

Event Management Kit

Brighton Alive

2021

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The Sub Committee

Forming a Sub Committee and Gathering Support

The success of any event hinges on a strong group of people who are dedicated to making the event as memorable as possible – the Sub Committee.

Some tips for forming a subcommittee and gathering support.

- Think about what type of skills and talents you will require from the group and surround yourself with these people. Ideally a combination of the following skills would be useful:
 - Leadership/ Management
 - Administration
 - Attention to detail – small picture thinker
 - Vision and Ideas – big picture thinker
 - Networker
 - People who are happy to follow direction
- Cast your net wide, don't only speak to your group, talk to others who you think may be interested in assisting your or they may know somebody else who would be interested, don't forget the Brighton Alive Network.
- Be enthusiastic, if you're not enthusiastic how can you expect others to be.
- Think about any untapped resources in the community – is there any event management students – check with employment services providers to find people who are willing to work on the event as part of a work placement, an assignment or to volunteer.
- Remember to include the Brighton Council's Council Services Officer who may be able to help with a number of important issues, including distribution of information, Council forms etc.
- Talk to your networks. Start thinking about other organisations in your area who have a reputation for holding great events. Connect with them, ask them if they would like to be part of a subcommittee, if they don't have time to assist with the event they may agree to act as a sounding board or have some valuable tips for you.
- Apply to Volunteering Tasmania. There may be a volunteer who has skills in event management or who could provide administrative support for the event.
- Contact local service organisations such as Lions or Rotary to see if they would join the subcommittee.

Sub Committee Guidelines

It is important that the Sub Committee have some clear guidelines. Some suggested inclusions are:

- Who the Lead person of the Sub Committee is.
- Reporting mechanisms – who the Sub Committee reports to, how they report, how often they report.
- Minutes – the group must keep accurate minutes of each meeting, action minutes are suggested.
- Budget – how much is allocated to spend on the event.

Goals and Objectives

Once you've formed your sub-committee, you will need to start thinking about the goals and objectives of the event. To determine the goals you need to do some 'big picture' thinking. Some useful questions, which will bring clarity to this process, are:

- **The Purpose** – why are you holding the event? What do you hope to achieve? How does this link into your program funding?
- **Target Group** – who are you trying to reach and why? Double check that this links with the purpose above.

You may come up with more than one goal, however it is not wise to have too many goals; two to three would be adequate.

Objectives will automatically flow from the goal; you may have several objectives from each goal. Some useful questions to clarify what your objectives should be are:

- **How are you going to achieve the goal?**
- **What's your strategy?**

Brainstorm your objectives; make them specific, measurable, relevant and achievable in your timeframe.

EXAMPLE

Goal

1. To raise awareness of Mental Health Services in the Brighton Area.

Objective

1. To have 100 people attend the event.
2. To develop an information card about Mental Health Services in the area.
3. To get people thinking and talking about their own mental health.

Once you have developed your goals and objectives these will form the basis of your Sub Committee Guidelines.

Human Resources

Without the contribution of many people, your event would not be successful or even possible in some cases. When recruiting people with the desired skills and personal qualities, it is important to clearly define roles and responsibilities so that potential workers can be matched with appropriate duties. It is also worthwhile thinking ahead and matching an experienced person with someone 'who can learn the ropes', as a way of expanding the knowledge base and helping with succession planning for future events.

Likely roles required at events include:

- Publicity and promotions
- Catering co-ordinator
- Performers and staging

- Safety and emergency services
- Admission and ticketing
- Information services
- Car parking
- Administration
- Crowd control/ monitoring

Timing

The timing of your event can be crucial to its success. It is important to find out when other events are being held in the Brighton area so that your event does not suffer from poor attendance. Check out the Brighton Area Events Calendar on the Brighton Alive webpage for help with this before setting a date.

Consideration also needs to be given to the time of day your event will be run. This must fit with your target audience. For example, you wouldn't start a family event at 9pm. Also, be mindful of the length of the event as this can impact significantly on costs and participation of stakeholders as well as attendees.

Budget

[see attachment](#)

Formulate your budget early, make sure to include every conceivable item. It is very important to be as accurate as possible when developing your budget and essential that you are 'in the black' at the completion of the event, unless otherwise agreed upon.

