EVENT SCENARIO

**[Name of the event]**   
**[Date of the event]  
[Time of the event]**

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| Event host:  Event lead: | [Who is hosting the event?]  [Who is coordinating the event?] |
| Event description: | [Description of the event including background information, milestones for annual events, etc.] |
| Objectives: | [The objectives will ensure the goals and purpose of the event are clear to the entire planning team. Objectives should relate directly to the desired outcome of the event.] |
| Location: | Ontario Tech University  [Building, Room]  2000 Simcoe Street North  Oshawa, ON, L1G 0C5 |
| Dress code: | [i.e. Business attire.] |
| Media: | [i.e. Media will be invited to attend. Media advisory posted on…  Media contact is…] |
| Parking: | [Parking Lot Number. [See campus map](https://ontariotechu.ca/maps/).] |
| Guest list: | [Identify the target audience for the event and key stakeholders invested in the objectives. e.g. senior administration, senior academic, faculty, staff, students, alumni, donors, community] |
| Format: | [Ex: Theatre-style seating for guest lecture. Small stage with podium and university-branded backdrop. Standing cocktail reception following the lecture—cruiser tables with small centerpieces, passed and stationary hors d’oeuvres.] |
| Agenda: | [i.e. 5 to 6 p.m. – Guest lecture   * Emcee: * Guest speaker:   6 to 7:30 p.m. – Networking reception] |
| Communications and Marketing Plan: | [i.e. invitations, evites, posters, signage, media advisory, webstory, etc.]  The university’s Communications and Marketing department offers services to support university events. Complete the [Project Initiation form](http://www.ontariotechu.ca/projectinitiation) for support. |