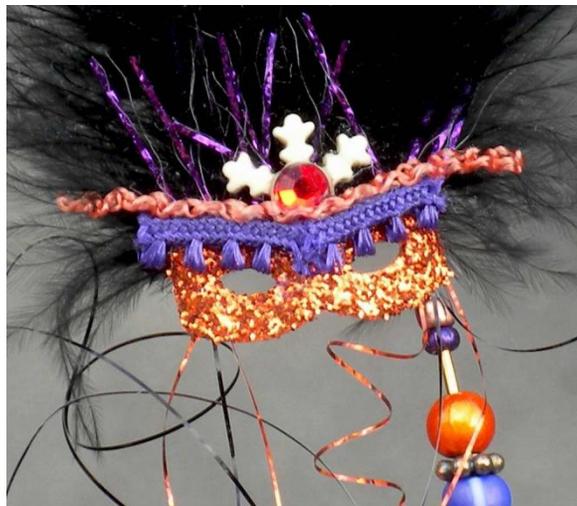


# Marissa Elizabeth Events™

Presents a Proposal for  
Eli Lilly and Company:

## *Lilly's Halloween Masquerade Ball*



## *Event Description*

Event Name: Lilly's Halloween Masquerade Ball

Event Type: This will be a Halloween theme party for employees and management of the Indianapolis office of Eli Lilly and Company and their families with an expected 400 guests.

Location: The Mansion at Oak Hill, 5801 E. 116th St, Carmel, IN 46033, 317-843-9850

Dates: RSVP- by September 21, 2012

Training Session- October 13, 2012

Event- October 27, 2012

Volunteer Evaluation/Recognition party- November 3, 2012

Time: The majority of set up will be from noon to 3 p.m. and the event will take place from 8 p.m. to 11 p.m.

Purpose: This event is an effort to celebrate the employees' hard work for the company as well as to show that they are a family-oriented company.

Overview: This event will incorporate both adult and children's entertainment with dancing and children's games and activities. Appetizers and desserts will be served, and unlimited soft drinks will be available at the bar. It will balance the enjoyment of the party by children and adults alike while still maintaining a classy and professional atmosphere. It will also allow employees to show their creativity in a way they cannot in the office through the costumes and masquerade theme.

Objectives: The biggest objective for this event is to promote goodwill towards the employees of Eli Lilly and Company from their CEO's. The secondary objective is to showcase the fact that Eli Lilly and Company is a family-friendly organization.

## *Event Management*

The management responsibility belongs to the CEO's of Eli Lilly and Company who are paying for the event and the event planner. The biggest stakeholder is Eli Lilly and Company, who has set a \$25,000 budget for the event.

The physical requirements of the venue are that it holds approximately 400 people with enough room for seating for at least 150 at a time, a DJ, a dance floor, children's games and food preparation. The basic layout will include the lobby for check-in, the den and living room on the first floor for coat check, kitchen for food preparation, and the grand ballroom for dancing, food and children's games. See Appendix A for a detailed floor plan.

The audience will be employees of the Eli Lilly and Company Indianapolis office chosen by the CEO's of the corporation. Their families will also be invited, and the media will be notified if they would like to take pictures of arrivals, but will not be permitted to attend the actual event. This will make the guest list 150 employees and approximately 400 guests total (the number that is used throughout this proposal).

### Impact:

**Social:** provides a time for bonding among employees, shows that Eli Lilly cares about families and children, it will also be important to choose only a select amount of employees because so many people work for Eli Lilly.

**Environmental:** if a large amount of media come to take pictures of the employees' arrivals, it could harm the grass or landscaping, but there will be issues beyond that since the event will not take place outdoors.

**Economic:** it will cost the company quite a bit, but it will be returned in the enjoyment of the party by the employees and management alike, as well as the positive image it will give the company in the community.

## *Approvals and Consultations*

The Carmel City Council and the Carmel Police will be notified of the event because there will most likely be a large amount of traffic, especially coming to the event.

