

Maker Faire Kochi (Independent Edition)

Event Planning & Execution Flow

1. Event Overview

This event is a large-scale, Maker Faire–style exhibition and experience designed for approximately 5,000 attendees. It will feature interactive exhibits, hands-on workshops, and live demonstrations, targeting makers, students, and the general public.

The event will be executed using a hybrid model:

- Maker Faire–style experience design (exhibits, interaction, experimentation)
- DebConf-style open operations (transparent planning, public documentation, structured execution)

The event is sponsor-driven and free for attendees.

2. Organizational Structure (Leadership Only)

Event Director

Responsible for overall vision, decision-making, and final approvals. Ensures alignment across all teams and resolves conflicts.

Operations Lead

Responsible for venue management, layout planning, infrastructure, vendor coordination, and complete on-ground execution.

Exhibitor Lead

Responsible for designing and managing the exhibitor pipeline, including call for makers, selection, onboarding, and coordination.

Sponsorship Lead

Responsible for sponsor acquisition, outreach, negotiations, and ensuring delivery of sponsor commitments.

Marketing & Community Lead

Responsible for audience growth, social media, partnerships with colleges and communities, and overall event visibility.

Volunteer Lead

Responsible for volunteer recruitment, onboarding, training, shift planning, and coordination during the event.

Finance Lead

Responsible for budgeting, expense tracking, financial transparency, and sponsor fund management.

Tech & Platform Lead

Responsible for website, forms, GitHub organization, and all technical infrastructure supporting the event.

Program/Experience Lead

Responsible for talks, workshops, scheduling, and overall attendee experience design.

3. Open Planning System

Public Infrastructure

A GitHub organization will be used as the central operational hub with the following structure:

- Website- Not design heavy, fast loadable, simple one.
- Operations-
- Exhibitors
- Sponsors
- Volunteers
- Marketing
- Budget
- Meeting Notes

Each section will include:

- Current status documentation
- Task tracking via issues
- Decision discussions

A public documentation platform (Notion or Wiki) will include:

- Event overview
 - Timeline
 - Team structure
 - Contribution guidelines
 - FAQs
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Weekly Execution Rhythm

A fixed weekly leadership meeting will be conducted with all leads.

Each lead will report:

- Progress made in the previous week
- Current blockers
- Plan for the next week

After each meeting:

- A public summary will be published
 - Key decisions and updates will be documented
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Decision-Making Model

- Each lead is responsible for decisions within their domain
 - Major cross-functional decisions are discussed and finalized by the Event Director
 - All decisions are documented with reasoning
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4. Sponsorship Pipeline

Objective

To secure primary funding for the event through structured sponsor acquisition.

Sponsor Categories

- Title Sponsor
- Gold Sponsor
- Silver Sponsor

- Community Sponsor

Each category provides varying levels of:

- Branding visibility
 - Booth presence
 - Stage mentions
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Sponsorship Flow

1. Build a target list of potential sponsors
 2. Initiate outreach via LinkedIn, email, and warm introductions
 3. Present event overview and value proposition
 4. Share sponsor deck upon interest
 5. Negotiate and close sponsorship
 6. Track commitments and deliverables
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Outreach System

- Daily outreach target: 10–15 potential sponsors
 - Maintain a tracking system for all conversations
 - Follow up consistently
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5. Exhibitor Pipeline

Objective

To curate high-quality, engaging, and interactive exhibits that form the core of the event experience.

Exhibitor Flow

1. Launch Call for Makers
2. Collect applications via structured form
3. Review submissions based on quality and engagement potential
4. Select exhibitors
5. Assign booth space and requirements
6. Coordinate logistics and onboarding
7. Provide pre-event guidelines

Selection Criteria

- Interactive or engaging demonstrations
 - Clear visual or experiential appeal
 - Feasibility within venue constraints
 - Safety compliance
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Target Composition

- Total exhibits: 30–50
 - Majority interactive exhibits
 - Balance between experimental builds and showcase projects
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6. Volunteer Pipeline

Objective

To build a structured volunteer system for smooth execution.

