson Patton, apatton@messiah.edu
No ticket required, but space is limited to 250.

Expected Outcomes

Guests who attend the event feel like they received proper information regarding event logistics and that the event's content was properly advertised in regards to the topics of discussion.

Strategies/Timeline

- 9/25: Create poster design, send to print, and have team distribute 20 posters (Evan)
- 9/30-10/9: Connect with The Pulse to create an Instagram graphic and radio tagline, posting content between (Sarah)

Radio Tagline

- Hi, this is DJ Will Reed! You're listening to WVMM 90.7 Pulse Radio. You should swing on by for an interactive discussion about navigating tough conversations featuring President Kim Phipps on October 9th from 6:30-8:30 p.m. in Hostetter Chapel. No ticket is required and space is limited to around 250. We're going to talk about how to have some, you know, tricky conversations leading up to this election season. I hope I can see you there.

Instagram Graphic

- Copy: Let's talk [speech emoji] Meet the panelists for #CultureConnect2024! Join the Department of Communication and the Office of the President for pizza and an engaging interactive discussion on navigating difficult conversations, moderated by President Kim Phipps and featuring a panel of faculty, staff, and students. Step beyond your comfort zone as you discuss in roundtable format how to talk about challenging topics identified by the student body. Our goal? Developing conversational skills that foster mutual respect and campus unity. No ticket required, but space is limited to 250. Questions? Contact Allyson Patton, apatton@messiah.edu. #TalkingToughTopics
- 9/30: Request the Department of Communication faculty to announce event via Canvas and in class (Sarah)
 - Same as copy above
- 9/30 and 10/7: Secure YBTV ad to be aired on both dates (Julia)

Poster

- Event will be advertised on Campus Calendar on 10/7
- 9/30: Communicate event details to Residence Life for their Canvas pages (Ellissa)
 - Same as copy above

- 9/30: Coordinate with the Office of Student Engagement to send event details in This Week at Messiah email on this date (Sarah)
 - Same as copy above, including poster

Instagram Graphics



Evaluation

Evaluation for the promotions team is vital to assess the accuracy of information advertised as well as the interest curated from those materials.

Strategies

- Before event
 - Track metrics via The Pulse and YBTv
- During event
 - Ask 20 people how they heard about the event
 - Ensure that guests knew the time and date of the event

- Guests are not extremely surprised about discussion topics
- Questions regarding our promotion success will be on the evaluation team’s post-event survey
- Ex. How did you hear about this event? Options: social, poster, radio, word of mouth, Res Life, professor, etc.
- After event
 - Meet as a team to culminate all evaluation metrics/responses
 - Clean up promotional materials

Expenses

Item	Estimated Cost
Posters (60 count)	$\$0.60 * 60 = \36

Logistics

Introduction

The logistics team exists to ensure that all practical and logistical details are properly executed on the day of the event to provide guests with a positive and memorable experience. The team is responsible for managing all aspects of the event including venue selection, transportation, catering, equipment, and entertainment and it is vital that these details are thoughtfully planned prior to the event to ensure they come together cohesively and provide optimal guest experience. The logistics team also manages the overall budget to control costs and manage resources which also contributes to the success of the event. On the day of the event the team is prepared to troubleshoot any issues that may arise to minimize disruptions by communicating clearly with team members, vendors, and guests. Following the event, the team will evaluate what worked well and what could be improved for future events. The logistics team is vital to the overall success of the event as they “get things done” both in preparation for and at the time of the event itself.

Team Roles

Liaison: Rachel Sealoover

Set Up: Michaela Elliott

Time Management/Panelist Overseer: Allison Fahrney

Monitoring Event: Sarah Fernandez

Day of Set up Crew/Decoration/Run Presentation: Lizzy Lauterbach (Arrive at chapel in time for tech check)

Monitoring Goals: Ethan Kiggins

Safety/Troubleshoot: Liz Onelangsy

Team Purpose

The purpose of the logistics team is to work together to ensure that all logistical details of the Culture Connect event run smoothly to give guests a positive experience.

SMART Goals and Objectives

Anticipation

- Create anticipation and build excitement for the event by connecting with the Pulse, ordering and distributing posters, announcing the event via Canvas, securing a YBTV ad, and coordinating with departments on campus to send out weekly email and information to students.
- Write a post-event follow-up report to evaluate the overall success of the event and what could have been better that we observed during the event.
- Secure all details for decor, catering, venue, speaker/panel, equipment at least a week before the event.

