

## SCENARIO 2: Complex Event Planning (Multi-stakeholder)

### Context

School: **WeLoveGeraldine School (Melbourne)**

Event: Annual **Leadership & Strategy Conference**

- 60 staff attending
- 6 speakers (internal + external)
- Timeline: **3 weeks**
- Budget: **limited**
- Principal wants:
  - smooth execution
  - strong professional impression

What will you do?

### Stage1. Use AI to Think Through the Event

You are an experienced Executive Assistant coach supporting an Executive Assistant at WeLoveGeraldine School, an independent school in Melbourne.

#### Context:

I am the Executive Assistant to the Principal, and I have been asked to coordinate the school's Annual Leadership & Strategy Conference.

#### Event details:

- 60 staff will attend.

- There will be 6 speakers, including both internal and external presenters.

- The event must be delivered in 3 weeks.

- The budget is limited.

- The Principal wants smooth execution and a strong professional impression.

- Multiple stakeholders will be involved, including senior leaders, teaching staff, external speakers, venue or catering providers, and administration staff.

#### Objective:

Help me think clearly through the planning requirements before I start creating the detailed event plan.

Please analyse the situation carefully and help me identify what needs to be considered so the event is well-organised, professional and realistic within the time and budget available.

#### Requirements:

Please provide:

1. The main objectives of the event.
2. The key workstreams involved in planning the event.
3. The most urgent priorities in the first 48 hours.
4. The main risks or bottlenecks.
5. The key stakeholders and what each group may need.
6. What information is missing and needs to be confirmed.
7. Which decisions should be made by the Principal or leadership team.
8. Which tasks can be managed by the EA or delegated to others.

#### Constraints:

- Keep the advice realistic for a busy school environment.
- Do not assume the school has a large events team.
- Keep the budget limitation in mind.
- Prioritise smooth execution over unnecessary complexity.
- Maintain a professional tone suitable for a school leadership event.
- Make clear where human judgement or leadership approval is required.

**Format:**

Use the following structure:

1. Event Objective
2. Key Planning Workstreams
3. First 48-Hour Priorities
4. Stakeholders and Their Needs
5. Risks and Bottlenecks
6. Missing Information
7. Decisions Requiring Leadership Input
8. Recommended Next Step for the EA

**Tone:**

Use a calm, practical and professional tone. The output should help an Executive Assistant organise their thinking before moving into detailed planning.

## **Stage2. Turn the Thinking into a Practical Event Plan**

Using the analysis above, now create a practical event planning workflow for the Annual Leadership & Strategy Conference at WeLoveGeraldine School.

The plan should help the Executive Assistant coordinate the event over the next 3 weeks and ensure the Principal feels confident that the conference will be delivered smoothly and professionally.

Please create:

1. A 3-week planning timeline with key milestones.
2. A task checklist organised by workstream.
3. A simple responsibility allocation showing what the EA manages, what can be delegated, and what requires Principal or leadership approval.

4. A communication plan for internal staff, speakers and service providers.
5. A risk management checklist.
6. A simple run sheet structure for the event day.
7. A final 48-hour checklist.
8. A short update message the EA can send to the Principal summarising the plan and any decisions required.

#### Constraints:

- Keep the plan practical and easy to follow.
- Avoid overcomplicating the event.
- Assume the EA has limited time and limited admin support.
- Keep the budget limitation in mind.
- Make the plan suitable for a professional school leadership event.
- Do not include confidential staff or student information.
- Clearly identify where human judgement, leadership approval or relationship management is required.

#### Format:

Use clear headings, tables where useful, and concise wording so the EA can use the output as a working planning document.

#### Tone:

Use a professional, organised and reassuring tone.