Volunteer Flow

1. Open volunteer applications
 2. Screen and shortlist candidates
 3. Assign roles:
 - Registration
 - Exhibitor support
 - Crowd management
 - Stage operations
 4. Conduct training sessions
 5. Create shift schedules
 6. Execute on-ground coordination
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7. Marketing & Audience Development

Objective

To achieve a target audience of approximately 5,000 attendees.

Key Channels

- College partnerships and campus ambassadors
 - Community outreach (tech groups, maker communities)
 - Social media campaigns
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Strategy

- Announce exhibitors early to build interest
 - Share behind-the-scenes progress
 - Highlight interactive experiences
 - Collaborate with student communities
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8. Venue & Operations Planning

Objective

To design a functional, safe, and high-flow event space.

Zone Planning

- Entry and registration
 - Main exhibit area
 - Workshop zone
 - Sponsor booths
 - Breakout or rest areas
 - Food area
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Operational Requirements

- Electrical distribution planning
- Internet access
- Safety measures
- Clear signage
- Crowd flow management

Pre-Event Setup

- Full setup day required before event
 - Booth allocation marking
 - Power and infrastructure testing
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9. Program & Experience Design

Objective

To enhance engagement beyond exhibits.

Components

- Short talks (20–30 minutes)
 - Hands-on workshops
 - Live demonstrations
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Approach

- Keep sessions minimal and focused
 - Prioritize interactive and participatory experiences
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10. Budget Structure

Expense Categories

- Venue
 - Infrastructure (booths, electricity, internet)
 - Marketing
 - Operations and logistics
 - Miscellaneous buffer
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Revenue Sources

- Sponsorships (primary)
 - Optional stall fees
 - Optional merchandise
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Budget Tracking Format

Category | Estimated | Actual | Notes

Venue | | |

Infrastructure | | |

Marketing | | |

Operations | | |

Miscellaneous | | |

Total | | |

11. Timeline Overview

April – Mid May

- Finalize team structure
 - Set up public infrastructure
 - Draft budget
 - Begin sponsor outreach
 - Confirmation from make team
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Mid May – June

- Launch event publicly
 - Open exhibitor and volunteer applications
 - Begin marketing efforts
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July

- Close exhibitor applications
 - Select and announce participants
 - Confirm sponsors
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August

- Plan layout and logistics
 - Begin volunteer onboarding
-

September

- Final confirmations
 - Conduct training sessions
 - Execute marketing push
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October

- Event execution
 - Daily operations management
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12. Key Success Factors

- Strong sponsor acquisition
 - High-quality exhibitor curation
 - Efficient operational planning
 - Consistent marketing and outreach
 - Clear ownership across all teams
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13. Immediate Next Steps

- Assign all leadership roles clearly
- Create GitHub organization and documentation
- Develop sponsor deck
- Start sponsor outreach immediately
- Build exhibitor application form
- Initiate early marketing efforts

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Team Alignment & Execution Guide

1. Event Vision

The event is a large-scale, interactive maker festival designed for approximately 5,000 attendees in Kochi. It focuses on hands-on experiences, live demonstrations, and experimental builds rather than passive consumption.

The goal is to create a space where people can:

- Build
- Experiment
- Showcase
- Interact

This is not a traditional conference. It is an experience-driven event.