Some of the line items you may need to include are:

- Venue hire
- Entertainment
- Equipment hire
- Administrative support
- Media
- Marketing and promotion
- Signage
- Permit fees
- Traffic management fees
- First Aid
- Food and Beverage
- Insurance
- Photographer
- Postage
- Security
- Consumables such a cleaning goods/ toilet paper

Funding Opportunities

Brighton Council have a funding round to help with events in the area, funding applications close in March each year with successful applicants notified in August.

Mental Health Events can usually attract some funding for events held during Mental Health Week (Oct each year). Contact Mental Health Council for details.

Don't forget to seek help from other organisations working in the same sector as you, some may have some funding that can be used towards events.

Sponsorship/Partnership

Sponsorship can contribute to the success of your event. Seeking sponsorship from businesses and organisations can be time consuming and frustrating if you are not strategic in your approach. It pays to short list potential sponsors, and then researching their priorities and guidelines for sponsorship in advance this way you can align your approach and submission. Remember for a relationship to flourish it needs to be a two way exchange.

You need to ensure that you convey an image of a well-managed, well-structured community organisation that operates in a professional way, therefore you need to consider:

- Delegating two people from the Sub-committee who can represent and discuss the sponsorship opportunity in a concise and informative manner.
- The tone of the initial correspondence.
- The tone of the follow up call – this should be one week after initial contact.

The initial contact with a company is exceptionally important and it is important to have the right person for the job.

Things you might offer as part of sponsorship

- Logo inserted on all promotional material
- Logo and link on website
- A feature article in your newsletter
- Included in article in Brighton News

It's not just money that is needed

You may also like to approach companies/ organisations for 'in kind' support. Some examples of 'in kind' support are:

- Printing Companies – to print fliers, raffle tickets
- Venue – waiver of hire fees
- Supermarket – donation of food items
- Equipment Hire – waiver of hire fees
- Other organisations – volunteers, use of equipment such as tables, chairs, BBQ.

- Local politicians should be considered for help with printing needs.

Location Selection

see attachment

Correct venue selection is a critical success factor for any event and selection needs to consider the target audience. Some things you may need consider when choosing a venue include:

- Indoor / outdoor requirements
- Location and travel to get there (are there buses)
- Car parking
- Sun/ wind/ rain protection
- High visibility to attract passing traffic
- Cost of using the venue
- Services on site- power, water, toilets, lighting, shelter, kitchen
- Access for the disabled
- Vehicle access to site
- Site layout
- Wet weather options

A site map should be drafted for your event identifying the utilities and services in place and the items that you may need to make, borrow or purchase. Tick all the items below that are required for your event and add to Action List any items that you need to source. Brighton Council will need a copy of your site plan when you lodge your paperwork for event license, so make sure that the location meets their standards for facilities such as number of toilets, emergency coordination centre also needs to be shown on your site plan for Council.

Another consideration when looking at location selection is traffic management (this will also need to be submitted to Brighton Council).

Using a State Road

see attachment for application form

If you want to use a State Road for a public event, you will need approval from the Department of State Growth. Applications must be submitted a minimum of twenty eight days prior to the event. If the event requires full or partial closure of a road, you will need to apply first to the Tasmania Police. See below.

<http://www.police.tas.gov.au/services-online/permits-for-events/>

Road Closures for event

To arrange a road closure for an event to be held on a state highway, an application to the Commissioner of Police must be made. Written applications must be directed to the Commander of the nearest District police headquarters. There is no specific form to complete for a road closure, there is a cost however, and an application fee of \$39.26 plus necessary associated advertising costs (as at 1 July 2015).

Hot tip

Plan changes to roads early- you may be able to avoid advertising costs by using Brighton News instead of The Mercury.

Time Lines

It is essential for the events success to set realistic time lines and report against these at each sub-committee meeting so that everyone is aware of what still needs to be done.

Start this process by setting the date for your event and work back from this, the following six steps can be useful for visual people.

1. On a piece of butcher's paper, draw a line with the event date on one end and the date you commence planning at the other.
2. Mark the time line out in months, you may even like to mark it out in weeks as the event gets closer.
3. Write all the tasks that need to be completed on sticky notes.
4. Place the sticky notes on the butcher's paper at the appropriate month.
5. Highlight crucial times in the project with a different colour note – e.g. Date that you require sponsorship by.
6. Go through the tasks and allocate the person responsible for completing each task, this will form the basis of your Action Plan.

