

# HALLOWEEN



## Mini-guide





### Aims of the event:

- To celebrate the day
- To promote cultural diversity.
- To provide opportunities for the Events Planning Course to get some experience
- To bring families to school



### Date of the event:

- 31<sup>st</sup> October 2011



### Target group:

- The school community



### Resources:

- **Material:** paper, notebook, pens, computers, decorations, costumes, music, sound and light equipment.
- **Human resources:** Teachers of English, ICT, Multimedia and the Events Class; students.

## How to organize a Halloween Party at school

### Main steps

### Before the event:



#### Step 1

- Identifying the students' motivation to get involved in the event;
- Selecting the classes to work on the event.





## Step 2

- Brainstorming about how much the students know concerning this cultural tradition.
- Doing some activities for the students to expand their vocabulary.





### Step 3

- Making a plan/ programme for the Halloween celebration (Annex 1)
- Defining tasks and groups to work on them (Annex 2)
- Making a checklist with all the details (Annex 3)







## Step 4

- Each group works on a specific topic of the event.
- Final products:
  - Event promotion (Annex 4)
  - Contests and registration (Annex 5)
  - Presentation of the event (Annex 6)
  - Invitations (Annex 7)
  - Participation certificates (Annex 8)
  - Evaluation of the event (Annex 9)
- Creating a global glossary (Annex 10)



## During the event:

### • Step 5

- Welcoming the guests
- Presentation of the show
- The parade and contests
- Coordination of the participants during the parade
- Supervision of the event



## After the event:



### Step 6

- Delivery of certificates
- Evaluation of the event (What went well, what went wrong, how it could be improved)











## ANNEX 1

### Halloween Party

At 21:00 in ESA  
(school auditorium)

#### Programme:

-  Costume parade and contest
-  Pumpkin contest
-  Music
-  Dance show
-  Sound show
-  Hallow-break

All this and much more with 2 fantastic presenters

Bring your best mask and have lots of fun!

## ANNEX 2

### Halloween

#### Tasks and Group work

TASKS	Students in Charge
Detailed programme of the event	
Event promotion	
Contests and registration	
The jury	
Decoration of the venue	
Presentation of the event/ parade/ party (text)	
Invitations	
Computer, projector, sound and light equipment	
Participation certificates (attendance and collaborators)	
Evaluation of the event (questionnaire)	

## ANNEX 3

### Halloween

### Event Planning Checklist

#### ***2 Months Ahead***

Yes No

- ☐ ☐ Decide on event venue
- ☐ ☐ Get cost estimates (food, drinks, sound/lights, etc.)
- ☐ ☐ Get recommendations for entertainment;
- ☐ ☐ Get bids for decorations
- ☐ ☐ Invite/confirm VIPs
- ☐ ☐ Select photographers

#### ***1 to 2 Months Ahead***

- ☐ ☐ Prepare final copy for invitations, posters
- ☐ ☐ Complete mailing lists for invitations
- ☐ ☐ Order invitations, posters, etc.
- ☐ ☐ Make list of locations for posters
- ☐ ☐ Prepare school radio announcements,
- ☐ ☐ Set menu with caterer for food and beverages
- ☐ ☐ Finalize audio/visual contract
- ☐ ☐ Select/order /awards/prizes

#### ***2 weeks before***

- ☐ ☐ Mail invitations
- ☐ ☐ Distribute posters
- ☐ ☐ Confirm TV/radio participation
- ☐ ☐ Confirm decorations.

### ***1 Week Before***

- \_\_\_ \_\_\_ Meet with all committees for last-minute details
- \_\_\_ \_\_\_ Confirm number attending
- \_\_\_ \_\_\_ Finish seating/table arrangements
- \_\_\_ \_\_\_ Secure two or three volunteers to assist with emergencies
- \_\_\_ \_\_\_ Finalize catering guarantee, refreshments
- \_\_\_ \_\_\_ Schedule rehearsals
- \_\_\_ \_\_\_ Prepare a Questionnaire for the evaluation of the event.