Police will also be asked to be present from 7:30 to 9:00 p.m. due to the media that will be present and the guests that will be arriving. The venue is located in a way that noise disturbance would not be a problem, and none of the event except for the arrivals will take place outside, so there will be no real environmental approvals necessary. Also, there will be no liquor at this event because it is trying to promote a family-friendly atmosphere.

The approval of the floor plan will be sought during the first meeting with The Oak Hill staff, as well as the costumes that will be worn by the wait-staff (see Staging). Insurance and health permits from the venue will also be inspected, because they will be catering the event as well. Insurance will also be provided by Eli Lilly and Company, and volunteers that work the event will be covered by insurance from Marissa Elizabeth Events™.

DJ's Direct will be hired as the entertainment for the party, and comes highly recommended by The Mansion at Oak Hill. They have the proper music licensing to play the songs requested at the event, and will be asked to only play edited versions of any questionable songs due to the children attending the party.

The event planner and the décor team manager will be ordering items for decorations before the event, as will the activities team manager for the children's activities. These items will mostly be purchased from various online vendors including Amazon and Oriental Trading Company.

### *Marketing and Public Relations*

The event will be hosted for the employees and management of Eli Lilly, so it will not sell tickets. However, it may be competing against other Halloween parties that the employees may be invited to. It will meet the audience's needs by showing the gratitude the CEO's have for the Indianapolis employees and by entertaining both the employees and their families.

Most of the promotion will be done within the company through personal invitations (See Appendix B for sample invitation) and emails. The message disseminated to the employees will be that they have been specially selected by the CEO's to attend this appreciation event with their families.

The media will also be informed since it will be a great way to showcase the way the company is celebrating its employees. They will be informed through press releases so that the press can be present at the event to broadcast and/or take pictures, and the general public will also be able to hear about the event.

### *Financial Control*

The funding is coming from the Eli Lilly and Company and has been designated for such an occasion. Items will be paid for through an Eli Lilly and Company credit card that only the event planner will have direct access to (purchases made by the décor manager and the activities manager must be approved by the event planner). As far as payment for the event planner, a deposit of \$2,000 will be paid within three months of hiring, since the projected payment will be \$22,592.24, with similar payments made in the months leading up to the event and final balance to be paid within one month of the event. Please see the full budget in Appendix C.

### *Risk Management*

Some risks include nobody showing up for the event, allergic reactions to food from the venue, employees (or their children) damaging the property, overcrowding, going over the budget, and weather situations.

The risk of no one attending the event can be managed by marketing the event well and making it clear to the employees that they were specially selected for this event. Allergic reactions can be avoided by listing the ingredients of each food item on the tables and serving platters for them, and by placing them out of reach of young children who may not know what they are allergic to. The wait-staff will definitely be utilized to watch the patrons carefully to prevent damages and to ensure that people do not overcrowd the rooms. Careful planning ahead of time will also be necessary to make sure the event is kept under the budget. Any incident reports necessary will be filed with either the Marissa Elizabeth Events™ or the venue, depending on the situation, and will be handled by the event planner.

## Staging

The theme of Lilly's Halloween Masquerade Ball is Halloween and costumes, but the décor and costumes will not too scary because there will be children present. The wait-staff from the venue and the volunteers for the children's games will be dressed as various Halloween characters (see Appendix D for examples of the women's and men's costumes to be provided).

The décor will center on the colors, purple, orange and black. It will be relatively dimly lit, but there will still be enough to see both in the lobby and in the grand ballroom. Upon entrance, the lobby will be decorated with fake cobwebs, spiders, and a fog machine with a low amount fog that will lead up the main stair case. Purple, orange and black tulle will be hung in the grand ballroom, and similar lighting will accent the colors. Fake cobwebs and spiders will also be used to decorate the bar and other tables in the ballroom. The centerpieces for the 25 tables will be made with Halloween candy in clear vases with orange and purple mums arranged at the top (see Appendix D for examples). The DJ from DJ's Direct will play typical Halloween music as well as current Top 40 Hits.

