

**Region 3  
FLEET First  
Event Planning Guide**



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version 0.75

**Acknowledgments:**

This manual was written by Jeremy Carsten, with inputs provided by Sarah Hays, and Steve Sardeson. This manual borrows, heavily from the work of the USS Zavala for both table setup inspiration, as well as dress code (almost entirely copied from the work of Lucy Ferron-Franck of the USS Zavala). This guide also attempts to address issues noted by after actions reports from Randolph Allen, Andy McDonald. This work would not be possible without these, and many more individual's efforts. Anyone missing from these acknowledgments is not intended, and will be remedied in future revisions.

**Intent:**

The purpose of this guide is to provide direction and assistance to STARFLEET members conducting a FLEET First event in Region 3. It will provide the roles and responsibilities, and detail the resources available for such a mission. This guide supplements the FLEET First Guide, providing more granular details.

**Background:**

A large part of FLEET First (FF) is to make STARFLEET a consistent, professional presence in our region's local fan circles. Some people and chapters have skills to do great fan tables and events, while others do not. This guide is an effort to standardize how we present ourselves and to raise the quality as a whole by working together to achieve a common standard.

**Mission Leaders:**

All events will have a Mission Leader (ML) appointed by the Regional Coordinator (RC) and R3 Chief of Operations (CoO). Recommendations can come from anyone, with Zone Leaders (ZL) and chapter Commanding Officers (CO) being solicited directly for their input on candidates for events in their zone. The Mission Leader will become a temporary member of R3 staff as part of the Operations department from the time of appointment until 30 days after their event (to collect input for and send in an after actions report); reporting to the Chief of Operations.

The Mission Leaders will be charged with planning, organizing and coordinating all items, personnel and tasks required for their event. Coordination will be a HUGE piece, as no one person can do it all, and various R3 staff functions exist to support (COMMS dept, Quartermaster, etc). It is also planned that these posts should be used to mentor future leaders of SFI, so appointed Mission Leaders may not have all the experience required and will need some help. This is both OK and entirely part of the plan. Once selected they have the authority to contact anyone needed on behalf of the region, internal or external. It will be the expectation of all R3 staff to support them fully. They should also enjoy the support from all Region 3 members, in whatever capacity each member can help.

**Types of Events:**

This guide will focus on three types of events: Comic/Sci-Fi Convention tables, Charity Game Days, and Chapter events that wish to be part of the FLEET First program.

## **Convention Tables:**

This is by far the biggest undertaking for a FLEET First event, and will vary from convention to convention. Each zone will select ONE convention to be a FLEET First event. All members from all zones should attend and support this selected event if at all possible – coming together to do such is a large part of the program.

Once the event is selected and a ML appointed, contact with the venue will begin as early as possible. The ML will collect the facts concerning the specific convention such as: prices (if any) for a charity fan table, fill out applicable forms (may require the RC's assistance – only the RC can sign to commit the Region to any expense or obligation!), number of passes that come with the fan table, cost/method to acquire more passes, prop/costume rules, table/booth area specifics (size, include table or need to provide our own, table skirt provided, etc).

Once the ML has these facts, they will begin to advertize to the Region, encouraging all to attend. They will begin coordinating who is planning to be there, and how to acquire the resources they need in time for the event.

The ML has the final say in how the event shall run. It is their job to ensure success of the event, while staying as true to the concepts of cohesive, professional and fun Trekkies. They should not deviate to the point of no longer being recognizably part of SFI first, but they do have the tactical flexibility to deal with issues as they arise and make the best fit for the people and resources they have to work with.

## Resources -

Available to the ML is the entire Region 3 staff, the Region Fan Table Kits (RFTK), marketing materials, and prior After Action Reports/combined Lessons Learned. It is important for the ML to feel empowered, be communicative to all up and down the chain of command/communication, and enjoy as much support as the Region staff and Region membership can give them. Completing such an event successfully will require flexibility, time and effort.

## Attendance -

One of the draws to volunteering to be part of a convention fan table is often getting into the event for free, or at a reduced price. The ML must know this, and ensure it is not abused, and that all perks are shared fairly. Often a fan table will come with a few (usually 2-4) passes, with more being able to be acquired for a price. These are similar to vendor/staff passes and must be respected as such by our members – they are not only representing STARFLEET, but the convention as well.

The ML will find out details on badges/passes and distribute them accordingly. If some are free, and others are paid for, then it is HIGHLY recommended that the price for all be combined and divided by the total number of participants. The money need to be given to the ML in advance so they may pay for the passes/badges at the time of setup (Region 3 staff can assist with this).

