

2001 Special Olympics World Winter Games • Alaska



This After Action Report is for:
Department:
Director:
GOC Staff:

Receptions
Public Relations
Nance Larsen
Karla Oates, Manager &
Gina Perry, Coordinator

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Section 3: Official's Reception

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**TO: FUTURE GAMES ORGANIZING COMMITTEES
PUBLIC RELATIONS DEPARTMENT
RECEPTIONS DIVISION**

**FROM: NANCE LARSEN
DIRECTOR OF PUBLIC RELATIONS
2001 SPECIAL OLYMPICS WORLD WINTER GAMES • ALASKA**

**DATE: 5/17/01
RE: RECEPTIONS DIVISION**

To Whom It May Concern:

The following after action re-cap has been prepared by the Public Relations Department, Receptions Division. Please note, there was no formal Operations Plan written for the Receptions Division. This area was originally assigned to the Special Events Department and was moved to the Public Relations Department in July of 2000.

The following areas were arranged by the GOC in regards to Receptions:

1. Identify and confirm approved list of Receptions, final total 10
2. Reserve location of Receptions
3. Reserve all entertainment for each Reception
4. Appoint strong Commissioners for each Reception
5. Provide budget parameters and outline for each Reception
6. Provide duty & assignment timelines for each Reception
7. Secure sponsors for key, high-profile Receptions, i.e., Founder's Reception, Honored Guest Reception, Chairman's Brunch, Celebrity Ski Race Reception, Media & International Reception
8. Provide order supply forms for Receptions
9. Recruit volunteers for Receptions as requested by the Reception Commissioner
10. Design, produce, print and distribute invitations for all Receptions
11. Maintain data base for invite distribution
12. Provide a target number of attendees for budget parameters for each Reception
13. Provide simple décor and/or Games' Images pieces for key, high-profile Receptions
14. Approve design and cost of additional décor for key, high-profile Receptions, such as flowers, ice sculptures, etc.
15. Approve menus for all Receptions
16. Provide Media Leader support at key Receptions, as needed
17. Finalize venue build out needs for each Reception

Commissioners for each Reception met with their individual committees monthly to assign duties, as needed, discuss timelines and update progress. All Receptions Commissioners and their key team leaders also met on a monthly basis with representatives from the Public Relations Department, Receptions Division, to communicate and share group needs and procedures.. Commissioners were responsible for orchestrating all aspects of set-up for each Reception.

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Receptions After Action Report

Prepared by Karla Oates & Gina Perry

GOC Staff: Nance Larsen, Director of Public Relations
Karla Oates, Manager
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Receptions After Action Report

Recap:

- With the exception of the Founder's Reception, the goal was to keep all Reception budgets at a \$20,000 US dollar maximum. This goal was met as each Reception committee kept to a budget range of \$10,000 to \$20,000. The Founder's Reception budget was approved and met at \$50,000.
- Several Receptions were sponsored by local corporations and provided added visibility for sponsors.
- There was a GOC person from the Special Events Department that arranged all the entertainment for each Reception. This worked well, as there was one single contact person for all entertainment.
- Postcard invites for each Reception were created by the GOC Publications Department to cut the cost of printing and avoid the need for producing and stuffing envelopes. The postcard concept worked well and utilized Alaskan animal images by Ken Graham Photography. The Founder's and Celebrity Ski Race Receptions utilized a photo of Mt. Denali (McKinley) and the Media & International Receptions utilized a photo of the Northern Lights (Aurora Borealis).
- Strong commissioners were recruited to orchestrate all aspects of Receptions.
- Depending on the size and scope of the Reception, set-up took place approximately three (3) hours prior to doors opening

Receptions for the 2001 Special Olympics World Winter Games • Alaska went very well. There were a total of 10 Receptions, including Law Enforcement Torch Run FINAL LEG Party, Official's Reception, Honored Guest Reception, Founder's Reception, Parent's Reception, Education Reception, International & Media Reception, Chairman's Celebration, Celebrity Ski Race Reception, and 2003 Special Olympics World Summer Games Ireland Reception.