The activities for the children will consist of simple games and activities that are not very messy and will be relatively simple so that any child can participate. First, there will be station for children to decorate a miniature pumpkin with markers, stickers and other craft supplies. Second, there will be a bean bag toss where children try to toss their bean bags into the holes of a large jack o' lantern shaped board. The third activity will be called ghost bowling. Empty two liter bottles will be filled with sand/dirt and painted white with two black eyes on the front. A miniature basketball will be painted with a jack o' lantern face and the children can "bowl" for the ghosts. The final activity station will be a witch's hat ring toss. A witch's hat will be sat upright and filled with cone-shaped foam so it will remain firm. Children will toss glow-stick necklaces and try to get them around the witch's hat. Prizes of Halloween candy will be given for participation in all of the activities except for the pumpkin decoration station (see Appendix D for examples of the activities).

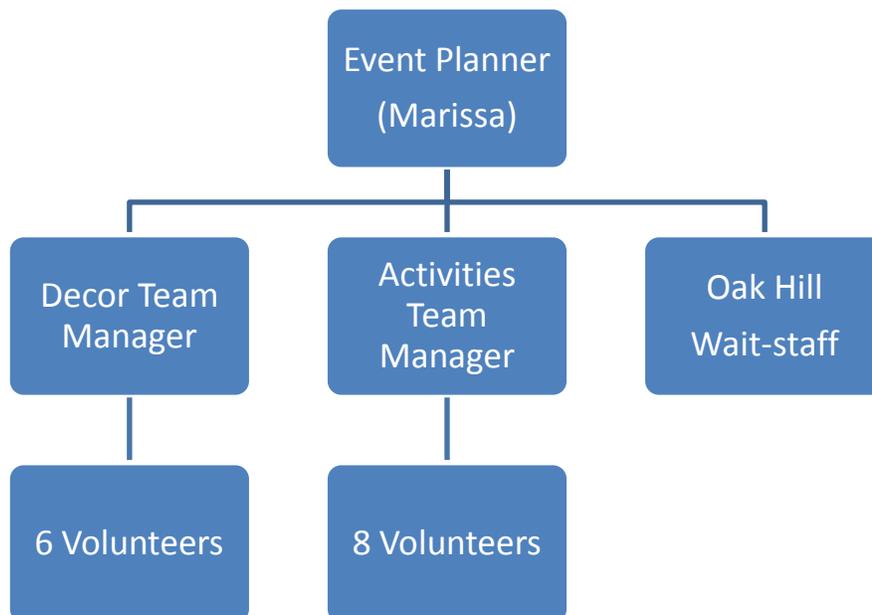
The lobby will be for guest list registration and the den and living room will be for coat check. In the grand ballroom, the children's activities area will be on the opposite corner from the DJ set up. There will be 10 smaller café tables for 5 people each (seating 50 people total) positioned closer to the bars. There will also be 15 large tables for 10 people each (seating 150 people total) around the edges of the

ballroom. This will provide seating for about half of the guests because many will be dancing, mingling and participating in the children's games throughout the night.

Electricity and water will be provided by the venue and patrons will have to transport themselves to the party. However, the venue is in Carmel, so it should not be a very far drive from the employees' homes. Traffic management should not be an issue as the venue is not near any other main roads, but if there are any issues, there will be police at the venue from 7:30 p.m. to 9 p.m. The venue provides adequate parking as well as a drop-off driveway at the entrance, which will be ideal for any photo opportunities by the media.

Unfortunately, the venue does not provide direct disability access due to the staircase from the lobby to the ballroom, but there is an alternate entrance for handicapped guests. The venue is catering the event; they have a large kitchen and the adequate health code provisions. The venue also provides indoor bathrooms. The venue will clean up after the event with the help of the décor volunteers who can help take down the items to be saved afterwards.

