Activation plan on one page

One page: what should change, the idea, the stations, the day, the crew, the money, and what happens after.

1. Activation brief One page everyone signs before anyone has an idea: who it is for, what should change, and the limits.	
2. Idea sheet One named idea on one page, so a manager can say yes or no in five minutes.	
3. Station sheet One sheet for each game or station, so any facilitator can run it the same way every round.	
4. Rotation plan Who plays where, and when, so every team visits every station and nobody waits.	
5. Run of show The whole day, minute by minute, on one page that every crew member carries.	
6. Crew and roles Who does what on the day, where they stand, and who they call.	
7. Production brief What each supplier builds, delivers and removes, written so that two suppliers would quote the same thing.	
8. Budget sheet What the day costs, split so you can see what is built once and what is paid each day.	
9. Site and safety check A walk through the site with a list, before the day and again on the morning.	
10. Communication plan What people hear before, during and after, so the day starts before the day and lasts after it.	
11. Debrief and recap What the teams agreed, what people said, and one page for management within a week.	

Take it to the person who approves.

Activation plan on one page

Worked example

The example is made up, to show a filled template: a delivery company marking its tenth anniversary. Replace it with your own.

1. Activation brief	The occasion and the date: Our tenth anniversary. Thursday 14 January, head office, 10:00 to 15:00. What should people do differently afterwards: Dispatch and customer care call each other before a delivery is late, not after.
2. Idea sheet	The name of the idea: Ten years, one route The idea in one line: Our ten years, run as one delivery route: five stops, and every stop needs the whole team.
3. Station sheet	The station in one line: Load the van: a team loads forty boxes in the right order while one member may only point. What it builds: Clear handover. The team only wins if instructions pass cleanly.
4. Rotation plan	Teams and people: Ten teams of sixteen. Each team has a colour and a number. Stations: Five stations, two teams at each.
5. Run of show	Line 1: 07:00 · Crew arrives. Stations built and tested. · All stations · Production lead · Checklist signed Line 2: 09:30 · Crew briefing and radio check · Stage · Lead facilitator
6. Crew and roles	Person 1: Lead facilitator · Briefs each team, runs the game and calls the result · 07:30 Person 2: Marshal · Meets the team, keeps the rules and the safety, resets the station · 07:30
7. Production brief	Item 1: Start arch · 4 m wide, 3 m high, printed fabric on a frame · 1 · Rent · Day before, 16:00 Item 2: Numbered boxes · 40 × 30 × 30 cm, printed card · 80 · Build · Two days before
8. Budget sheet	Line 1: Station sets and props · Built or bought once Line 2: Sound, screens, shade · Rented for each day
9. Site and safety check	The ground at every station is flat, dry and clear: Yes Power reaches every station that needs it, with cables covered: To fix · Facilities: second socket at station four, by Tuesday
10. Communication plan	Teaser: Three weeks before · A route map appears at the entrance with one stop lit. No explanation. · Screens, entrance · Internal communication Invitation: Two weeks before · The invitation: the date, the hours, what to wear, and that every team is mixed. · Email, managers · People and Culture
11. Debrief and recap	What happened in the games?: We lost time whenever one person held information and waited to be asked. Why did it happen?: Nobody checked that the next person had understood.