**PRSSA, Messiah College Chapter**

**Regional Conference 2015**

This timeline and event formulary was produced for my event planning class last semester. From conception to finalizing the last detail for presentation, this conference was planned entirely by myself for members and non-members of the Public Relations Student Society of America. The theme of the event conference is step by step and focuses on building PR professionals one step at a time. The featured portions of the event planning process displayed in this document are critical for proper execution of an event, and due to my knack and enjoyment for detail-orientation, I had fun making a list of “to dos” pre-, during, and post-event. By completing this project, I solidified my plans to pursue event planning, especially within the corporate world. I enjoyed honing both my analytical skills by being attentive to the small details, and my creative skills, by visualizing the big picture and committing to it.

**October COMMunity Event: Fall Festival Extravaganza**

Along with my group members, I had to create an event for the Department of Communication at Messiah College, and then execute the event. Since we planned and implemented the event, it was important that this report contained every detail, both small and large in order to achieve the desired result and appeal to the large audience we targeted. This report contains various elements including a materials list, group member responsibilities, timeline, event formulary, budget estimates, and a situational analysis. The amount of detail in this report sufficiently demonstrates that I understand the urgency of carefully laying out all aspects of an event. My main objective was to include enough detail that someone with no knowledge of the event could manage an event successfully due to the thorough details provided on the report. I learned about the crucial development of organizational skills as well as interpersonal communication since I had to articulate details clearly and thoroughly to many people working on this project.