### Staffing



A hired décor manager from Marissa Elizabeth Events™ will be in charge of selecting the decorations for the event and preparing the special effects and costumes of the waiters and activities team. A hired activities manager will create four different activities for the children that can be easily played and prepared. The volunteers will be selected by advertising for help in local newspapers, on the website of Marissa Elizabeth Events™, and through local universities (University of Indianapolis, Anderson University, Ball State University and Indiana University). The candidates will be interviewed by phone and then chosen by the team managers. Both volunteer teams will be trained two weekends before the event, on October 13, 2012 at the Marissa Elizabeth Events™ office. Since the site will not be available that day, a virtual tour will be given using a video prepared ahead of time (See Appendix E for training session run sheet).

On the day of the event, the volunteers will already know mostly what to do, but the décor team will ensure that the layout is correct and then start decorating. The activities team will set up the games and then be dressed up as Halloween characters like the wait-staff. (See Appendix F for event run sheet and see Operational Plans section for procedure checklists).

Recognition will take place on November 3, 2012, one week after the event, which is also when the evaluation of the event by the volunteers will take place. A small dinner will be hosted (and funded) by Marissa Elizabeth Events™ and one outstanding volunteer from each team will be selected by their team manager and will be recognized with small gift cards. Evaluation will also be done by a simple group interview to get a general idea of how the volunteers felt that the event went.

### *Safety and Security*

The special effects will be kept minimal. The fog will only be in selected areas of the Mansion and will not be too overwhelming. No strobe lights will be used for special effects, and the lighting will be bright enough to see but dark enough to still give off a Halloween mood. Local police will also be notified that this large event is taking place; they will be present from 7:30 p.m. to 9:00 p.m. and will be prepared to assist later if necessary.

The wait-staff and activities team will be prepped ahead of time on what to do if a guest harms themselves. In the case of a minor injury, all members of Marissa

Elizabeth Events™ staff (the event planner, the décor team manager and the activities manager) are trained in first aid and can assist the guest. If a serious injury is sustained, an ambulance will be called and the guest will be transported to the downstairs area to wait. Also, the children's games will be tested before implementing them to check for the safety hazards of each game.

Marissa Elizabeth Events™ follows OSHA and all of their requirements, as does The Mansion at Oak Hill. The standards will be posted and available for any volunteer or worker in the kitchen at the Mansion if any employee chooses to review said requirements. The décor team will also be briefed during their training on how to pick up heavy loads and how to deal with electricity since they will be setting up lights and fog machines.

The main safety concern will be for the wait-staff and activities team since they will be in costume and children could become scared of them. Their costumes will not be made too scary for young children and will not drag the ground or be imposing in any way. If any communication needs to take place during the event, face-to-face is preferred, but the event planner, décor team manager and activities team manager will be equipped with radio headsets to ensure quick communication. The event planner will be patrolling the dance floor and DJ set up, the activities manager will be patrolling the activities area, and the décor manager will be patrolling the lobby and staircase area. Volunteers or wait-staff needing to access another manager or the event planner should seek out one of these three people. Since this event does not involve tickets to be bought, no cash exchange will take place, but a guest list will be made so only those who are on it will be allowed to enter.

## *Operational Plans*

### Staffing Policy:

1. Always work in a safe manner.
2. Report any accidents and incidents to the event planner.
3. Refer media inquiries to the event planner.
4. Any complaints will be directed to the event planner, the décor manager or the activities manager. Any of the three can deal with complaints but if the managers are not positive on an answer the patron will be brought to the event planner.
5. All volunteers must wear appropriate clothing, even during setup, teardown, etc.

- a. Clothing may be casual, but should be appropriate
  - b. No cut-off shorts or shirts
  - c. No spaghetti straps or tube tops
  - d. No bare midriff
  - e. Clothing should be neat, clean with no stains
  - f. Close-toed shoes must be worn at all times
6. Use of alcohol and drugs is prohibited at the venue, as well as smoking on the premises.
7. Always follow the chain of command when given instructions. The event planner is at the top with the team managers reporting to her, so tasks from the event planner take precedence no matter what.

