

EVENT

PLANNER GUIDE

— By Lauren Penny —

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There are many factors and areas to consider, therefore it's necessary to gather all information to ensure it is successful. If you're an event planner, a business or organisation looking to organise an event it is necessary to prepare a detailed event plan to reduce stress. The event planning process can prevent delays or problems encountered before, during and after the event.

Planning a workshop, conference, seminar or sport event this guide is useful to outline key areas and get you started. The concept of organising events can be similar but success is assured when you introduce variations and tailor an event specifically to the organiser's requirements. This guide provides general points to achieve an event of which you, your team, your business, the organization and participants all label "A Success"

EVENT CONCEPT

As an events manager, it's important to create and include the concept of the event in the event plan. This pertains to the reason and purpose of the event. A detailed outline of the events visions and goals assists the team to understand who the event will serve, why it is being held and will act as a guide for decisions during the planning and implementation phase.

It's important to explore the fundamentals whether you're running the event in-house or working with an event organiser, explore the fundamentals and in collaboration determine the most suitable venue that will make the event stand out and be memorable.

To create your event, below are some questions to explore in the concept phase:

- Why is the event taking place?
 - Why does the event exist?
 - What is the event vision?
 - What is the events purpose?
 - Who will the event serve?
 - What are the goals of the event?
 - What is the culture and feel of the event?
 - How is the company brand and goals aligned to the event?
- How does the budget support the event delivery in terms of services & products?
- Ask yourself and your team; if your participants were to say three words after attending your event, what would they be?



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ACTIVITY 1 – EVENT CONCEPT

I invite you to complete the Activity Event Concept. You can work through the questionnaire, allow yourself 10 mins of uninterrupted time to create & visualise the event.

Why the event is taking place
Outline the vision and goals
What is the event type?
(Cocktail party, Brunch, VIP event, Sport Event, Fun Family Day)
Who will the event serve – the target attendee?
- Appropriate time frame (Lunch hour? After work? Weekends?) - What is the value for the attendee? Bbenefits of attending
How to Differentiate your business – Stand out in the crowd
If your participants were to say three words after attending your event – what would they be?

The above can set the environment and is fundamental to the events direction, success and the community it serves.

PROPOSED BUDGET FOR THE EVENT

The budget for the event and other financial matters must be set out properly to avoid any problem regarding the event fees, income streams or operational costs.

The careful budgeting planning process is to identify the cash in-flow and out-flow to keep track of the expenses requirement before the event takes place.

A strong budget forecast is crucial to avoid shortfall or over pricing of materials needed for the event.



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LOCATION AND EVENT AGENDA

Location is important as is the event date! Avoid any conflict with other events in the vicinity which could attract the same audience thereby reducing the success of your event.

The venue booking is important to secure months in advance and where possible in line with cancellation milestones and event purchase take up such as 'early bird special' so that you can minimize the risk should the event be cancelled.

The event program is an important action to form the framework of the event. Staff planning, types of awards, trophies, key timeframes, MC and speakers organised as a priority to ensure a smooth release and agenda flow of the event.

Operational planning such as the event run sheet, event bump in and bump out are also important to the event planning stages. Identifying the venue and event agenda will enable the launch & marketing strategies to flow.

LOCAL GOVERNMENT REQUIREMENTS

The following suggestions are effective to create problem free event management.

Event organisers need to contact their local, regional council or government regarding the event to avoid any violations with permits, procedures and safety. If you're not sure, there are support hot lines with council who assist to guide you with event requirements and cover which local government approvals and permits are to be obtained. Failure to follow permit requirements can be detrimental to the event, the participants and the reputation of the organizing parties if certain permits are not obtained.

Other permits may also be required to cover the food permits and noise restrictions, especially if hosting an event outside and bringing external suppliers to the venue.

RISK MANAGEMENT

Safety is a high priority and it's important to conduct a risk assessment of your event and ensure the team is prepared to handle emergency situations in case an accident or mishap occurs. It is important to think first of the safety of the attendees before anything else.

SPONSORSHIP AND PARTNERS

Finding a sponsor can be tricky and a timely process however with the right sponsors they can help you reach the success by means of financial support, providing in-kind support such as equipment, give-aways, products or services to promote the event.

It is good to establish relationships with sponsors who are loyal, in-line with your business values and credible partners. The pressure and financial risk of conducting an event can be reduced by attracting supporting sponsors and partners. When seeking sponsorships it is important to prepare & communicate what is the 'value' to your proposed sponsor? As the event manager, your role is to facilitate the connection between the buyers and sellers. Provide the value to your sponsors.

ACTIVITY 2 – SPONSORSHIP & PARTNERSHIPS

Please now spend 10 minutes to brainstorm on the 2 questions below.

Identify potential sponsors (Cash OR in-kind)

Benefits of Sponsorship to you and the sponsor

WEB AND PARTICIPANT REGISTRATION

The internet is useful in searching and securing an appropriate "participant registration system" which will improve the events efficiency and registration bookings

Using a software package, you are assured the registration for each participant is completed in a precise manner and reduced room for error compared to managing spreadsheets manually. The hectic and time intensive days of team registrations are over, you now have an advantage to source software that is appropriate for your event.