NOTE

Using the sticky notes gives you the flexibility of changing the priority of the tasks.

Action Plan

[see attachment](#)

The flow on from the time line is an Action Plan. Your Action Plan will give you a clear indication of;

- What tasks need to be performed
- By who
- By what date they need to be completed

This plan should be updated as you move closer to the event, ideally at each sub-committee meeting so that everyone is informed of the group's progress and can help each other with outstanding tasks.

It may seem like a lot of time is devoted to developing plans and timelines, however it is time well spent. By developing these tools you will be able to see when you will need more resources and also the type of skills you will need.

Managing an event can be time consuming, it's important to spread the workload within a group of people.

Using a colour code to highlight your tasks can make it easy to focus on what needs to be done NOW and can save time checking the whole document each time – see the attachment for example.

Risk Management

see attachment

Consider your event fully, what are the potential risks involved. Often insurers will need to know that you have conducted a risk assessment before insuring the event. It's not necessary to eliminate every risk; this is simply not possible however it's important to evaluate the risks before you proceed with your event.

Identify the risk and think about how you can reduce it. For example, do you have signs on-site indicating where to find toilets, water, first-aid posts, parking, security etc – the plan may be to audit existing signs and source any needed signs. It's all about thinking your plan through and developing strategies that will eliminate risk.

Music

Music is protected under copyright law, just like books, movies, articles and photos. Approval must be sought to play any music to third parties via a CD or video. Copyrighted music cannot be played without the permission from the copyright owner.

Movies

Movies are also protected under copyright law and approval must be sought to show to third parties.

Alcohol

If you intend selling or supplying alcohol at the event a liquor licence must be obtained from Liquor Licensing Tasmania. If alcohol is BYO to the event, the consent of Council and Tasmania Police may be required. Details of any Liquor Licence must be provided to Brighton Council and a 'wet area' defined on the site plan. Extra toilets, first aid and security may also be required. Compliance with the principals of responsible service of alcohol also apply.

Smoking

Most events are now smoke free including outdoor events such as V8 Supercars, Hobart Show and Football, so consideration should be made to smoking. Some things to consider are the law in relation to smoking and food service, your duty of care to stallholders and other staff at the event.

If you are holding a smoke free event, it is a good idea to allocate a designated smoking area with the appropriate signage.

Food sales

The *Food Act 2003* requires that all food businesses be registered with the local council. All proposed food outlet operators are required to be registered with council and their stall/van approved prior to the event.

Signage at the event

[see attachment](#)

Clear appropriate and strategically placed signage is essential to preventing congestion and makes attending the event a better experience for those attending. Suggested signs include:

- Parking
- Entrance/ Exit
- Toilets
- Water
- First Aid
- Information Centre
- Rules relating to alcohol consumption
- Lost and Found
- No Smoking

Raffles

[see attachment](#)

Authorisations to conduct minor gaming activities, including raffles are issued subject to the provisions of the *Gaming Control Act 1993* which is issued by the Tasmanian Gaming Commission. A permit is required, where the retail value of the prizes exceeds \$5000. You can find the rules for all raffles on the Tasmanian Gaming Commission website.

Insurance

[see attachment](#)

Public liability insurance is essential for all events with a minimum of \$10 million cover recommended. You may also need to ensure that there is adequate insurance cover for any volunteers.

All contractors, performers, food vendors and other suppliers at your event should supply you with a current certificate of currency prior to their participation at the event. Please note that a tax invoice is not a certificate of currency.

Emergency Management Plan

[see attachment](#)

This plan will outline your response in the event of an emergency. It should consider:

- Possible emergency interruptions
- Evacuation procedures
- Personnel responsible in emergencies and evacuations
- Emergency services meeting points
- Lines of communication in order of authority

It is important to identify and record details of local emergency services even if they are not necessarily attending the event. The Police, Ambulance and Fire services should be informed about the event either by letter or phone.