Volunteer checklists for day of event:

Activities Team

- Gather pieces of each activity and ensure that all parts are there
- Assemble all parts activity and test each one
- Count out prizes (at least 100 pieces of candy)
- Make-up and hair done
- Ensure all pieces of costume are there, put on costume
- Remain at activity station and keep adequate amount of supplies
- When event is over, disassemble activity and return to activities and costume to activities team manager

Décor Team

- Set up tables and chairs (ballroom)
- Hang tulle on walls and test lights for correct color combos (ballroom)
- Assemble centerpieces and place on tables after tablecloths (ballroom)
- Hang cob webs and spiders (lobby and ballroom)
- Set up and test fog machine near the stairs (lobby)
- Return by 11:30 p.m. for tear down and clean up (lobby and ballroom)
- Return all reusable items to décor team manager (lobby and ballroom)

Please see Appendix F for specific times for each task on the event run sheet.

Performance standards:

The ultimate objective of the event is the enjoyment of the guests, so all volunteers and wait-staff will be expected to help maintain a clean, safe, and fun environment so that the guests can have a wonderful time. The cleaning of the venue will

primarily be completed by the Oak Hill staff but the tear down of the event will be assisted by the décor volunteer team. The pre-event cleaning is expected to be thorough, and there will be no cleaning except for food spills or utensil cleanup during the event. Removal of waste materials will also be covered by the venue.

Contingency plans:

In case of a weather issue, electrical/lighting incident, fire, or other similar accident, the event teams will follow Oak Hill procedures, which will be covered at the training session.

To prevent an overcrowding issue, the wait-staff and volunteers will be monitoring the amount of guests, as well as the team managers and event coordinator. The definition of overcrowding will be determined by the staff of the Oak Hill Mansion (the Grand Ballroom is said to hold 500 guests). In the case of an overcrowding issue, some guests will be asked to move into the main hallway (in between the staircase and the Grand Ballroom) and tables will be ready to be set up there with the doors open so that the music and refreshments can still be easily accessed.

If any volunteers are delayed, we will carry on without them, utilizing the Oak Hill wait-staff and members of the Marissa Elizabeth Events™ team if necessary. If the music is delayed or cancelled, the décor team manager will have created a back up playlist of at least 3 hours on iTunes.

In the case of a security incident, police will be at the premises from 7:30 p.m. to 9:00 p.m. and will be prepared to assist the event team for the rest of the evening.

Logistics:

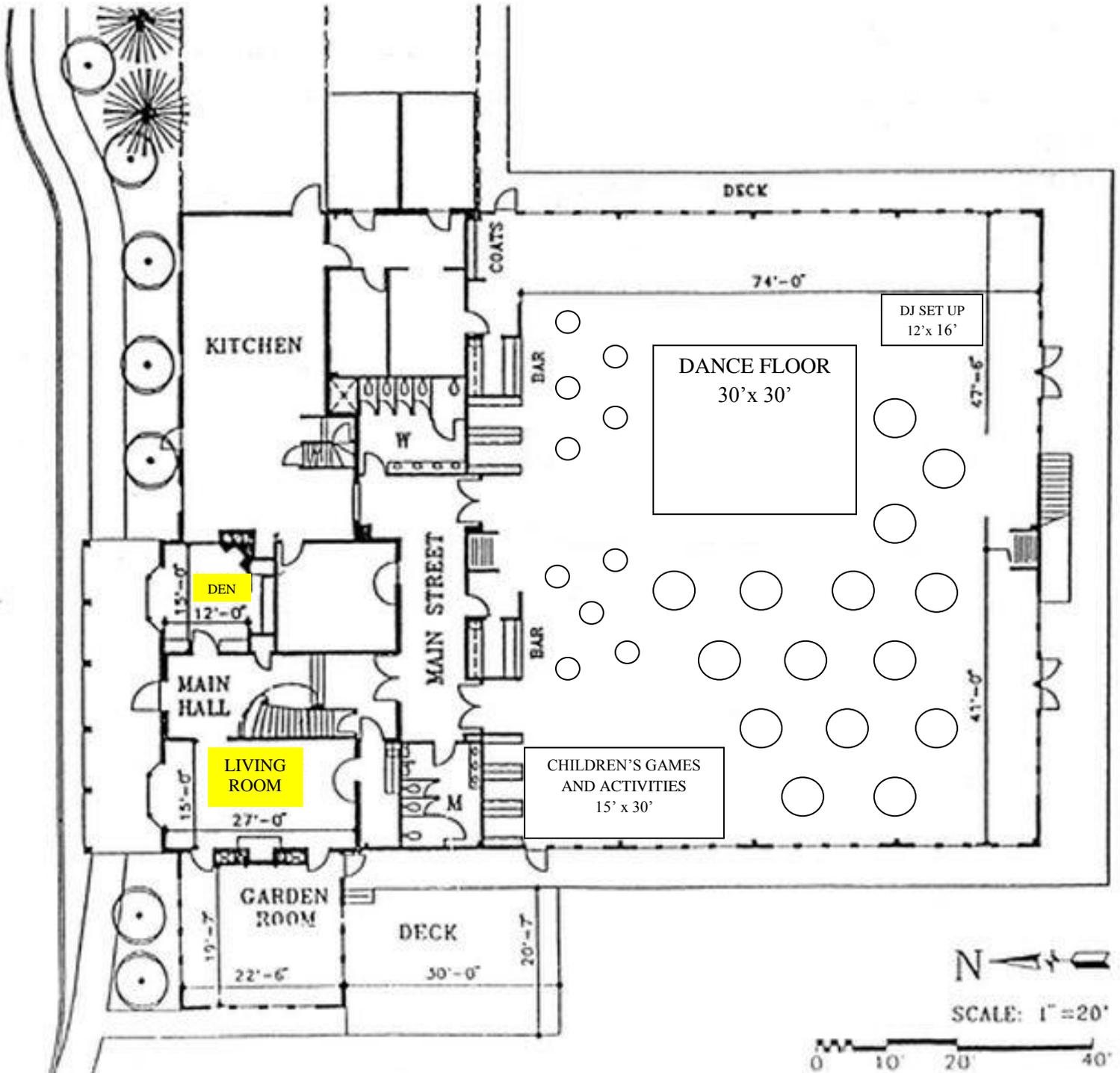
The Mansion at Oak Hill will be available all day for set up, which will begin at noon and be finished by 3 p.m. so that the activities volunteers can have a dinner break before returning to prepare for their costumes and so the event planner and team leaders can also have a dinner break and get ready for the event. The lighting will be provided by the facility, and extra lights will be used to shine beneath the different colored tulle. DJ's Direct and the Oak Hill mansion tech crew will be covering sound, but the décor volunteers will assist with set up (See Appendix F for a complete run sheet for the day of the event).

## *Evaluation*

Evaluation will be assessed during and after the event by the number of guests in attendance compared to amount invited, as well as the number of children in attendance. A staff debriefing will occur one week after the event on November 3, 2012 covering recognition of the volunteers and evaluation of the event through a simple group interview. It will cover what went well, what could have gone better, and their overall impression of the event by the guests. An anonymous online survey will also be distributed at work through email (see Appendix G for sample survey).

The objectives will be to discover if this event was well received by the employees and if it would be worth hosting again the following year. It will be measured by attendance and feedback from the survey. The Likert-scaled questions from the survey and the attendance of the event will simply analyzed by the numbers. The open-ended questions from the survey and the staff debriefing will be analyzed by looking for key “happy” words like “fun,” “exciting,” etc. A report will be completed by the events coordinator and provided to the company within a month of the event.

Appendix A: Layout of The Mansion at Oak Hill for Lilly's Halloween Masquerade Ball



Highlighted areas are where the coats will be kept.