The ML will also set the schedule for the table. Generally a minimum of two people at the table in two hours shifts. Others can be there, but in front of the table, ushering folks toward more information. A lot can go into the making of this schedule – to include trying to ensure those that work well together have that opportunity, and those that don't are separated. The zone leaders and chapter CO's should advise the ML to any potential issues. This is a sad truth, but any and every organization bigger than 3 people must face it in some way. The ML's job is to achieve success with what they are given to work with – it is everyone's job to help them do that.

### Programing -

Some conventions will invite/allow fan organizations to have their own programing (panel sessions, etc). If this is available, the ML will solicit input from the region and staff. It is critical for the ML to not get over extended – they may appoint someone to lead the programing and/or specific panels, but the ML will remain THE focal point to the convention. The ML doesn't have to do everything, just ensure that everything gets done on time, and in a manner that brings credit to STARFLEET.

### Timeline -

- As soon as possible (MIMIMUM 3-6 months out) - Operations will reach out to establish a fan table at the event. This should be done as soon as possible that the event is announced and decided on by each zone. RC and CoO will select a specific Mission Leader (ML) for the event. Applicable ZL and OPS personnel will mentor and oversee.  
Begin Programing/Panel planning if applicable.  
Begin Advertizing to chapters at this point (Coordinate with COMMS Dept).
- 2 months out – ensure transport of Region Fan Table Kit (RFTK) is planned to arrive in your zone and properly passed on. This will likely include someone from your zone going to the event of the previous zone to sign for it. It is vastly preferred that these kits remain with the ML, ZL or another R3 staff member if possible. The kits will be inventoried and signed over via hand receipt between each member.
  - Check with COMMS on availability of marketing materials. If we need to re-order, now is the time to do so, not 5 days from the event.
  - Finalize Programing/Panel planning if applicable.
  - Advertise MORE!
- 1 Month out – ML will solicit members from all chapters as to who WILL be attending the event, what days they will be available to work the fan table and what uniforms (if any) they will have. With this information they will draft a tentative schedule, and make plans to procure needed badges/passes. This schedule should attempt to present as much unit cohesion as possible; making those with same era uniforms work the table/aisles at the same times, regardless of chapter, as well as a few who are not in uniform (but still within dress code) also present for handling photo ops and the like.
- 1-2 weeks out – ML refines schedule further, and verifies the setup and tear down crews. Verifies the kit has arrived and all items are accounted for.
  - All Programing/Panel needs are met.
- 1 day before event – Set up. Each kit will have an inventory and set up sheet.
- Event! – Enjoy have fun, raise lots of money for our charity and make new friends and potential new members!
- Last day of event – tear down RFTK, assess each item's condition and inventory before packing it up and signing it over to the next person. Communicate kit movements and condition to RQM and forward a copy of the inventory and hand receipt sheet to them.
- Within 48 hours days of the event – send a list of prospective member whose address was

collected, to [info@region3.org](mailto:info@region3.org). They will contact the prospective members, with the chapter menu, and offer any assistance. They will respond to any inquiries sent to them at [info@region3.org](mailto:info@region3.org) within 48 hours.

- Within 1 week after the event – all collected funds will have been sent to the Region paypal and the RC or RFM will have sent the money to the chosen charity.
- Within 14-30 days after the event the ML will have gathered all input from participants and filed an After Actions Report using this form: <http://region3.org/index.php/after-actions-report>.

### **Charity Game Days:**

Region 3 has a long history of conducting game days, both a single location and separate across the zones. What we've yet to do is tie these events to our charity raising efforts and invite the public to participate and join us. Starting in 2016, we are going to do just that.

Seeing as how the 2016 charity is Children's Miracle Network, and many chapters already participate in Extra life, our game day functions will align with that, on or about November 7<sup>th</sup>. But this does not mean its the ONLY game days we can support. Any member, chapter, or group of folks can put on a Charity Game Day, and doing so is much encouraged. It takes a little planning, coordination and advertizing to be a success.

Things to consider: venue, cost (if any), what Region 3 resources you desire for the event (Tables, quartermaster, etc.), and method of raising money for the charity.

### To qualify for Region help and be considered a FLEET First event:

- Open to all Region 3 members to attend and help out
- Have an approved Mission Leader (basically tell us who is running things, and we know who to ask questions of)
- Support the Region's chosen charity
- Advertize to the public
- Any recruiting efforts are fair to all, and should involve the help of the COMMS department (especially for the post event contact)

### Funds raising methods -

*Cover charge* – simple you collect a per-specified sum at the door. Make sure this is well advertized, and people know what they are getting for their money.

*Pledges* – this is how much of Extra Life functions, and while great for that event, which has their advertizing network behind it, can be problematic for other times of the year.

