

# Annotated Bibliography

<https://www.spookynooksports.com/manheim/blog/meetings-events/how-to-plan-basketball-tournament>

What I took away from this source is that you need essential things for a basketball game. You need to plan everything in advance and be prepared for everyone. Choosing a location is essential as well because if there's nowhere you can host people there won't be a game. In my case I don't need to go out my way and find a gym but I do need to reserve it and pick a date. This source mainly talks about setting up a tournament and making teams which I won't need to because it's only one game.

<https://www.oxbridgeacademy.edu.za/blog/planning-an-event-dont-forget-these-7-steps/>

This source described the 7 steps I need to plan an event and bring it from an idea into reality. The first step is visualizing the event. That isn't just thinking about something and saying oh this would be a good event this means thinking critically. When is the event going to take place, where is it going to take place, how many people, etc. Step two is to draw a budget, what will I need to spend money on, who do I need to call for the required materials. Step three is drawing a timeline. Figuring out dates and times. Step four put the plan into action. Step five double check the project plan make sure everything is going according to plan. Step six host the event. Step seven evaluate the event, was it successful? Did people have fun?

<https://blog.hootsuite.com/social-media-for-events/>

The following source showed me the 6 steps on how to promote my event through social media before it happens. The first step is to post a count down on when it's taking place. The second step is to make an event page on social media that way you can promote your event. Step three is posting teasers as the event comes closer and making sure they make sense. Step four is creating a hashtag and using it effectively. Step five is giving a sneak peek of your event. Step six is hosting a giveaway so you can draw more attention because people love free stuff.

<https://www.networkforgood.com/resource/planning-and-executing-successful-nonprofit-fundraising-events/>

This source is describing the 6 steps to have a successful fundraiser. Step one is to determine your fundraising goals. Step two is to choose the right type of fundraising event whether it's a charity auction or walk or awareness run. Step three is to secure corporate sponsors by describing your value of an event. Step four is create an engaging experience for your supporters. That means making sure the invitation is intriguing, sell event merchandise, encourage ticket buyers to spread the word. Step five is market your fundraising event which includes establishing a communication plan. Step six is access your results and cultivate your relationships by sending your participants feedback surveys.

<https://blog.hubspot.com/marketing/event-promotion>

This source gave me 15 ideas to promote an event. The first idea is offer an early bird registration if there is one. The second idea is to place a sign outside your business in this case would be around the school. The third idea is produce a creative landing page. The third idea is to participate in the content marketing. The rest were good ideas and I will be using some of them in my process.

<https://www.xperthr.com/how-to/how-to-create-an-emergency-action-plan/6392/>

The following source described how to plan an emergency plan step by step. Step one is review the required elements. Step two is assess hazards and possible worst case scenarios just in case someone gets hurt. Step three is to incorporate community response to the event. Step four is to determine when an evacuation will be performed. Step five is to test and examine procedures. Step six is to gather emergency supplies.

<https://www.youtube.com/watch?v=LeB3pTg0Cgo>

This video showed 10 strategies on how to promote a fundraiser on social media. It showed all the steps on how to make a count down. How to make an account step by step where I need to go. It also showed how to make an add off of your story and how to make it creative and intriguing.

<https://www.youtube.com/watch?v=oYVhpGWN9VI>

This video showed how to set up a team and make a fundraiser while doing it. Not having to go out your way and do bucket drive. It talks about how to gather players to play and how he picks teams. Essentially I would have to take down who is playing and who isn't.

<https://www.youtube.com/watch?v=aqzckIm1oeQ>

This video gives first timer event planners on where to start and where to go. He talks about first figuring out your idea and being realistic. He describes how it's a process it doesn't just happen over night. He says it takes alot of mental strength and planning. You have to be diligent step by step.

<https://www.youtube.com/watch?v=ijjTsRwQyKA>

This video talks about how to get people not to just sign up but they actually show up. He talks about how he doesn't only promote it but he' active with the community and showing his face on

it. In addition he is making engaging adds and being active on social media with the people who follows him.