Assessment of event design thinking for the "Make Your Mark 5K“
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EVENT STAGES
1. Develop Vision – patriotic colors, folksy, Americana
2. Assemble Team – 2 project managers, research, run, sponsorship, and media
3. Create Budget - $2,500.00
4. Create venue and date – campus, 12/1
5. Identify and engage event partners/sponsors – three levels, volunteers
6. Develop event branding – Scholarship for Mark Eschenfelder, Ph.D.
7. Develop and deploy event marketing campaign: Billboard, traditional and social media
8. Determine technical needs: Program to honor faculty member where raffle prizes are selected
9. Identify other vendors: food, water, t-shirts, registration, entertainment, opening and closing ceremonies, evaluation of event
10. Final preparations – The GANTT chart outlined where each team needed to be by what dates. A separate chart was developed for the race day activities.

ASSESSMENT
1. 15 weeks: $4,000 raised after $1,500.00 in expenses; 75 volunteers.
2. Team work is difficult with different expectations regarding what is “good” work. People didn’t always feel responsible for their work; slacked off. Learning curve was substantial.
4. Create venue and date – campus, 12/1
5. Design thinking is all about collaboration and consensus building; have to be able to express yourself appropriately and not judge comments.
6. Using a democratic event design process is empowering and logical; translating results to reality is difficult.
7. Working with other units across campus can be frustrating; registration was through alumni affairs.
8. Pre and post-event segments were mini-events within the larger event. A significant strategy/tactics process.
9. Runners indicated everything was effective with the exception that the actual distance wasn’t measured accurately.