Large tables are 5' wide and hold 10 people (circles represent approximate width with chairs).

Small café tables are 3' wide and hold 5 people.

Appendix B: Sample Invitation for Lilly's Halloween Masquerade Ball



**Appendix C: Budget**

<b>Lilly's Halloween Masquerade Ball- Budget</b>	
Calculated for guest list of 400 people	
<b>Service/Item</b>	<b>Cost</b>
Grand Ballroom (3 hours)	\$4,500.00
Full Sound System for DJ	\$300.00
Plus \$40/hour for Mansion technician	\$120.00
Unlimited Soft Drinks (\$3.95/person)	\$1,580.00
Bartender's Fee	\$175.00
Catering Set Up Fee	\$200.00
Vegetable Crudites with Dill Drip (\$3.00/person)	\$1,200.00
Fresh Fruit Platter (\$3.95/person)	\$1,580.00
Assorted Domestic Cheeses with Crackers (\$2.25/person)	\$900.00
Chocolate Fondue (\$5.95/person)	\$2,380.00
Cocktail Meatballs (\$170/100 pieces)	\$680.00
<b>Subtotal</b>	\$13,615.00
20% service charge	\$2,723.00
Local Sales Tax (7%)	\$1,143.66
<b>Oak Hill Total</b>	\$17,481.66
Invitations for employees (150 at \$1.29/card with free envelopes)	\$193.50
DJ's Direct for 3 hours (plus early set up fee)	\$680.00
Costumes for 10 wait-staff and 8 volunteers (\$35/costume)	\$630.00
Purple, orange and black Tulle (54" x 50 yds, \$69.99 each color)	\$209.97
Fog machine (2 at \$29.99/machine)	\$59.98
Fake cobwebs and spiders (15 bags at \$0.99/bag)	\$14.85
Purple and orange mums for centerpieces (5 at \$39.99/16" basket)	\$199.95
Halloween candy for centerpieces and prizes (5 bags at \$19.50/5 lb bag)	\$97.50
Vases with 5" width and 5" height (25 vases at \$15.99 each)	\$399.75
Miniature pumpkins (150 at \$1/pumpkin)	\$150.00
Paint, markers, stickers, and pipe cleaners for for pumpkin decorating	\$25.00
Jack o' lantern bean bag toss with bean bags	\$14.00
Miniature basketball for ghost bowling	\$5.99
Witch's hat, foam cone, and glow necklaces for ring toss	\$9.49
<b>Extra Items Total</b>	\$2,689.98
<b>Subtotal (Extra Items plus Oak Hill)</b>	\$20,171.64
Event Manager's Fee (12%)	\$2,420.60
<b>Grand Total</b>	\$22,592.24

**Appendix D: Images**

Women's and men's costumes for activities volunteers and the Oak Hill wait-staff



The centerpieces will use a variety of Halloween candy and purple/orange mums (they will be arranged like the examples on the left and center, but with a color scheme like the example on the right)



Examples of children's activities, Top row: decorated pumpkins and ghost bowling  
Bottom row: witch's hat ring toss and jack o' lantern bean bag toss



## Appendix E: Training

### Lilly's Halloween Masquerade Ball Volunteer Training Session

To be held October 13, 2012 from 9 a.m. to 3 p.m.

