

MWI 1500.1

REVISION A

EFFECTIVE DATE: June 24, 2004

EXPIRATION DATE: June 24, 2009

MARSHALL WORK INSTRUCTION

AD01

SPECIAL EVENTS COORDINATION

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DOCUMENT HISTORY LOG

| Status (Baseline/ Revision/ Canceled) | Document Revision | Effective Date | Description |
|--|----------------------|-------------------|--|
| Baseline | | 9/26/01 | |
| Revision | A | 6/24/2004 | Deleted reference to obsolete AD02 organizational issuance and updated title of MWI 1280.2. Changed AD02, Management Support Office, to AD60, Integrated Customer Support Department. Updated name of AD30 to Office of the Chief Information Officer. Updated the URL to the Service Request System Web site. |
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1. PURPOSE

This Marshall Work Instruction (MWI) establishes the method of requesting, scheduling, and using resources and services available from Center Operations for Marshall-sanctioned special events. This MWI provides instructions for the organization responsible for planning and implementing a special event held at Marshall or outside of Marshall and sets forth the method of requesting, scheduling, and utilization of the services through the Special Events Coordinator (SEC).

2. APPLICABILITY

This MWI applies to all organizations, employees, and contractors desiring to hold a special event using Marshall services. It also distinguishes between the role of the Customer and Employee Relations Directorate and that of the Center Operations Directorate regarding Marshall Centerwide events.

3. APPLICABLE DOCUMENTS

None

4. REFERENCES

None

5. DEFINITIONS

5.1 Center Operations (CO). Center Operations Directorate which is chartered to provide communication services, desktop computers, audio, video, and photographic services; logistics support services; graphic design, publication, reproduction services; food, medical, grounds, facility services and protective services to MSFC special events.

5.2 Customer and Employee Relations (CaER). Departments within CaER have the responsibility of planning certain events including, but not limited to, VIP activities, including visits & events, training and conference planning for MSFC, centerwide events & celebrations, events & activities which include speakers from MSFC, elected officials, community leaders, and events which include invitation to the outside media and traveling or public exhibits, artifacts, models or artwork for the NASA or MSFC Art Collections.

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CaER will assure that all messages associated with the event are clearly communicated and consistent with the objectives of NASA and Center management.

5.3 External Organizations. Organizations outside of CO that may be required to provide approval of or have involvement with certain activities within the special event requirements. The Special Events Coordinator will assure the customer is informed about these external organizations, when they are required.

5.4 Point of Contact (POC). The sponsoring organization's committee head or representative who will be the main liaison with the SEC.

5.5 Service Providers. The CO organizations which provide services or products to support special events.

5.6 Service Request System (SRS). The Web-based request system for resources from CO.

5.7 Special Event. Any event requiring multiple resources for a specific and limited timeframe either onsite or offsite. A special event has the potential to involve people throughout Marshall Space Flight Center, but does not fall under the category of research, testing, or development.

5.8 Special Events Coordinator (SEC). The person responsible for coordinating all logistical aspects of CO-provided services for an event. All requirements by the sponsoring organization will be communicated through the SEC.

5.9 Sponsoring Organization. The organization responsible for planning the special event.

6. INSTRUCTIONS

6.1 Service Request by Sponsoring Organization POC. The POC will request service through the SRS Web site located within the Center Operations Products, Services, and Information web page.

6.2 Determination of need for SEC. The SEC examines the initial requirements for the event as outlined on the service request and determines if the SEC is required based on the complexity and number of service providers required of CO.

6.2.1 SEC not required. The event requirements will be provided by the requester directly to the CO service provider. If CO does not provide funding for the event based on appendix A, a budget

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will be prepared by the service provider and forwarded to the customer, SEC, and the resource specialist for collection.

6.2.1.1 Service providers provide budget and service to customer based on request from customer. A copy of the budget is also sent to the resource specialist.

6.2.2 SEC is required. The SEC will become the lead contact for all CO resources. The SEC contacts the customer to gather specific information and completes an event checklist that will outline the requirements for the event.

6.2.3 SEC identifies support requirements and notifies appropriate CO service providers and external organizations. SEC sends the initial event information to the involved organizations. Appropriate request forms, where applicable, are completed for the service providers. Meetings between the customer, SEC, service providers, and external organizations will be held to identify specific details needed to support the event.

6.2.4 SEC sends updated event requirements to service providers and client.

6.2.5 Based on customer's requirements, the service providers provide budgets to the SEC. The SEC consolidates the budgets and provides the consolidated budget for all services provided to the customer.

6.2.6 Based on appendix A, the SEC determines if event is funded by CO or by sponsoring organization.

6.2.6.1 CO funds the event. If CO has allocated funds to provide resources for the event, the SEC will notify the sponsoring organization of this budget.

6.2.7 The sponsoring organization is required to fund the event. SEC informs sponsoring organization that it is to provide advance funding for the resources provided by CO. A resource specialist for funding transfer will contact the customer.

6.2.8 The SEC presents estimate to sponsoring organization. If CO funds the event, the allowed budget will be compared to the event estimate and the difference will be presented to the POC.

6.2.9 Requirements compared to CO budget and adjusted if required.

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6.2.9.1 If customer funds event, the cost is compared to customer's budget. The POC will compare the estimate with the budget the organizing committee has assembled and make adjustments in requirements, if required.

6.2.10 The SEC finalizes event requirements with the POC. Event requirements based on the final budget will be sent to all service providers and external organizations, if appropriate.

6.2.11 The SEC adjusts event requirements based on feedback from service providers and external organizations. SEC updates all event requirements, layouts, cost estimates, and schedules based on feedback from service providers and external organizations. The updates are presented to the POC.

