

Events Management Planning Toolkit

PRE-EVENT

Local Government:

- Inform the Shire of Shark Bay of event, dates and objectives of event
- Your event may need to be approved by the Shire of Shark Bay Council (this could take 1-2 months, so please factor this time in when informing the Shire of Shark Bay of your proposed event).

Other Considerations When Organising an Event:

Accessibility

- Transportation – will people travel long distances to your event?
Is there parking and easy access from mass transit?
- Is your location disability accessible/friendly?

Essential Services

- Notify Police, Ambulance Service and Fire Brigade

Budget

- Prepare an event budget and monitor your spending
- Apply for grant funding (Check dates of funding rounds to ensure you don't miss out on any available funds).

Event Agenda

- What is the goal of your event?
- Develop event timeline
- Book entertainment and MC if needed
- Collect written confirmation from entertainment or MC
- Submit deposit for their services if needed

Sponsorship

- Create sponsorship proposal
- Identify potential sponsors
- Deliver sponsorship packages and follow up within 1 week
- Use sponsor testimonials and always acknowledge sponsors

Marketing & Promotion

- Develop Marketing / Communication Plan
- Design promotional material, basic text, logo
- Build a website and optimise it for search engines
- Distribution of flyers/posters/email/brochures to community
- Submit event information to local events calendars and websites
- Submit a press release

Participant Registration and Invitations

- Build an online event registration form
- Host your online registration form on your website
- Determine what is included in the cost of registration (event t-shirt, pre-event dinner, etc)
- Deliver an email announcement to your past participants with link to your online registration form

Contractors

- Order equipment e.g. stage, lighting, PA system etc
- Book portable toilets, fireworks, marquee, generators
- Book and confirm all contractors in writing
- Check insurance – public liability, staff, volunteers etc

Risk Management

- Develop a risk management plan for the event
- Obtain relevant insurance and send copy to Council if required
- Contingency Plans – wet weather, low attendance
- Book first aid officers
- Conduct risk assessment involving all key stakeholders

Security Plan

- Book Security & two way radios
- Crowd control
- Cash security

Cleaning and Maintenance Plan

- Book toilet cleaners and extra paper if appropriate
- Clean up venue/mow lawn/clear area of debris

Other

- Organise volunteers and staff
- Prepare scripts or run sheets for ceremonies
- Organise awards/trophies/certificates & decorations

ON THE DAY

- Gather staff for full briefing
- Organise volunteer registration area & entertainers area
- Circulate contact list with mobile numbers to all staff / volunteers
- Review chain of command in case of emergency

AFTER THE EVENT

- Removal of all equipment and rubbish
- Thank you letters to staff, volunteers, performers
- Thank you presentation to sponsors
- Evaluation / debrief with key stakeholders
- Close off budget

Hold a de-brief session to look at ways of improving the event