There were three minor incidences, which might serve to assist future Games in avoiding the same complications:

1. Coca-Cola is a world Games sponsor via SOI. Due to a communication error with the catering company, Pepsi-Cola product was served at the Founder's Reception. This was a major mishap that could have jeopardized the relationship between SOI & Coca-Cola.

2. A non-Coca-Cola bottled water product was donated at the last minute and served at the Honored Guest Reception. The decision to serve a bottled water product rather than serve water from the bar fountain was made on-site by the Honored Guest Reception Commissioner and was not authorized by the GOC. While the Commissioner had the best of intentions by bringing in a higher level of product, her action inadvertently caused a problem with sponsor Coca-Cola as the bottled water donated was not a Coca-Cola water product. The decision to serve water out of the fountain was made because Coca-Cola did not donate enough bottled water to be included at receptions. In an effort to serve bottled water to athletes during competition, the Food Services Manager chose not to provide any of the donated water to receptions.

- ***It is strongly recommended that future GOC's create a document that is provided to all Receptions Commissioners, which clearly states by all name brands what types of products are acceptable and those that are not to serve at events and receptions. For example, the document could clearly state: Only Coca-Cola soda and Coca-Cola Desani water may be served. As a back-up, the catering form should be required to list the name of the beverages that will be served. In addition, it is strongly recommended that this same document include acceptable material and logos that can be displayed and/or distributed at the event. A suggested sample of this document is attached to this After Action Report.***

3. When ordering donated product from the World Games Warehouse, the order for the Honored Guest Reception inadvertently got lost. No way to avoid this other than maintaining a stronger focus on paperwork and a tracking system for it. When brought to the attention of the Warehouse, it was immediately rectified and product was delivered to the reception in plenty of time.

The receptions were well attended and everyone seemed to be enjoying themselves. This was a better place than the Honored Guest Lounges to upscale the food service, without it looking like Games funds are being spent on someone other than the athletes.

Suggestions:

- ***It is recommended that Receptions be managed from the Special Events Department or within a Hospitality Division. While Receptions flowed smoothly for the most part within the PR Department, these functions are more of a special event than a PR function.***
- ***Have a sponsor or two, solicited by Sponsor Relations, for each reception, prior to commissioners being appointed, if possible.***
- ***Food & beverage portions of the contracts and possibly facility contracts for Receptions should be negotiated by the Food/Housing Services area for the***

Games in order to take best advantage of industry expertise, leverage other Games needs and keep Games' sponsor products in the forefront.

- *Each reception should be orchestrated by a volunteer committee, headed up by a volunteer commissioner, appointed after the sponsors are solicited, if possible. Having Receptions sponsors on board right away would help alleviate possible conflicts and keep their requirements in the forefront of all involved. It is not always possible to confirm sponsorships in advance, however.*
- *The volunteer commissioner should pull together the committee that will plan every aspect of the reception, i.e., food, guest speakers, program, decorations, etc., and assign volunteer duties as appropriate.*
- *The volunteer commissioner should have direct input for the volunteer needs assessment completed for their Reception.*
- *The volunteer commissioner should be someone involved a great deal in the local community*
- *Create a policy & procedure sheet (can and cannot) for each commissioner to keep the receptions consistent, e.g., food service, invitations, programs, entertainment, donated product, décor, signage, etc. See attached sample.*
- *A GOC person from the publications department designs all reception invitations, advertising, printed material and programs, if applicable*
- *Schedule bi-monthly meetings with all reception commissioners to go over timeline, expectations, dos and don'ts, etc.*
- *Have a GOC Reception person liaison attending all reception meetings and in constant contact via email, telephone, etc., with commissioners.*
- *The GOC liaison should be at each reception facility during set-up and recovery*
- *Send invites to the sponsors of each reception*
- *Confirm, in writing, with each caterer the specific menu and product being served, keeping a close eye on sponsor requirements for both Reception sponsors and World Games sponsors.*
- *Determine at least 18 months in advance what groups will be invited to which Receptions and begin cultivating lists within a data base. This is especially important for the Founder's and Honored Guest Receptions.*
- *It is strongly recommended that local community contacts be archived on a separate data base for separate mailings.*
- *Determine at least one (1) year in advance how invitations to Receptions will be distributed to local/statewide, out-of-state and international guests and devise a timeline that accounts for mail service internationally, if necessary. Also take into account budgeting for international postage.*
 - *It was the intent of the GOC to distribute Reception invitations with Honored Guest packets via mail to statewide guests. Because of timing and the lack of a separate local list of guests from SOI's honored guest list, this*

did not occur. The combined list of Honored Guests was mammoth in size and very difficult to navigate for specific local guest information.