### ***Day Before Event***

- \_\_\_ \_\_\_ Confirm decoration
- \_\_\_ \_\_\_ Lay out all clothes that you will need the day of the event
- \_\_\_ \_\_\_ Recheck all equipment and supplies to be brought to the event

### ***Event Day***

- \_\_\_ \_\_\_ Arrive early (with your change of clothes)
- \_\_\_ \_\_\_ Unpack equipment, supplies and make sure nothing is missing
- \_\_\_ \_\_\_ Check sound/light equipment and staging before rehearsal
- \_\_\_ \_\_\_ Hold final rehearsal

## ANNEX 4

### Halloween

### Promotion of the event



Regional Radio of Arouca



School Radio



Posters



Facebook



School web page;



Sms (short messages) to all the parents;



Announcement in all classes of ESA



A poster

### Facebook

facebook
Pesquisar



**Halloween Party in ESA**

Tu vais participar · Partilhar · Evento público

**Alterar evento**

**Hora** Sexta-feira, 28 de Outubro às 21:00 - 29/10 às 0:00

**Local** Escola Secundária de Arouca

**Criado por** Rita Marques, Maria Sousa, Francisca Jordão **Mostrar tudo (17)**

**Mais informação**

Os professores de Inglês da Escola Secundária de Arouca, juntamente com os alunos do Curso Técnico de Organização de Eventos, estão a organizar a Festa de Halloween. A Festa terá lugar no dia 28 de outubro (sexta-feira), pelas 21:00h, nas novas instalações da escola.

Nessa noite haverá muita música, um desfile de máscaras, concursos, teatros e muita animação.

Convida a tua família e amigos, adere a esta ideia, aparece com a tua máscara de halloween e traz a tua abóbora personalizada.

**Concursos:**

- A Melhor Abóbora
- A Melhor Máscara

**Programa:**

- Abertura e início da Festa
- Dança Thriller (Michael Jackson)- Realizada pelos alunos do curso de Animação Sócio cultural.
- Teatro/sketch humorístico realizado pelos professores
- Concerto musical realizado pelos alunos do curso de Instrumentista
- Desfile de mascarados
- Eleição e entrega dos prémios ao vencedor dos concursos A Melhor Abóbora e A Melhor Máscara
- Encerramento com HallowBreak (doces e bebidas confeccionados pelo curso de Padeiro/Pasteleiro)

A comunidade educativa agradece a tua participação. Não fates!

185 vão participar Ver todos

- Rita Marques
- Vanessa Marques
- Daniela Almeida
- João Mário
- Ana Beatriz
- Ana Paula
- Márcia Almeida



## MAIN STEPS:



Choosing the background of the posters.



Working on the information to write on the posters.



Deciding on the best spots to hang the posters.



Distributing the posters around school.



Making a Facebook page.



Writing a text to be read in classes.



Read the text in classes.



Writing SMS to students and parents

## ANNEX 5

### Halloween Parade and contest

28th October 2011

#### Registration form

Name	Nr.	Class	Type of costume

## ANNEX 6

### Halloween Party Presentation



Good evening to this lovely audience and to all the ghosts, mummies, zombies, vampires and witches that will join us tonight.



How are you feeling? Frightened? (ahahahah) Are you ready to celebrate Halloween and to have the scariest night of your lives?



We are the most frightening ghosts but we have a tasty programme for you



Let's start with a group full of talent: the instrumental class.  
(music – 10min)



Fantastic group, aren't they?



Let's now move your skeleton watching a dance performed by the Socialcultural course. Let the music play: "Thriller" by Michael Jackson.  
(time – 4min)



That was a thrilling dance! Are you enjoying the show?



Now, it's time for the costume contest. But before we start the parade, let's introduce our .....mmmmmmmm, tasty ..... jury!!!



Adília Cruz (?), the school head teacher.



José Alberto, representative of the school auxiliary staff.



Valdemar Duarte, representative of the parents' association.



Sónia Moreira, representative of the students and a member of the school pedagogical council.



Isaura Ventura, from the Languages Department.



A round of applause to our jury! Brooms ready????, Let the parade begin!!

(The contest starts)



Now, for a second time.... For a better look at the costumes ....



Wow! The jury will have a tough job! It's a difficult decision to make ....



Who will take the Halloween prizes home? Let's give the jury some time to decide!



You can have some Halloween drinks and sweets during the break.

(10minutes break)



Now it's time for the verdict of our jury. The winners will be announced

(the jury has 3 envelopes )



The 3<sup>rd</sup> place goes to number ????. Congratulations! The prize will be handed out by Sónia Moreira.



The 2<sup>nd</sup> place goes to nr .....? Teacher Isaura Ventura will give the prize.



And finally, the winner is ..... Nr... nr.... Nr.....



The school Director will give the prize.



Thank you everyone for your presence. We hope you have enjoyed it. See you next year!

## ANNEX 7

Halloween is coming!



*Let's celebrate it on the 28<sup>th</sup> October.*

*Our school will be stormed by witches, ghosts, vampires and  
other creatures.*

*We invite you to come, have fun and participate in the  
parade with your costume.*

*Try to survive!*





## ANNEX 8

### *Halloween Certificate*



## ANNEX 9

### HALLOWEEN" EVALUATION

O questionário é anónimo e as suas respostas confidenciais.

