MCI Earth Day Event Competition

Checklist

Event Overview

☐ **1.** Clearly define the type of event you are proposing (e.g. competition, exposition, eaker session…)

☐ **2.** Justify your choice of event typle

   ☐   a. Why this type of event?

   ☐   b. What are the benefits for MCI with this type of event?

☐ **3.** Goals - what is/are the expected outcome(s) of the event?

Communication

☐ **1.** What are the characteristics and interests of your intended target audience (including students, the MCI-community at large and other stakeholders)?

☐ **2.** What is the overall message you would like to get across with your event?

☐ **3.** What channels are you planning to us to reach the target audience?

☐ **4.** What is your communication strategy (before, during and after the event)?

Engagement & Impact

☐ **1.** What strategies are you planning in order to actively engage the target audience (MCI students, employees, lecturers, and others)?

☐ **2.** What impact are you hoping to have with your event?

Logistics

☐ **1.** Create a structured event plan, defining tasks before, during and after the event

☐ **2.** Identify an appropriate event venue that clearly goes along with the events' objectives

☐ **3.** Identify possible sponsors

☐ **4.** Identify a preliminary budget for the event

#Responsible MCI

☐ **1.** Is the sustainability / eco friendliness of event is fully planned according to "Green Event" standards, including planning and clean-up phase?

☐ **2.** Are the Sustainable Development Goals (SDGs) explicitly mentioned in your plan, and is there a clear tie to one or more SDGs?

   OR

   Is PRME (Principles of Responsible Management Education) clearly included in your plan, and are there obvious connections to one or more of the PRME principles?

☐ **3.** Does the event plan include clearly defined aspects of entrepreneurship (e.g. social entrepreneurship, involvement of start-ups in sustainability or social innovation, etc.)?

☐ **4.** Does the event plan included innovative ideas and approaches in no less than two components (e.g. planned activities, communication, logistics, message, etc.)