- *Local guests were instructed to pick-up packets of invitations, Ceremony tickets, accreditation badges, etc., four days prior to the event and/or at the Honored Guest Lounge but this distribution did not work well.*
 - *Ideally, local packets should have been mailed to statewide guests, as planned, leaving pick-up of material for guest traveling from out-of-state. See separate data base and ticket/reception allocation After Action Report for more details.*
- *Mail all local/statewide Reception invitations at least four (4) weeks in advance of event.*

WORLD GAMES RECEPTIONS CHECK LIST FOOD & BEVERAGE

Please note the following requirements for all Receptions. **Due to associated Games' sponsorships, only the following products may be served at any World Games Receptions. DO NOT serve, distribute or display any products not listed on this form without the written approval of the Director of the division. No product may be donated for use at a Reception without the written approval of the Director of the division at least four (4) weeks prior to the event.**

Reception: _____
Commissioner: _____ Contact Number: _____
Facility: _____ Date of Reception: _____
Facility contract approved by Risk Management: _____
Menu contract approved by Risk Management: _____

Item: _____ **Initial/Date** _____

Food:

All Reception menus must be approved in writing by the Department Director at least four (4) weeks prior to the event _____

All Reception menus must be negotiated for pricing by the hospitality Division of the GOC _____
Attach menu breakout to this form _____
Mint candies, World Games only _____
M & M's candies only _____
Other: _____

Non-Alcoholic Beverages:

All Coca-Cola products only for non-alcoholic beverages. _____
Coca-Cola soda _____
Dr. Pepper soda _____
Sprite soda _____
Other: _____

Water:

Coca-Cola Desani water product only. Fountain water is acceptable. _____

Bar Service:

Attach bar well products list to this form _____

WORLD GAMES RECEPTIONS CHECK LIST PRINT & DISPLAY MATERIAL

Please note the following requirements for all Receptions. **Due to associated Games' sponsorships, only the following printed material/products may be utilized at any World Games Receptions. DO NOT distribute or display any products, materials or logos without the written approval of the Director of the division. No product may be donated for use at a Reception without the written approval of the Director of the division at least four (4) weeks prior to the event.**

Logos:

Material/logo from Reception Sponsors may be distributed/displayed at Reception.

No other material/logos other than the Reception sponsor and World Games sponsor logos may be distributed or displayed at any Reception. All layout designs on printed material or displays must be approved by the Director of the Department at least four (4) weeks prior to the event.

Reception: _____
Commissioner: _____
Facility: _____

Contact Number: _____
Date of Reception: _____

Programs/Invitations/Printed Material:

All material included in event programs and/or used on invitations or any printed material for Receptions must be approved by the Director of the Department prior to printing. Not all Receptions have programs or utilize printed material. Only logos from World Games Sponsors and/or Reception sponsors may be included on printed material distributed at a World Games Receptions. All distributed materials must be approved by the Director of the Division at least four (4) weeks prior to the event.

Invitation Mailing Date: _____
Advertising Dates: _____

Entertainment:

Featured entertainment at any World Games Reception must have the written approval of the Director of the division to display any entertainment sponsor logos or distribute material that includes logos other than World Games sponsor logos at a Reception.

Image/Décor/Games Merchandise:

Please attach a detailed floor plan of all image and décor pieces that will be utilized at the Reception. This includes but is not limited to, for example, ice sculptures, posters, banners, flowers, etc. Please provide sketches, photo samples of visual items.

Please contact the Image coordinator for the GOC to arrange Image décor pieces for your Reception. Please attach samples of décor floor plan to this document.

Please contact the Merchandise manager to arrange for merchandise sales at your Reception. Please attach a list of the merchandise that will be sold at your Reception.