Atmosphere

- Create a welcoming environment that encourages active listening and open discussion with guests leaving feeling equipped to enter the world as more gracious Christians.
- Eliminate confusion
- Ensure setup is complete 30 minutes prior to doors opening and staff is prepped to greet guests as they arrive

Arrival

Have staff and panelists be prepared to welcome guests and create an inviting atmosphere as they enter the night

- Fill in spaces at empty tables with team members
- Seating arrangement to accommodate 250 guests
 - 150 on main floor, 100 in the balcony

Activity

Engage in roundtable discussions, skits, and in the ideology of gracious hospitality with the audience

- Audience Participation: Have at least 4 questions per topic by students for the panelists.
- Have two roaming microphones available for questions
 - One on balcony, one on floor
 - Microphone is held and monitored by team members who will filter questions in case an issue arises

Appetite

Provide a variety of refreshments (pizza, chips, drinks, desserts) to welcome guests and incentivize attendance, plan for at least 250 people to the event.

- At least 40 pizzas, chips, & 6 gallons of lemonade/iced tea/water each
 - Provided by catering
- Ensure all refreshments are assembled prior to the event (6:10PM cut off)
- Facilitate in providing proper temperature food and beverage

Amenities

Provide attending guests with stickers and bookmarks to help them remember and use the information learned

Budget

Stay within the total event budget of \$800.00

- This includes all aspects of promotions, logistics, and research/evaluation.

Attendee Response


Attendees will leave with practical and effective strategies to help them navigate difficult conversations surrounding culture, politics, and other polarizing topics.

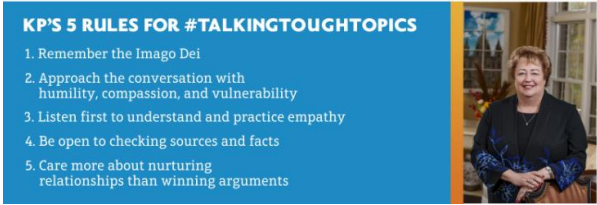
- In the post-event survey, 75 % of guests will indicate they have learned at least one new tool they can use in difficult conversations

Expected Outcomes

After participating in this event, guests will leave equipped with ideas and tools for having difficult conversations on a variety of “hot topics,” particularly being mindful and respectful toward other people’s opinions regarding politics and other issues.

Details

Logistical Agenda Item	Needs/Decision
Set Up Needs in Hostetter Chapel	<p>Seating</p> <ul style="list-style-type: none"> - Circle tables & chairs for 150 on the ground floor - 100 seated in balcony - Butcher paper - Markers - Decorations for tables <ul style="list-style-type: none"> - Pumpkins - Fall decor
Cues/Signage/Takeaways	<p>Posters (promotions)</p> <ul style="list-style-type: none"> ● Foamcore ● 60 - 12 x 8 <p>Stickers</p> <ul style="list-style-type: none"> ● 300 ordered 

	<p>Bookmark Takeaways</p> <ul style="list-style-type: none"> ● 300 bookmarks with KP's Top Tips for Holding Difficult Conversations  <p>KP'S 5 RULES FOR #TALKINGTOUHTOPICS</p> <ol style="list-style-type: none"> 1. Remember the Imago Dei 2. Approach the conversation with humility, compassion, and vulnerability 3. Listen first to understand and practice empathy 4. Be open to checking sources and facts 5. Care more about nurturing relationships than winning arguments
<p>Technical Needs</p>	<p>Microphones</p> <ul style="list-style-type: none"> - Podium mic - 2 wired mics for panelists - Lavalier mic for President Phipps - 3 wireless roving mics <p>Production Team</p> <ul style="list-style-type: none"> - PowerPoint Projection <ul style="list-style-type: none"> - Vignette film - Sound system
<p>Decor</p>	<p>Posters/Foamcore sign</p> <p>Pumpkins (1-2 per table)</p> <ul style="list-style-type: none"> - 30 tiny white - 15 small orange <p>Table confetti (blue)</p> <ul style="list-style-type: none"> - 8 packs <p>Stickers</p> <ul style="list-style-type: none"> - 300 <p>Bookmarks</p> <ul style="list-style-type: none"> - 300
<p>Table Talk Supplies</p>	<p>Butcher paper</p> <p>Markers (16 boxes)</p>

Food and Beverage	<p>Pizza</p> <ul style="list-style-type: none">● 10 Pepperoni● 10 White● 10 BBQ chicken & bacon● 5 Veggie● 5 Gluten & dairy free <p>Beverages</p> <ul style="list-style-type: none">● 6 gallons of Lemonade● 6 gallons of iced water● 4 gallons of iced tea <p>Desserts</p> <ul style="list-style-type: none">● 18 dozen chef mini assortment of desserts <p>Sides</p> <ul style="list-style-type: none">● 6 pounds of potato chips <p>Utensils</p> <ul style="list-style-type: none">● Paper service for 200
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Timeline