6.2.12 The SEC negotiates last-minute changes and associated costs with POC. The POC provides SEC with any last-minute changes, additions, or deletions. SEC then notifies service providers and appropriate external organizations. Cost estimates are revised appropriately.

6.3 Service providers set up for event at site(s).

6.4 SEC, S&MA, and POC of sponsoring organization perform site inspection of event setup.

6.5 Service providers make adjustments as required by the site inspection.

6.6 Event takes place. SEC interfaces with service providers and customer as event unfolds to ensure delivery of services requested.

6.7 Post-event continuous improvement survey sent to customer. Within 2 days after the event, the POC of sponsoring organization will receive a survey, which requests feedback on the quality of service provided by the service providers and the SEC.

6.8 Feedback from continuous improvement survey shared with service providers. If negative feedback is received from any external customers, procedures in MWI 1280.2 will be followed.

7. NOTES

None

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8. SAFETY PRECAUTIONS AND WARNING NOTES

None

9. RECORDS

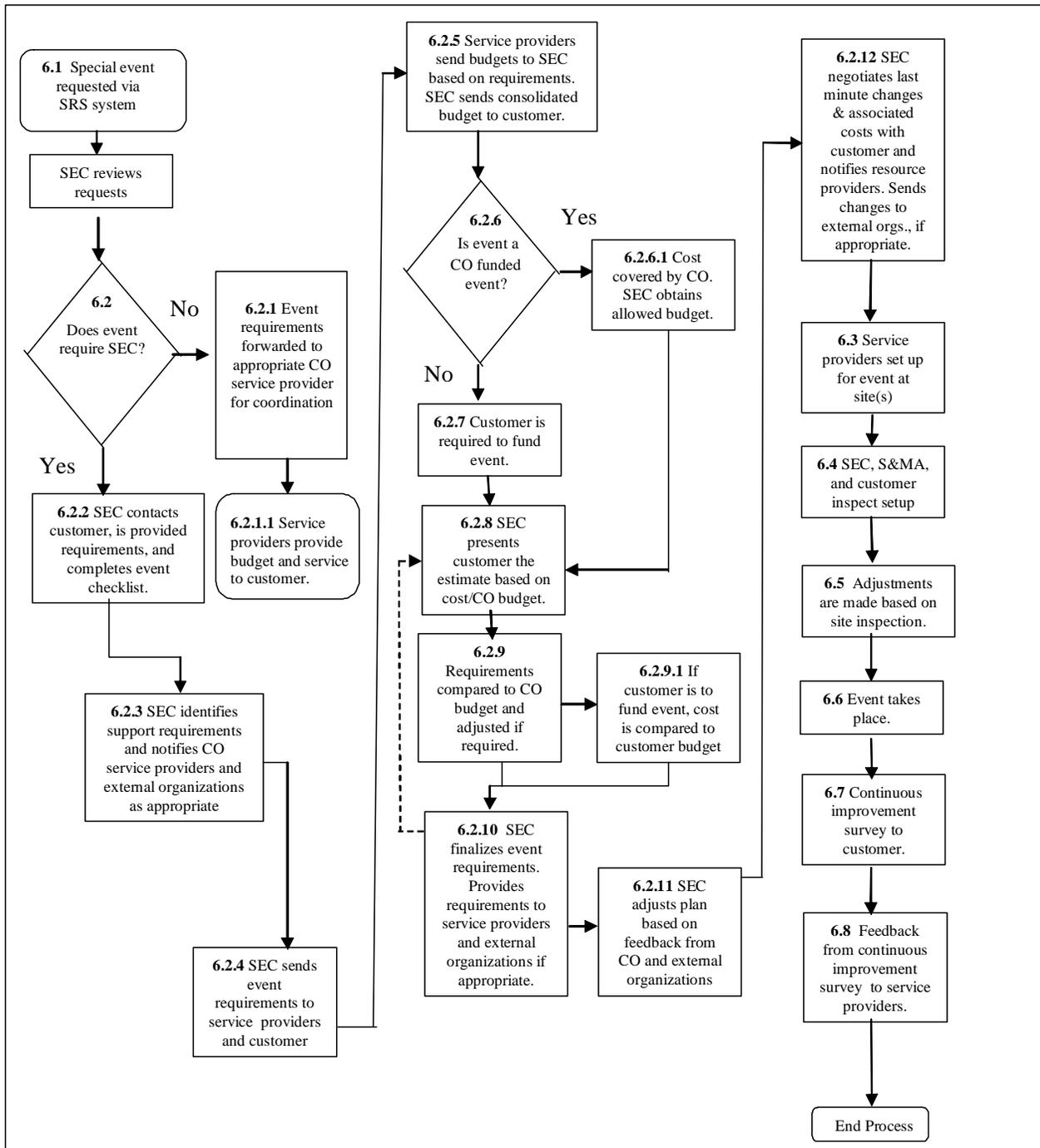
None

10. PERSONNEL TRAINING AND CERTIFICATION

None

11. FLOW DIAGRAM

The following flow diagram represents the activities outlined in the instructions for special events coordination.



MSFC Special Events Process

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12. CANCELLATION

MWI 1500.1 dated September 26, 2001

Original signed by
Axel Roth for

David A. King
Director

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APPENDIX A

SPECIAL EVENTS FUNDED BY CENTER OPERATIONS

MSFC Holiday Reception

NASA Retiree Dinner

Combined Federal Campaign

Health & Fitness Expo

Earth Day

NASA/MSFC Annual/Honor Day Awards

Center Director All Hands

Community Leaders Breakfast

Snoopy Awards

Protocol

American Institute of Aeronautics and Astronautics, E Teams

Marshall Management Association