**Event Goals**

*AdaptBRG@MassMutual.com*

* Increase disability focused cultural competency by introducing MassMutual employees to new/different experiences and perspectives.
* Raise awareness around MassMutual’s disability inclusion efforts and inspire involvement.
* Inspire thoughtful reflection to spur ideas that will help MassMutual’s business.

**Event Format**

* 2hour event open to all emplooyees.
* Three guest speakers gave 18 minute talks followed by a reception that featured community organizations.
* Event was held at MassMutual’s home office and broadcast live via vBrick technology to all other MassMutual campuses and work from home employees. Meeting rooms were secured at larger locations so employees could gather and watch the video feed together.

Click here to view the [*See the Real Me* Event Highlight Video](https://app.box.com/s/1f9pmkvrfnirmwb4g1tqxvts8lj5c9n1).

**Run of Show**

|  |  |
| --- | --- |
| **Duration** | **Topic** |
| 15 min | Arrivals |
| 2 min | Video: [Olivia Wilde, How do you see me?](https://www.youtube.com/watch?v=YhCEoL1pics) |
| 8 min | Opening remarks (Adapt Chair ) |
| 18 min | Speaker 1: Beth Donahue (Special Olympics athlete) |
| 3 min | Video transition: [Para Olympics](https://www.youtube.com/watch?v=IocLkk3aYlk) |
| 18 min | Speaker 2: Monica Donnelly (Mother of a son who is Autistic) |
| 1 min | Video transition: [Who I am](https://www.youtube.com/watch?v=qPVRhHB9fXs) |
| 20 min | Speaker 3: Scott Rider (MassMutual Agent who has Parkinson’s Disease) |
| 10 min | Closing remarks (Adapt Chairs) |
| 35 min | Reception   * Refreshments * Booths featuring representatives from Best Buddies, Special Olympics of MA, Easter Seals and MassMutual’s Special Care * Adapt table with giveaways, member sign-up and volunteer opportunity sign-up * Screen displaying event photos * Screen displaying sli.do poll/Word Cloud |

**Other Event Elements**

* Event reflection
  + Objective: To encourage thoughtful reflection of the event and action.
  + At end of the presentation portion asked audience members to reflect on this probing question: *What is one action you will take as a result of today’s event?*
  + Used Sli.do.com service so people could answer the question using their cell phones.
  + The poll responses were displayed real time in a word cloud during the reception.



* See the real me selfies & photos
  + Attendees were asked to take pictures of themselves at the event and email them to a shared photo album (hosted by DropEvent.com)
  + A photo slide show was displayed at the reception and the pictures were moved to our BRG website after the event.

**Event Marketing & Communications**

* Company website news article
* Posters at each campus
* Sent invite to other BRGs to include in their monthly newsletters
* Message to senior leadership from the Diversity & Inclusion department
* Several email communications to the Adapt BRG membership list

**Pre-Event Promotion**

* Adapt BRG members set up a table at the exit of the cafeteria during peak hours (breakfast and lunch) a week before the event, a day before the event and the day of the event.
* Handed out candy and offered people a chance to enter a raffle for a free lunch ticket
* Set up event posters and handed out Adapt promo items
* Had ipads available so people could register for the event

**Event Planning**

* Planning began 4.5 months before the event
* The core team had 10 people. Some key roles were
  + Event lead
  + Communications lead
  + Speaker Coaches
  + Reception lead
  + Campus liaisons for other campuses
* The core team met weekly leading up to the event

**Sample Project Plan**

|  |  |
| --- | --- |
| **Category** | **Task** |
| AV | Secure AV support for day of event |
| AV | Recording Logistics |
| AV | Pick music for event |
| AV | Upload presentations & videos for the presentation |
| AV | Arrange live captioning of event |
| Budget | Draft budget |
| Gifts | Purchase speaker gifts & wrapping |
| Lunch Reception | Decide on invite list for pre-event lunch |
| Lunch Reception | Send lunch invitations |
| Post Event Activities | Draft event survey |
| Post Event Activities | Send post event email to attendees |
| Pre-Event Prep | Check and respond to accommodation requests |
| Presentation- Other | Draft entrance slide show |
| Presentation- Other | Draft opening and closing remarks |
| Presentation- Slides | Compile PowerPoint Slides |
| Presentation- Video Transitions | Brainstorm video options |
| Presentation- Video Transitions | Pick 3 videos to show at event |
| Promotion | Save the Date to Adapt members |
| Promotion | Save the Date to Executive Leadership Team |
| Promotion | BRG Newsletter Promos |
| Promotion | Secure event photographer |
| Promotion | Create Campus Posters |
| Promotion | Design flyer for pre-event promos |
| Promotion | Company website Article |
| Promotion | Organize volunteers for handing out promo flyers |
| Reception Booths | Invite community organizations to participate |
| Refreshments | Order refreshments for each campus |
| Space | Secure dress rehearsal room |
| Space | Secure Event Rooms (all locations) |
| Space | Secure "green room" for speakers |
| Space | Confirm Set-Up/room Design |
| Speaker Prep | Create speaker prep plan |
| Speaker Prep | Schedule initial meeting with speaker |
| Speaker Prep | Initial Meeting with speakers |
| Speaker Prep | ID speaker AV needs |
| Speaker Prep | Speech draft #1 |
| Speaker Prep | Final Speech draft |
| Speaker Prep | Send itinerary to speakers |
| Speaker Prep | Skype rehearsal |
| Speaker Prep | Finalized Speech & slides |
| Speaker Selection | Select Speakers |
| Speaker Selection | Vet speakers with D&I Liaison |
| Speaker Selection | Confirm speaker participation |
| Speaker Selection | Obtain speaker bios and pictures |
| Speaker Selection | Procurement Process - documentation |
| Travel | Book flights for speakers |
| Travel | Check accessibility and food/bev accommodations for speakers |
| Travel | Make ground transportation arrangements for speakers |
| Travel | Book hotel rooms for speakers |
| Travel | Provide advance notice to building security for speakers |