

EVENT PLANNING GUIDE

This guide is designed for the planning of medium to large events in the community. Use judgement in the application of the recommended planning strategies so that it suits your event. This guide focuses on the issues that can improve the quality and safety of public events. These issues include:

- the identification and involvement of key stakeholders
- planning processes
- management of promotion and media strategies
- entertainment considerations
- medical care and crowd control.

The Event Management Plan

Developing an event management plan will assist you in your planning and in ensure that all important aspects of managing an event are accounted for. A plan is also a good marketing tool when you are seeking support from relevant stakeholders i.e. potential sponsor, local businesses, council, police and so on. For more advice on event planning contact your local council.

Event Details

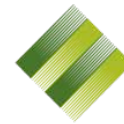
It is important to provide clear and accurate information about the nature of the event. Include all relevant site and timing information. Put a budget together.

Event Manager

The event manager is the person responsible for the overall organisation of the event. Information about the event manager and contact details will need to be updated and accurate before, during and after the event.

Description of the Event

Ensure that as many details as possible are included so that anyone reading this plan will be able to easily understand the nature of the event. Provide a brief outline of the event's attractions. Include sufficient detail to ensure that the stakeholders are aware of the entertainment, main attractions, key times and locations.



Your Target Market

What is your target market? Who are the most likely people to attend your event? How will you advertise so that your message reaches them? This information will influence a range of factors in the planning of the event. Will you sell alcohol? Will you have child friendly activities?

Police Contact

For larger events, event managers are encouraged to contact the duty officer at the relevant police station. Consultation well before the event will allow the police to plan their rosters taking into account your event. Consultation throughout the development of your event plan will also provide the police the opportunity to work with you to head off any potential problems such as crowd and traffic control, possible anti-social behaviour, supervision of the event and the surrounding neighbourhood.

The Police will likely be specifically interested in the following details:

- event venue details
- direct contact number for the Event Manager
- name and contact number of any contracted security personnel
- emergency services provisions
- emergency and evacuation procedures
- details of road closures.

See below for an example form of an event planning document, and your event management checklist.

EVENT PLANNING DOCUMENT (EXAMPLE)

Name of event:	Family Fun Day at the Park
Date/time/location:	
Type of event:	Family fun day at the park
Purpose of event:	Celebrate the area/community/raise funds for ?
Event manager:	
Budget manager	
Marketing manager	
Site Manager	
Other roles	
Number of attendees	2000
VIPs	Mayor, MP, Local hero
Performers	Local youth band, young singer, clown, Muppets
Speakers	
Master of Ceremonies	
Other key people	
Sponsors	\$5000
Expense estimate (attach proposed budget):	\$7,000
Income estimate: Number of registrations __ ticket price = __\$7500__	\$7500 - family pass - \$15, Adults \$10, Kids, seniors \$5
Other income - stall holders, merchandise etc.	
Estimated net cost:	\$7000
Additional funds: Auctions, raffle	\$2500
Objectives	<ol style="list-style-type: none"> 1. To raise the profile of the community, 2. To cover all costs and raise funds to give back to St Johns Ambulance, 3. To gather a pool of people who will volunteer to help and then be available in future. 4. To create an opportunity for people to enjoy creativity with their children in a family friendly setting.
Strategic fit:	Fits the look and feel of the local community. Creating awareness and community cohesiveness.
Target audience:	Community members and their families.
Audience benefits:	People will enjoy the family friendly event within their own community. Some people

	will meet their neighbours for the first time.
Stakeholder recognition (gifts, acknowledgment etc.):	
Fundraising goal:	\$5000
Collect evaluation survey	High school students as people begin to leave.
Post event follow up:	Personal thank you letters to all sponsors and supporters. A afternoon tea for the whole event crew and any volunteers 3 weeks after where the results will be announced. Follow up editorial in the local paper.
Challenges:	Recruiting enough volunteers. Getting funding and support from sponsors.



EVENT MANAGEMENT CHECKLIST

ITEM	ACTION REQUIRED	RESPONSIBILITY	BUDGET	DEADLINE	COMPLETED
SIGNAGE					
Production					
Quantity					
Placement / removal					
Storage					
SECURITY					
TICKETING					
Branding					
Quantity					
Staff					
Outlets					
AWARDS					
Trophies, certificates					
TECHNICAL					
Power source					
TV/Videos					
Internet access					
PA System					
Music					
Audio visual equipment					
SERVICES					
Venue operations					
Staff/Volunteers					
Catering					

ITEM	ACTION REQUIRED	RESPONSIBILITY	BUDGET	DEADLINE	COMPLETED
Cleaning					
Toilets					
Water					
First Aid					
HOSPITALITY					
Sponsors					
Media					
VIPs					
Location					
Set up and removal					
Catering; food, drinks etc.					
Passes; parking etc.					
MEDIA					
Media/Press kits; media release					
Event tickets					
Media facilities/ Interview area					
MERCHANDISING					
Sales; pricing					
Displays; advertising; signs					
Licenses					
COMMUNICATIONS					
Sponsor					
General public					
Lost property/people					
Advertising; PR					
Programmes					
LEGAL					
Contracts					
Licensees					
Local Council					

ITEM	ACTION REQUIRED	RESPONSIBILITY	BUDGET	DEADLINE	COMPLETED
approvals					
Venue approvals					
Contingency					
Health & Safety Plan					