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Date	What	Who
August 27th	Room Reservation	
September 3 rd	Introductory Meeting w/ Kim Phipps	All Teams + Kim Phipps
September 10 th	Campus Event Introductory Materials	All Teams
September 12 th	Poster Design Due	Promotion Team
September 19 th	Campus Event Workshop	All Team
September 24 th	Event Plan	Promotions Team
September 25 th	Distribution of the Posters	Promotions Team
September 26 th	Event Plan	All Team
September 30th	Order Decorations <ul style="list-style-type: none"> - Pumpkins - Confetti - Butcher Paper 	Logistics Team
September 30 th to October 9 th	Creating a reel, Instagram repost and radio tagline, along with releasing all said material.	The Pulse and Promotions Team
September 30 th	Announcement of the event via Canvas	Department of Communication Faculty
September 30 th	Ad for event to be aired on YBTv	YBTv + Promotions Team
September 30 th	Event details displayed in This Week at Messiah email	Office of Student Engagement
October 2nd	Confirm food & tech needs with Campus Events	Logistics Team
October 3 rd	Campus Event Workshop	All Teams
October 4 th	Filming videos for event	Film Professors + Logistics Team
October 7 th	Ad for event to be aired on YBTv	YBTv + Promotion Team
October 8 th	Final Logistics and Touch-Base for Campus Event	All Teams

October 8th	Pick up Pumpkins/decor from Giant	Logistics Team/Allyson Patton
October 9 th	CultureConnect	All Teams
October 10th	Meet with team to evaluate the success of the event	All teams (logistics)
October 14th	Complete post-event evaluation and write-ups	Logistics Team

Formulary

Time	What	Point Person
4:30/5:00	Set-up <ul style="list-style-type: none"> - Table settings - Decorations - Chairs - Signs 	Lizzy Lauterbach
6:00	Catering Arrives to Set Up Tech Check <ul style="list-style-type: none"> - All mics, audio, speakers, display 	Catering Staff Tech Crew
6:30	Welcome/Open Dinner	Kim Phipps
6:55	Escort President Phipps to front of the room	Allison Fahrney
7:00	Introduce President Phipps and panel	Nance McCown

7:05	President Phipps and panel open the conversation	Kim Phipps
7:10	President Phipps and panel discuss FIRST tough topic: Politics	Kim Phipps and Panel
7:20	Show “bad conversation” politics vignette video	Tech Crew
7: 25	Time for table talk discussion	Nance McCown
7:30	Roving mics for talkback	Tech Crew/Nance
7:35	Show “positive conversation” politics vignette video	Tech Crew
7:40	President Phipps and panel discuss SECOND tough topic: Faith & Theology	Kim Phipps and Panel
7:45	Show “bad conversation” faith & theology vignette video	Tech Crew
7:50	Time for table talk discussion	Nance McCown
7:55	Roving mics for talkback	Tech Crew/Nance
8:00	Show “positive conversation” faith & theology vignette video	Tech Crew
8:05	President Phipps and panel discuss THIRD tough topic: Race & Ethnicity	Kim Phipps and Panel
8:10	Show “bad conversation” race & ethnicity vignette video	Tech Crew
8: 15	Time for table talk discussion	Nance McCown
8:20	Roving mics for talkback	Tech Crew/Nance

8:25	Show “positive conversation” race & ethnicity vignette video	Tech Crew
8:30	Closing Remarks/Prayer	Christine Gardner
Post Event	Tear Down	Event Planning Class/Tech Crew/ Catering Staff

Budget

This total budget includes all promotions, logistics, and research costs tied to the CultureConnect Event.