A sua colaboração é imprescindível para a concretização deste trabalho.

<b>Sexo</b>	<input type="checkbox"/> Feminino	<input type="checkbox"/> Masculino
<b>Idade</b>		
<b>Frequenta a Escola</b>	<input type="checkbox"/> Sim	<input type="checkbox"/> Não
<b>Ano de escolaridade</b>		
<b>Reside no Concelho de Arouca?</b>	<input type="checkbox"/> Sim	<input type="checkbox"/> Não
	Se respondeu "Sim", por favor indique a sua freguesia:	Se respondeu "Não", por favor indique a sua localidade:
	<input type="text"/>	<input type="text"/>
<b>Como tomou conhecimento desta festa?</b>		
<b>Qual o principal motivo da sua visita?</b>		
<b>Relativamente à festa indique o seu grau de satisfação</b>	<input type="checkbox"/> 1	<input type="checkbox"/> 2
	<input type="checkbox"/> 3	<input type="checkbox"/> 4
	<input type="checkbox"/> 5	<input type="checkbox"/> 6
	<input type="checkbox"/> 7	<input type="checkbox"/> 8
	<input type="checkbox"/> 9	<input type="checkbox"/> 10
<b>A divulgação da festa foi:</b>	<input type="checkbox"/> Ineficaz	<input type="checkbox"/> Eficaz
	<input type="checkbox"/> Muito Eficaz	
<b>O espaço onde decorreu a festa?</b>	Inadequado <input type="checkbox"/>	Adequado <input type="checkbox"/>
<b>Classifique de 1 a 10 o grau de satisfação em relação à organização da festa</b>		
<b>Voltaria a visitar a Festa de Halloween numa próxima</b>	<input type="checkbox"/> Sim	<input type="checkbox"/> Não

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**edição?**

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**O que mais lhe  
agradou na festa?**

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**O que menos lhe  
agradou na festa?**

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**Opiniões e sugestões:**

**Obrigado pela sua colaboração.**

## ANNEX 10

# Halloween Glossary

## Decoration of the venue



 Bat

 Black cat

 Bones

 Burial

 Candles

 Chapel

 Church

 Coffin

 Costume

 Cross

 Crucifixes

 Dead

 Decoration


 Devil

 Flowers

 Funeral

 Ghost

 Grave

 Gravedigger

 Graveyard

 Halloween

 Haunted House

 Land Monster

 Moon

 Mummy

 Pumpkin

 Scenario

 Scream

 Skeleton

 Skull

 Spider

 Spider Web

 Spirit

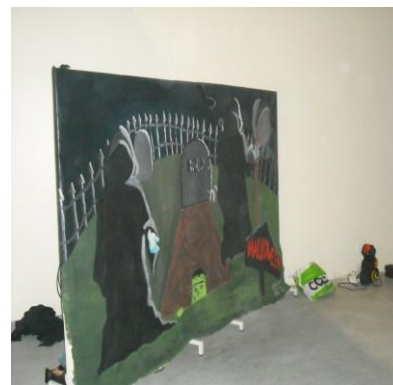
 Tomb

 Tombstone

 Vampire

 Witch

 Zombie



## PROMOTION













- 🍷 Marketing
- 🍷 Posters
- 🍷 Radio
- 🍷 Facebook
- 🍷 Internet
- 🍷 Leaflets;
- 🍷 School web page
- 🍷 Announcement
- 🍷 Advertising
- 🍷 Innovation
- 🍷 Creativity
- 🍷 Information
- 🍷 Promotion
- 🍷 Invention
- 🍷 Original
- 🍷 Slogan
- 🍷 Target Audience
- 🍷 Persuasion
- 🍷 Stimulus
- 🍷 Influence
- 🍷 Imaginative
- 🍷 Inspiration





## OTHER VOCABULARY

 Auditorium  
 Best pumpkin contest  
 Cakes  
 Candies  
 Certificate  
 Chairs  
 Cleaning  
 Clothes  
 Cooperation  
 Coordination  
 Costume  
 Dance  
 Drinks  
 Envelops  
 Identification cards  
 Inscriptions  
 Invitation  
 Jury  
 Music show  
 Objectives  
 Organization  
 Parade  
 Participants  
 Participants list  
 Participation  
 Presentation  
 Prizes  
 Programme

 Promotion of the event  
 Questionnaire of evaluation  
 Recipes  
 Red carpet  
 Registration  
 Staff clothes  
 Tables  
 Timetable  
 Venue  
 Visitors  
 Votes  
 Winners  