Traffic and Pedestrian Management

[see attachment](#)

If your event impacts on any road, public transport or the flow of local traffic, you will need to complete a traffic management plan and submit this to Council. Council can be contacted for guidance with the development of this plan. Some of the things you will need to consider are:

- Emergency vehicles
- Disabled persons
- General parking
- Overspill
- Buses
- Taxis
- Road closures

Gas cylinder safety

Portable pressurised gas cylinders must comply with AS1596-1989 AND AG601-1995 standards. They should be checked and approved prior to use. Whether being used for cooking or to inflate balloons all cylinders need to be secured.

First Aid

Access to first aid is an important consideration at every event. The number and type of first aid facilities required depends on the size and nature of the event. It is suggested that you contact St John Ambulance Service to discuss the options, you will find an Event Health Services Application Form on their website, note this is NOT confirmation that they will attend your event.

Ensure your first aid officers have a mobile phone to enable consultation with ambulance services, event organisers, security or police if needed. You will also need to provide a list of phone numbers for the above.

The first aid post should be clearly shown on the site plan and all handout material.

Brighton Council have a guide to how many first aiders, first aid posts and first aid rooms that may be needed, this can be found in their Event Management Plan Checklist and Guide attached.

Rides

While rides can be a major attraction and sometimes provide additional revenue for organisers, they also require careful monitoring and organisation. Check with all ride operators that they carry their own insurance for the ride and that they will set it up and monitor ride goers.

Minor rides are often offered to the public for free at the event organiser's expense. In this case, a flat fee is paid to the operator by the organiser at no cost to the public. Major rides can be subsidised by the organiser and offered to the public at a discounted price, or the ride operator can operate the ride at full cost and return a percentage or flat fee payment to the organiser for this opportunity. Operators must take full responsibility for

their rides. You should collect from them current copies of any necessary permits and insurance cover prior to confirming their booking.

Sun Smart

As the event organiser, you must protect the health of your event staff and patrons. To minimise exposure to UV rays, you might consider:

- Taking advantage of existing natural shade provided by buildings, trees and other structures and knowing where the shade will fall during the time of the event.
- Using portable shade structures where there is no shade.
- Locating some activities such as eating in areas that have shaded spots.
- Encouraging staff and patrons to wear sun protective clothing including sunglasses and hats
- Providing access to SPF 30 plus broad spectrum sunscreen for use at the event.

Water

If holding an event in the warmer months you should consider providing ready access to free drinking water. Clear directional signage must indicate where to locate water stations. Under the *Building Code of Australia*, event organisers must:

- Provide one drinking fountain or drinking tap for every 200 patrons or part thereof;
- Provide drinkable water that is freely available
- Provide signage to the water; and
- Place drinking taps in areas that do not form a bottleneck of patrons.

TasWater has available a Drinking Water Trailer that can be used at community events in southern Tasmania only.

The Drinking Water Trailer is a mobile source of drinking water. It has a 300 litre tank that is filled with water from TasWater and is fitted with three taps and bubblers that event patrons can fill cups or bottles from.

The Drinking Water Trailer is free to book for community events which align with TasWater community and sponsorship guidelines. Applications which meet these guidelines will be reviewed on a first come, first served basis. The water trailer is very popular at events, especially during the summer months.

Please book at least four weeks in advance of your event, longer if possible, to avoid disappointment.

Please note, availability of the water trailer is subject to the operational needs of TasWater and that bookings may be cancelled at short notice.

Go to the TasWater website to book online.

Making your Event Memorable

One of the key things to think about is establishing an identity. Think about a popular event and think about what their identity is – think Breast Cancer Awareness Week and

the colour pink comes to mind, all their events are themed around pink and that follows through to their promotional material.

No matter what your identity/ theme is, it is important to keep it consistent that includes fliers, banners, signs, letterhead and thank you cards to your volunteers.

Think about the future, if your event is a success you may want to make it an annual event, by creating a theme now you will make it easily recognisable to your guests in the future.

Start to take notice of local events. What themes are they using can you adapt something that has been successful in the past or maybe get a group of creative people together for a brainstorming session to come up with some ideas.

Event Marketing Plan

[see attachment](#)

It pays to plan and after all the work of organising an event you want people to come along so really an event marketing plan is a must do. The plan will detail how you will promote your event. This is about how the public will hear about your event. It should detail all the promotional opportunities that you will be using and should include who is responsible for each promotional activity or item and the proposed date for completion.