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Setup/Clean up	Staff of Messiah University/student staff	0.00	Sponsored by Messiah University
Decor	Pumpkins	66.42	Logistics Team
	<ul style="list-style-type: none"> ● 30 tiny (orange) ● 15 small (white) Table glitter	63.92	
Materials for Event	Butcher paper	30.00	Logistics Team
	Markers <ul style="list-style-type: none"> ● 16 boxes 	54.06	
Research/Evaluation	Group	0.00	Volunteer based from Messiah University
	Survey <ul style="list-style-type: none"> ● Google forms 	0.00	
Comm Depart. TOTAL	-----	647.34	
	Expenditures – President’s Office		
Food and Beverage	Pizza	180.00	Catering from Messiah University
	<ul style="list-style-type: none"> ● 10 Pepperoni 	170.00	
	<ul style="list-style-type: none"> ● 10 White 	190.00	
	<ul style="list-style-type: none"> ● 10 BBQ chicken & bacon 	95.00	
	<ul style="list-style-type: none"> ● 5 Veggie 	80.00	
	<ul style="list-style-type: none"> ● 5 Gluten & dairy free Beverages	108.00	
	<ul style="list-style-type: none"> ● 6 gallons of Lemonade 	30.00	
	<ul style="list-style-type: none"> ● 6 gallons of iced water 	72.00	
	<ul style="list-style-type: none"> ● 4 gallons of iced tea Sides	36.00	
	<ul style="list-style-type: none"> ● 6 pounds of potato chips Utensils	100.00	
<ul style="list-style-type: none"> ● Paper service for 200 			
President’s Office TOTAL	-----	1,061.00	
TOTAL Expenditures	-----	1,597.56	

	Incoming		
Comm Depart. Budget		800.00	
President's Office Budget		1,061.00	
	BALANCE	163.44	

Research Comparison

This table outlines the estimated budget for the event if it were funded independently, without the support and resources typically provided by Messiah University.

Category	Description	\$ Amount: Outsourced
Venue	The Carlisle Expo Center	\$3,200
Speaker(s)	Dr. Anthony Orsini. TED Talk speaker and podcast host who inspires audiences to embrace difficult conversations as opportunities for growth	\$10,000
Amenities	Technology, Electrical Services, Chairs, Tables, Podium, Labor	\$1,000
Promotional Materials	Posters, Stickers, Takeaways	\$150
Setup/Clean up	The Carlisle Expo Center	\$1,800
Decor	Backdrops, Lighting, Table Liners, Pumpkins	\$550
Food and Beverage	FourNo Pizza. 40 Pizzas, 40 2 L	\$1,876 (\$7.50 per person)
Total Cost Outsourced		\$18,576

Event PowerPoint

- Cover slide
- Event Overview
- Introduction of Kim Phipps, moderator
- Introduction of each panelist
- Topics, Questions and Vignettes – Each topic slide
- KP's tips for #TalkingToughTopics
- Introduction of Christine Gardner, closing remarks
- General PowerPoint:
 - Design to coordinate with posters, stickers (color palette, etc.)
 - Cover slide similar to poster design

Talking Tough Topics

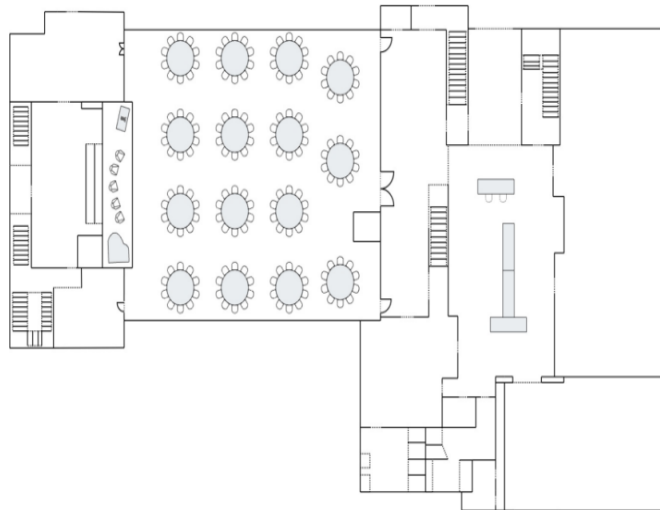
Messiah University's Culture Connect 2024



 MESSIAH
UNIVERSITY

Venue Space and Floor Plan





Decoration Inspiration



Safety and Security

Risk Assessment

1. Identify Risks
 - Crowd control issues
 - Weather-related incidents

- Security threats
- 2. Mitigation Strategies
 - Develop clear protocols for each risk

Pre-Event Security Measures

1. Security Personnel
 - Ushers (students) will stand by the doors to ensure safety for guests

Event Day Safety Measures

1. Emergency Response Plan
 - Contact 911 (if needed) and Safety Department immediately in case of emergency
 - Follow protocols for medical emergencies and evacuations based on Messiah's protocols.
 - Designate staff members to lead during emergencies
2. Crowd Management
 - Monitor crowd flow and use signage to direct attendees.

Post-Event Safety Measures

1. Incident Reporting
 - Document any incidents and gather staff feedback
2. Debriefing Session
 - Review safety measures and effectiveness with staff and security
3. Feedback Collection
 - Gather attendee feedback on safety and security for future improvements

Evaluation

The evaluation of the event will assess and follow the SMART goals set up.

