



GUAM WOMEN'S
CHAMBER OF COMMERCE



2022 Event Planner Scope of Work

Event planner will be responsible for overall event management, planning and coordination between Core Team, committees and event vendors and partners to ensure a successful event. The event planner will work directly with the Fanachu Famalão'an chairs and GWCC Board to ensure the vision and mission of the organization is reflected throughout spirit of the event.

General responsibilities will include:

- Schedule meetings, capture action items and follow up accordingly to keep timelines on track.
- Coordinate with venue, speakers, event setup, teardown and follow-up processes.
- Coordinate with internal staff, vendors, and others to establish needs for events and serve as liaison throughout the planning process.
 - Serve as the main POC for all vendors – pop up shop, merchandise, photography, etc.
 - Serve as the main POC for all speakers – setting up prep meetings, walk throughs and dry runs
 - Secure volunteers for event, manages assignments, roles and responsibilities
- Responsible for guiding the creative direction and concept of the event. Taking the theme and infusing it into the content and program.
- Negotiate and manage contracts with providers and other partners in coordination with GWCC's Executive Director and event chairs.
- Manage the budget and ensure the event stays within guidelines and ensure vendors are paid, in coordination with GWCC's Executive Director and event chairs.
- Conduct final inspections to ensure everything adheres to GWCC's standards.
- Manage and oversee events on the day of, including problem-solving, communicating with staff and speakers, organizing vendors and volunteers.
- Delegate event planning tasks to other staff members where necessary
- Organize pre-conference event if needed.
- Create marketing and promotional calendar including view of press, media, social, TV, radio, etc.
- Organize press interviews and create talking points, draft press releases and radio scripts
- Coordinate production of radio and tv spots
- Coordinate with marketing and social media team to determine graphics needs; provide logos and assets needed
- Manage master attendee and sponsor list
- Arrange sponsor packet delivery
- Manage Facebook group (if applicable)
- Manage email reminders (if applicable)
- Manage guest speaker itinerary and plans if traveling from off-island



GWCC will:

- Secure sponsorships with local partners for funding;
- Market and promote to all of our major local organizations and email contacts, as well as on our social media pages and website;
- Invite members of GWCC as well as women in the community; and propose additional local panelists to feature at event.
- Identify and assist in securing venues, as needed