

## Program Data Sheet

|  |                               |   |                 |
|--|-------------------------------|---|-----------------|
| Name of Event:<br><br>MWR EXPO   |                               | X   | Pilot Program   |
|  |                               |   | Revised program |
|  |                               |   | Repeat Program  |
| Date: 28 May 2004  | Day of Week: Wednesday        | Time: 11 a.m. - 7 p.m.  |                 |
| Location: BBCC   | Information Phone #: 788-3151 | Price: Free and Open to all   |                 |
| Program Coordinator: Maria P. Jackson  |                               |   |                 |
| Phone #: 757-3151  | Fax #: 757-788-4029           | e-mail Address:<br><a href="mailto:jacksonm@monroe.army.mil">jacksonm@monroe.army.mil</a> |                 |
| Purpose of the Event:<br><br>To inform the Fort Monroe Community about MWR Activities and Programs.  |                               |   |                 |
| Indicator/Measure of Success: Coordination of EXPO with all MWR facilities was outstanding; all participating activities display an excellent information booth. Schedule of Events throughout the day was interesting and informative.<br>Many door prizes.<br>A very social "Wine/Beer and Cheese Tasting" provided by M. Price Distributing and Associated Distributors. Well publicize and advertise both at Fort Monroe and Community.<br>Low participation from Fort Monroe Community. |                               |   |                 |
| After Action Report (AAR) Comments from Prior Event(s):  |                               |   |                 |

### Key POCs

| Name                         | Requirements                      | Phone #       | Fax # | e-mail   | Actions  |
|------------------------------|-----------------------------------|---------------|-------|--|--|
| Marketing and Special Events | Publicity                         | X2715         | X2712 | <a href="mailto:vanpattd@monroe.army.mil">vanpattd@monroe.army.mil</a> | Web information  |
|                              | Web                               | Vanpatten     |       |  | E-zines  |
|                              | E-zines                           | X3151         | X4029 | <a href="mailto:jacksonm@monroe.army.mil">jacksonm@monroe.army.mil</a> | Coordination, layout, Purchase of Polos for Event, ordering Napkins and Glasses for Wine and Beer Tasting, sponsorship for Wine and Beer Tasting |
|                              | Flyers                            | Maria Jackson |       |  |  |
|                              | Information to Casemate Newspaper |               |       |  | Flyers<br>Press Release to Casemate Newspaper  |
| All Facilities               | Equipment                         | All Managers  |       |  | Booth Information, Tent, Displays, Demonstrations, etc.  |
|                              | Supplies                          |               |       |  |  |
|                              | Audio/video                       |               |       |  |  |
|                              | Decorations                       |               |       |  |  |
| BBCC                         | Food & Beverages                  | X2406         |       | <a href="mailto:catering@monroe.army.mil">catering@monroe.army.mil</a> | Fruit/Cheese Plate.  |

|      |                   |       |  |  |                                     |
|------|-------------------|-------|--|--|-------------------------------------|
|      | Procurement       |       |  |  |                                     |
| BBCC | Set-up / Clean-up | X5656 |  | <a href="mailto:houchind@monroe.army.mil">houchind@monroe.army.mil</a> | Crew detail to set up and clean up. |
|      | Other             |       |  |  |                                     |

## After Action Report

### Financial Analysis

|                 |         |  |
|-----------------|---------|--|
| Sales:          |         | Notes: Purchase of Polos: \$914.00<br>Napkins/Cups: \$255<br>Pens (give-away) \$98 |
| COGS:           |         |  |
| Other Revenues: |         |  |
| Labor:          |         |  |
| Other Expenses: | \$1,267 |  |
| NIBD:           |         |  |

### Program Analysis

|   |          |
|---|----------|
| Attendance:   | VERY LOW |
| Indicator/Measure of Success:<br>Participation was very low, program was executed with professional and dynamic participation by all managers, I believe if we move the location and do minor changes the program is a good tool to let our customers be aware of all the MWR Services provided here at Fort Monroe, I would like to see that we give another chance. |          |
| Elements to Change:<br><br>Time 11 a.m. - 2 p.m.<br><br>Location, move it to Parade Field inside the Moat.  |          |
| Elements to Eliminate:<br><br>If we choose an outdoor and daytime event, the "Wine/Beers Tasting" will be eliminated.   |          |
| Elements to Add:<br>Provide vending available to attendees (low impact: hot dogs, hamburgers, sodas, etc), Bowling Center has indicated an interest in vending to events.   |          |
| Other Comments:   |          |