- Setup is complete 30 minutes prior to the doors opening for the event.
- Observe the 250 guests and what percentage of the guests are late.
- Observe whether there are staff members at the door ready to greet guests.
- Keep track of how many questions guests ask the panelists. The goal per topic is four.
- Once food closes at 7:10 pm observe how much food/beverages are left.
- Observe whether guests are taking event favors.
- Ensure no additional costs arise during the event.

Question for Evaluation Team

1. Do you believe you have learned how to handle tough conversations? (Strongly agree, agree, neutral, disagree, strongly disagree)

- a. If a person selects strongly agree/strongly disagree room for comments addressing the strong stance.

Evaluation

Introduction

The Evaluation Team seeks to measure the outcome of the Campus Event against the initial expectations of the Event Planning Team and Event Attendees. The Team gathers feedback via surveys and debrief meetings in order to assess strengths and weaknesses regarding planning and execution. The ultimate goal is to determine which practices should be kept and which could be done better for future events.

Purpose Statement

The Evaluation Team will evaluate the success of the campus event by conducting a post-event survey and interview with Kim Phipps allowing us to gain valuable insights into how well we achieved our objectives.

Goals & Objectives

1. 90% of Attendees will complete the post event survey by scanning the QR codes at their tables immediately following the event.
2. In the post event survey, 75% of attendees will indicate they have learned one new tool they can use to navigate difficult conversations.
3. In the post event survey 75% of attendees will rate their experience of the event an 8/10 or above.

Roles

Liaison: Tyler Murray

Post-Event Survey: Colin Williams, Marissa Carr, Tyler Murray

Interview with Kim Phipps: Tyler Murray

Lessons Learned/Event Observation: Sarah, Rocco, Tyler

Post-Event Evaluation Write-Up: Evelyn and Shirah

Specific Evaluation Mechanisms

1. Post Event Survey

- a. Distribution
 - i. QR Codes at the Tables for attendees to fill out before leaving the event
 - ii. QR Code on presentation screen for attendees to complete after the event
- b. Questions
 - i. How would you rate your experience out of ten for this event (Options 1-10 to choose)
 - ii. After participating in this event, I feel that I have obtained at least one new strategy/tool that I can now use in difficult conversations. (Options Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)
 - iii. I felt like the topics of discussion during the event were relevant to me and my interests (Options Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)
 - iv. If this event were to be held again in the future, what suggestions would you have for improvement? (Open space to write)
 - v. Logistics Question: Do you believe you have learned how to handle tough conversations. (Options Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)
 - 1. Follow up, if they answered strongly agree or strongly disagree, why? (Open ended)
 - vi. Promotions: How did you hear about this event? (Pulse, poster, YBTV, Res Life, Prof, etc.)

2. Interview with Kim Phipps After Event

- a. Questions
 - i. How do you feel the event went overall?
 - ii. What was your favorite part about the event?
 - iii. Do you feel like this event was promoted well? Anything you thought could have been improved about the marketing of the event?
 - iv. How did you feel the discussion conversations went?
 - v. If we were to run this event again in the future, what would you change?

3. “Lesson Learned” Event Debrief Meeting
 - a. People in Attendance
 - i. 2 members from logistics team
 - ii. 2 members from promotions team
 - iii. 2 members from research/eval team
 - iv. Dr. McCown
 - b. Areas to Address in Meeting
 - i. Event Success and Topic Relevance (discuss attendee ratings and survey results)
 - ii. What parts of the event went really well?
 - iii. What parts of the event could’ve gone better?
 - iv. What would we change if this event were to be repeated next year?
 - c. Analyzing Results of Meeting
 - i. Share Results of Meeting and Survey via written report with Dr. McCown so that changes can be made and lessons applied for next year if the event is repeated
 - ii. Written Report will contain the Survey results as well key points from the debrief meeting

Expected Outcomes

Attendees will leave with practical and effective strategies to help them navigate difficult conversations surrounding politics, race, faith/theology, and other polarizing topics. More civil discourse will take place around campus, leading to more empathy amongst the student body.

Timeline

(begins on next page)

Date/Time	What	Who
10/09/2024	Monitor the event and ensure that everything is running smoothly.	Sarah, Rocco, Tyler
10/09/2024	Present survey to attendees as they are leaving the event.	Colin, Marissa, Tyler
10/10/2024	Post Event Debrief Meeting with all teams	Colin and Tyler
10/15/2024	Email Results of the Survey to Nance and Tyler	Marissa
10/17/2024	Have lessons learned, write-ups completed.	Evelyn & Shirah