MARKETING AND PR

Marketing is an essential factor to the organising of an event and ensuring the right message is received by the right people, to be aware of the event and register.

A marketing plan is beneficial to create a branding theme, including basic texts, logo and colours to ensure there is consistency in collateral.

If you want to make the event known to the public, you can create social media accounts such as Facebook, Twitter and Instagram. Also, conducting public relations can contribute to the success of the event. When it comes to PR, both local print and broadcast advertising are essential keys to make the event known. Posters and flyers will also add to a great audience for the event.

You will want to factor your offline and online marketing plan and ensure that across all mediums there is consistency with message, look and theme of the event.

EQUIPMENT

All events will require a detailed list of the equipment to be used prior and on the event day.

You may need to factor in hiring time for certain equipment and service providers. Items such as marquees, power supply, AV equipment, music, speakers through to numerous smaller items such as tables and chairs etc. You may also consider service providers such as photography and videographer to really take your event to the next level.

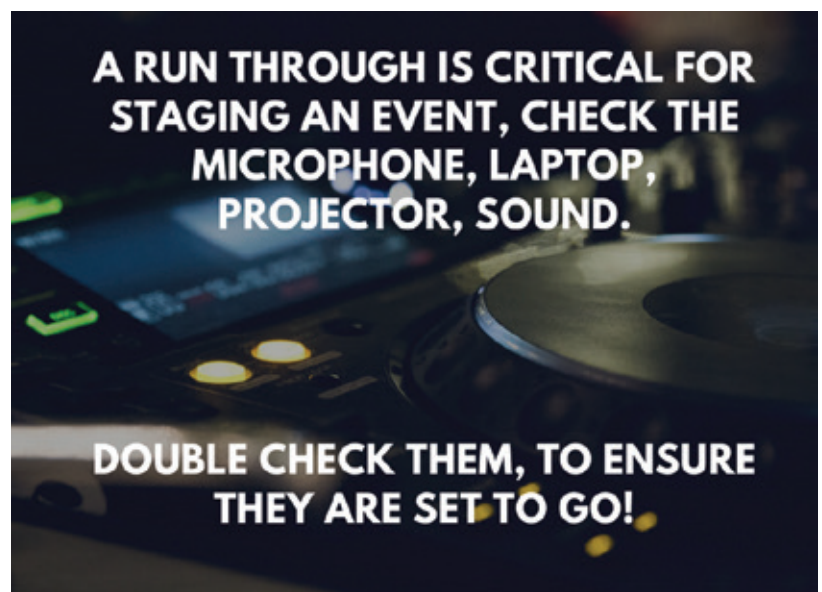
FOOD AND BEVERAGES

An event is not complete without food and beverages. Every event should have sufficient supply of food and beverage to cater to the style of the venue, the target audience and type of event. Working closely with the venue will assist to cater for the correct number of attendees and ensure you confirm the final booking numbers, which is crucial to success.

Overspending on catering eats into profits but under-spending on catering effects your reputation!

BRIEF STAFF

The staff is absolutely critical to the event, it is vital you brief the staff on matters of venue layout, equipment, emergency process, responsibilities, positions, shift times, uniforms and break times. Where possible, recruit the same reliable staff for repeat events as this will boost effectiveness, operation and engagement of your workforce staff. If you are the events organiser it is imperative to choose flexible, competent, and reliable staff so as to ensure a professional and enjoyable outcome.



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ACTIVITY 3 - STAFF

Take the time to complete the below and inform your staff prior and on event day

Uniform – What to wear	
Parking and Transport Information	
Shift Start and End Time	
Meal breaks	
Job Description	
Role Responsibility on the day	
Operation overview of the day	
Venue layout & facilities	
Supervisor details	
Emergency Process	

POST EVENT

It's important to de-brief, report on recommendations and close off, on the budget.

It is opportune to say "thank you" to staff, participants, VIPS, speakers and a message of gratitude to sponsors, suppliers and contractors. You may conduct a post event briefing bringing all stakeholders together to openly discuss what worked well and what areas can be improved. Encourage feedback maybe use of a questionnaire will prove beneficial. It is also critical to close off all invoices, expenses and event budget. Now is also time to update the website and social media channels used during your lead up.

An event plan like this is absolutely essential to every event you manage as it not only gives a clear picture of the event, but also an accurate plan to review the success of your next event!!

*All the best for your next event!
Lauren and the Team at Innerpulse*

If you require any assistance; welcome to call us on **0404 857 321**
to arrange a consultation or email us directly at **lauren@innerpulse.com.au**.

Innerpulse event management is based on experience delivering international major sporting events such as Olympics and Commonwealth Games, together with Human Resource Management for an international bank and Workforce – Volunteer Management for the Australian Government delivering the G20 Summit and running full scale sporting events and Corporate Functions.

At Innerpulse, we are event management specialists; we believe people are the 'pulse' behind any event. Let us help you bring yours to life. It's our vision that we strive to bridging an events vision and its delivery; through inspired event management solutions and a passionate workforce. We provide outsource event management solutions and facilitation programs for small business owners and not for profit professionals.

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