*Re-roll's for a \$1* – This can be used with either of the above, and is very simple to implement. You simply have a cup/collection vessel for the money at each table that has a game that involved any sort of dice. Players can pay a \$1 to re-roll any roll of the dice they dislike. This has led to people even running out of cash on hand, and running a tally up on paper...paying the 'IOU' to the region paypal account at the end of the event. This is completely worth it, but be sure some one is tracking all those

tallies.

*Combination of the above and/or other – get creative and use what works best for your event!*

#### Timeline -

- 3-6 months out – Event organizers/ML will have scouted and secured a venue a MINIMUM of 3 months prior to the event, and begin advertizing.
- 3-4 months out – ML will advertize to the region and begin advertising to the public.
- 2 months out – Final plans for how charity funds will be finalized, if they were not already part of the initial plan/set up with the venue. Ensure any needed items/products have arrived/been ordered.
- 1 one month from the event – Larger push for advertizing both to region members and the public. R3 COMMS Department will assist.
- 2 weeks from event – Confirm all specifics with the venue. Last chance to make significant changes. Ensure all planned for games are available.
- 1 week from event – ADVERTISE!!!
- 1 day from event – Re-confirm details with venue. Ensure all needed items have arrived and will be transported to site on time.
- Event! – Enjoy have fun, raise lots of money for our charity and make new friends and potential new members!
- Within 48 hours days of the event – send a list of prospective member whose address was collected, to [info@region3.org](mailto:info@region3.org). They will contact the prospective members, with the chapter menu, and offer any assistance. They will respond to any inquiries sent to them at [info@region3.org](mailto:info@region3.org) within 48 hours.
- Within 1 week after the event – all collected funds will have been sent to the Region papal and the RC or RFM will have sent the money to the chosen charity.
- Within 14-30 days after the event the ML will have gathered all input from participants and filed an After Actions Report using this form: <http://region3.org/index.php/after-actions-report>.

#### **Chapter Events:**

Not everything in the world must involve everyone. Sometimes a chapter would like to do their own event, beyond the specific Zone chosen convention and the Region game day. This is GREAT! To be a “FLEET First” event, the requirements are simple:

- Inform OPS who the Mission Leader is

- Support the Region's chosen charity
- Advertise to the public and the region
- Any recruiting efforts are to focus on SFI first, chapter second (really this is just mentioning that you're a part of something larger before going into your specifics)
  - Be open to suggesting other chapters of referring people to [info@region3.org](mailto:info@region3.org) should they be interested in other areas/chapters
- File an After Actions report - <http://region3.org/index.php/after-actions-report>

The Region staff will help these chapter events in any way they can, up to and including use of the Region Fan table Kits, should they be available and able to be transported to your location. This could take some logistical planning, so be sure to give plenty of notice should this be desired.

**Region 3 Fan Table Kits: (NOTE – this is a goal! We will start with one first)**

The Region shall maintain 2 Fan Table Kits (RFTK) for use at the major zone events and other events as availability permits. These kits will be tracked by the RQM via hand receipts. Those that sign for the kits are accepting personal responsibility for all items! Both kits/all items will be brought to Region 3 summit for inspection and any needed re-supply each year.

Damaged or lost items will be reported to the RQM immediately, as well as a detailed report as to how such damage/loss occurred. The Region financial committee will make a decision as to the proper course of action.

Each kit shall contain:

- 1x 6ft Black Table cloth
- 1x 6ft Burgundy table skirt
- 1x vertical sign holder
- 1x tri-fold 4 tiered holder
- 1x Donation box
- 1x Banner Holder
- 1x STARFLEET Banner
- 4x sand bag banner stand weights
- 1x Bag o' Bungees for banners
- 1x STARFLEET flag
- 1x Region 3 Flag
- 2x flag poles
- 2x flag stands
- 2x flag pole tops
- 2x flag spreaders
- At least 150 tri-fold STARFLEET brochures
- At least 50 of each rack card (SFA, SFMC, DTS)

*(If printed materials are low, contact Region 3 COMMS to notify them well in advance of the event)*

The kit does not contain a 6 foot table, as those are generally provided by the convention/venue.

**Summary:**

Event planning is hard work, and involves coordinating with a lot of people. Through continued feedback in the after actions reports, this program will evolve and get better – to the point it spreads beyond just Region 3. Via this program we will mentor and grow new leaders, and improve the standing of STARFLEET throughout fandom.

**Appendices: (TO BE ATTACHED LATER/AS DEVELOPED)**

- Tri-fold brochure
- Rack cards (4 total: DTS, SFA, SMFC, Charity)
- SFI membership application
- Mission Leader checklist
- Table Work Schedule
- Kit inventory sheet and hand receipt (to print off and use by new receiving member)
- FLEET First Talking points
- FLEET First Dress Code
- Table setup guide
- Charity Enticement Methods