2. What Makes This Event Different

- Focus on interactive exhibits instead of passive talks
 - Open planning with transparent decision-making
 - Community-driven execution model
 - Emphasis on experimentation and live building
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3. Definition of Success

The event will be considered successful if:

- Approximately 5,000 attendees actively engage with the event
 - 30–50 high-quality exhibits are present
 - Majority of exhibits are interactive and engaging
 - Operations run smoothly without major failures
 - Sponsors are satisfied with visibility and outcomes
 - The event can be repeated in future editions
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4. Non-Negotiables

The following principles must be strictly followed:

- All exhibits must be interactive or visually engaging
 - Sponsor requirements must not compromise attendee experience
 - Safety and operational stability take priority over all other aspects
 - Deadlines must be respected
 - All decisions must be documented
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5. What This Event Is Not

To maintain focus and clarity, the event will NOT be:

- A talk-heavy conference
 - An open-entry exhibition with no curation
 - A fully crowdsourced decision-making system
 - A last-minute or unstructured event
 - A hackathon
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6. Leadership Output Expectations

Each lead is responsible for clear, measurable outcomes.

1.Event Director

- Ensure overall alignment and execution
 - Resolve cross-team conflicts
 - Maintain progress across all areas
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2.Operations Lead

- Deliver a fully functional venue setup
 - Ensure smooth crowd flow and infrastructure readiness
 - Prevent operational failures during the event
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3.Sponsorship Lead

- Secure approximately ₹50L+ in sponsorships

- Close sponsor agreements
 - Ensure sponsor deliverables are fulfilled
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4. Marketing & Community Lead

- Drive attendance toward 5,000 participants
 - Build strong visibility across channels
 - Manage partnerships with colleges and communities
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5. Volunteer Lead

- Recruit and train volunteers
 - Assign roles and manage shift schedules
 - Ensure smooth on-ground coordination
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6. Finance Lead

- Maintain budget tracking and financial discipline
 - Ensure transparent handling of funds
 - Monitor expenses against projections
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7. Tech & Platform Lead

- Deliver functional website and application systems
 - Maintain documentation infrastructure
 - Support all technical needs of the event
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8. Program/Experience Lead

- Design workshops, talks, and interactive sessions
 - Ensure engaging attendee experience
 - Manage scheduling and execution
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7. First 30 Days Plan

The first 30 days are critical and will focus on three priorities:

1. Sponsorship outreach (daily execution required)
2. Launch of exhibitor pipeline (call for makers)
3. Public presence (website and announcement)

All other tasks are secondary during this phase.

8. Communication & Execution Rules

To ensure structured execution:

- Weekly leadership meetings are mandatory
 - Each lead must provide updates on progress, blockers, and next steps
 - All decisions must be documented
 - Task tracking must be centralized
 - No execution should depend on informal communication channels alone
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9. Single Source of Truth

All information must be maintained in centralized systems:

- Documentation platform for plans and updates
- Task tracking system for execution
- Public logs for transparency

No critical information should be lost in private conversations.

10. Key Risks

The team must be aware of the following risks:

- Lack of sponsorship leading to funding issues
- Poor exhibitor quality reducing engagement
- Weak operations causing crowd or infrastructure issues
- Ineffective marketing leading to low turnout

Each team must actively work to mitigate these risks.

11. Visual Direction (Reference for Experience)

The event should aim to create an environment that is:

- Busy and engaging
- Interactive and hands-on
- Visually appealing
- Easy to navigate

All planning decisions should align with this experience goal.

12. Kickoff Alignment

Before execution begins, a full team kickoff session must be conducted to:

- Walk through the vision
- Explain goals and expectations
- Assign responsibilities clearly
- Align on timelines and priorities

This ensures that all team members operate with the same understanding.

This document is intended to align the entire team on the vision, expectations, and execution standards required to successfully deliver the event.

Tech lead = shaan

Experience lead = Abhiram,samad

Event director = jasim, salman

Finance = midlaj,abhiram

Sponsorship=arundathi

Marketing = Jazeel,anin

Decisions:

- Thought to use ~~mattermost~~/telegram for comms- open to discussions
- Immediately make the sponsor details/ tracker sheet Jasim CM
- Design team under suraj.
- Onboarding call for all team(all hands call) Jasim CM
- Public Financial Ledger Abdul Samad M J MIDLAJ C → [link](#)
- Make my pass collab for digital event partner
- Initial website