If you want to advertise a public event by placing a temporary sign in the State Road Reservation you will require approval from the Department of State Growth. This must be received a minimum of 21 days before you want to display the sign see attached application form.

Feedback from a recent event indicated that 1/3 of attendees found out about the event through School newsletters, 1/3 from word of mouth and close to 1/3 through social media.

It is important to ensure that any commitments made to sponsors regarding advertising and promotion is incorporated into your marketing plans.

Program Schedule/ Run Sheet

[see attachment](#)

Another important planning tool is the running sheet that sets out when things take place on the day of the event. This should include items such as set up or equipment, arrival of VIP's, demonstrations, time of lucky door prize etc. the smooth running of an event is dependent upon the people involved knowing what, where and when activities are occurring. Running sheets are critical to ensure that everyone is aware of what is happening and whose responsibility it is to make it happen.

Event Master of Ceremonies

No matter if your event is going to be large or small, it is worth considering an Event Master of Ceremonies. The role of any master of ceremonies is to keep everything on track, from announcing raffle winners to promoting a stall. Some form of speaker will be needed to inform visitors to your event. This role is also important for any emergency situation that may arise, so make sure that the person has a list of phone numbers for any possible emergency and a phone at hand, should it be needed.

Brighton Council Paperwork [see attachment](#)

The required paperwork for Brighton Council can be found on their website – Event Management Plan Checklist and Guide and Place of Assemble – Specific Event. These should be printed off and read prior to your visit to Council to ensure you have all the paperwork required for lodgement. You should also check on the application fee at time of making your appointment.

NOTE

Council is happy to help you with the required paperwork.

Postponing or Cancelling the Event

In the unfortunate circumstance that your event has to be postponed or cancelled, ensure that you undertake the following:

- Notify the media such as radio and television stations as well as local schools and of course all stall holders.
- Place signage at the event indicating that the event is cancelled/ postponed.
- Ensure you fulfil all agreements such as payment of performer fees as outlined in your contracts.

Remember that if an electrical storm is forecast or takes place at the time of your outdoor event, it is extremely dangerous for anyone to continue to be outside. Under your duty of care, it is advised that the event be cancelled or postponed.

Evaluation [see attachment](#)

A thorough assessment to measure whether you have achieved the event's purpose should be undertaken including feedback from all those attending including stallholders. Aspects of the event that are successful need to be documented along with areas that need greater work. The questions asked should determine the success of your event's aims and objectives. These could include:

- Overall satisfaction or enjoyment of the event.
- Any suggestions for improving the event.

Other questions should relate to the actual staging of the event. These could include:

- How did you find out about this event?

- How do you think we could improve promotion/ event?
- Please rate the catering/ food for this event?
- Name your favourite activity at the event?

Feedback methods need to be quick and easy for participants to access and answer. They also need to be measurable and useful for event organisers.

Debriefing

After your event is over, you will need to organise a debriefing to review all aspects of the experience.

Debriefing is a process whereby the event stakeholders have the opportunity to discuss what worked, what didn't, why it didn't work and how it could be improved.

Some points to discuss in event debrief:

- List what you thought was successful or worked well in the area you were responsible for;
- List what you thought was not successful or did not work well in the area you were responsible for;
- List your recommendations for the area you were responsible for;
- List your recommendations for the whole event.

Showing appreciation

It is important to acknowledge the hard work of all those involved in your event. Regardless of the extent of their contribution, it is essential to let staff and volunteers know that their efforts are appreciated. It is a good idea to plan an informal gathering to give people the opportunity to talk about the event in a social setting, and in turn give you the opportunity to facilitate a feedback forum. Don't forget to budget for some catering at your thank you as a sign of your appreciation.

If you have obtained grants or sponsorship for your event, don't forget to send out a letter or certificate of appreciation with some event photos.

Other helpful hints for the day

- ✓ **Be on time.** Get to your event venue early to ensure all aspects of the event are running on-time and according to plan.
- ✓ **Carry your contact list.** Make sure you have your contacts' list of all staff and external authorities handy.

- ✓ **Be well briefed.** Make sure you and your staff are available to answer any queries that may arise before or during the event.
- ✓ **Check logistics.** Ensure you have all your logistical requirements and equipment at the ready or with the people delegated to operate or manage them.
- ✓ **Relax and enjoy the day.** This should be fun for you too.