- 9 a.m. Check-In with light breakfast provided
- 9:30 a.m. Introductions and Ice Breaker games by event planning core team  
Names and contact information of the team will also be provided now.
- 10 a.m. General overview of the event presented by Marissa Elizabeth Events™ team  
The objectives of the event as well as a full schedule for the day of the event will be discussed, with specific mention of the jobs to be performed by each team.
- 11 a.m. Virtual tour of The Mansion at Oak Hill, led by event planner  
Since the site will not be available that day, a virtual tour will be given using a video prepared ahead of time. Important locations will be pointed out and the layout of the Grand Ballroom will be explained to both teams.
- Noon Lunch Break
- 12:45 p.m. Split into décor and activities teams to discuss specific duties, led by each team leader.  
For the décor team, the decorations to be put up in the lobby and Grand Ballroom will be discussed, as well as the layout for the tables and each area. Example of the centerpieces will also be shown so the team will know how to assemble them for the day of the event. Correct heavy lifting policies will also be shown.  
For the activities team, the four activities will be taught to the teams and measurements will be taken for their costumes to be worn on the day of the event. A safety discussion specific to their tasks will be discussed.
- 2 p.m. Regroup for Safety Discussion, led by Marissa Elizabeth Events™ team  
The staffing policy will be distributed at this time and those policies and OSHA standards will be covered. This will also be the time for any last general questions.
- 3 p.m. Conclusion

**Appendix F: Run Sheet for Lilly’s Halloween Masquerade Ball**

To take place October 27, 2012 from noon to 1 a.m.

<b>Start</b>	<b>Finish</b>	<b>Tasks</b>
Noon	12:30 p.m.	Venue opened, decorating and activities supplies and tables and chairs brought in, staff arrival
12:30 p.m.	1 p.m.	Décor team- briefing, lobby and ballroom tasks designated Activities team- briefing, activities tasks designated
1 p.m.	2 p.m.	Décor- tables and chairs set up in ballroom
1 p.m.	3 p.m.	Décor- lobby decoration (cobwebs, spiders, and fog machine)
1 p.m.	3 p.m.	Décor- tulle hung up
1 p.m.	2 p.m.	Activities- assembly and set up of games
1:30 p.m.	3 p.m.	Décor- tablecloths and centerpieces prepared and set up
2 p.m.	3 p.m.	Activities- test games, prizes for games counted out
2:30 p.m.	3 p.m.	All groups who are finished report to lobby to assist with check-in table prep and review of guest list
2:30 p.m.	6 p.m.	Food is prepared by Oak Hill catering
3 p.m.	5 p.m.	Dinner break for activities volunteers, décor team leaves
5 p.m.	6 p.m.	DJ’s Direct arrives and sets up
5 p.m.	7 p.m.	Activities team and wait-staff arrive, make-up and costumes are prepared
7 p.m.	7:30 p.m.	Staff briefing, staffing policies and safety regulations reviewed with activities team and wait-staff
7:30 p.m.	9 p.m.	Media are invited to arrive at this time, police arrive to monitor arrivals and media attention
7:30 p.m.	8:15 p.m.	Guests begin to arrive, activities team and wait-staff are positioned in the ballroom
8 p.m.	11 p.m.	Event begins, activities team and wait-staff perform their designated tasks and event planner, activities manager and décor manager patrol their assigned stations
11 p.m.	11:30 p.m.	Activities- games are shut down and dissembled, leave when costumes and games are returned to activities team manager
11 p.m.	11:30 p.m.	Décor- team arrive, briefed on tasks to be completed
11:30 p.m.	12 a.m.	Décor and wait-staff- tables are cleaned off and moved
12 a.m.	1 a.m.	Décor and wait-staff- tulle is taken down, decorations in lobby and ballroom are removed
1 a.m.		Departure of all staff and volunteers

## Appendix G: Survey

### Sample Survey for Evaluation of Lilly's Halloween Masquerade Ball

#### Scaled Questions

1. I enjoyed Lilly's Halloween Masquerade Ball.  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.
2. I would attend this event if I was invited in the future.  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.
3. I would recommend that other employees who were invited attend this event.  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.
4. I enjoyed the food that was provided at the event.  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.
5. My family enjoyed the event and would attend again if invited.  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.
6. My children enjoyed the games and activities that were provided for them (only answer if applicable).  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.
7. This should be an annual event for Eli Lilly and Company.  
Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.

#### Open-Ended Questions

8. What was your favorite part of Lilly's Halloween Masquerade Ball?
9. Would you like a similar event to be hosted at a different time of year, and if so, when?
10. Do you have any other feedback about this event?