

EVENT PLANNER GUIDE

**A guide to getting you started on planning
your FReeZA event**

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Introduction

The purpose of the Event Planner Guide is to support your FReeZA committee in the planning phase of their FReeZA event. By following this guide you can be assured your FReeZA committee will develop basic event management skills and have a greater sense of ownership over the event. This booklet can be used as a guide to provide direction to your FReeZA events. It is best used in conjunction with the FReeZA 2013 – 2015 Guidelines and Conditions of Service Delivery. Good luck and enjoy planning your next FReeZA event.

FReeZA Guidelines

What is FReeZA

FReeZA is an innovative youth development program that enables people aged 12 - 25 to enjoy fully supervised drug, alcohol and smoke-free events. The FReeZA program is a youth led program which involves the planning, development and delivery of music, art and cultural events in your local community.

The goal of FReeZA is

“To enable young peoples’ participation in community life through leading the planning, development and delivery of music and cultural events.”

Conditions of Service Delivery

There are certain FReeZA guidelines we must follow when delivering events. Please note these are only guidelines and may be waived in exceptional circumstances. Contact the Office For Youth to gain permission. To view a full list of FReeZA guidelines see the FReeZA 2013 – 2015 Guidelines and Conditions of Service Delivery. These guidelines include:

- All events must be Drug, Alcohol and Smoke FREE, fully supervised with no pass-outs
- Ensure all events are attended by:
 - Qualified first aid officers
 - Registered security personnel
 - A youth worker with drug and alcohol training
- FReeZA Organisations must present an Event Notice to Office for Youth
- FReeZA Organisations must obtain an APRA licence - permission to perform music in a public place
- The FReeZA banner must be displayed at all FReeZA events
- The FReeZA Organisation should include the following when developing promotional material:
 - The FReeZA logo
 - The phrase “www.freeza.vic.gov.au”
 - The Victorian state logo “Victoria – The Place to Be” or the words
 - “A Victorian Government Initiative

Questions to ask when holding an event

Before you begin planning your event there are some questions you should ask yourself about what it is you are wanting to achieve, who are you putting the event on for, what is your budget and how can you make your event as safe as possible. At a minimum, the questions below should be considered before planning your event:

<p>What is the aim of your event?</p> <ul style="list-style-type: none"> <input type="checkbox"/> What do you want to achieve by staging it? <input type="checkbox"/> How many people do you hope will participate? <input type="checkbox"/> Will it be a once off event, monthly, weekly etc <p>Where will your event be held?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Will there be costs associated with the venue? <input type="checkbox"/> Is this location accessible to your target audience? <input type="checkbox"/> Is the location easily accessible? <input type="checkbox"/> What facilities are already available on site, and what will need to be brought in? e.g. toilets, parking, stage, kitchen etc. <input type="checkbox"/> Are there other events occurring at your venue or nearby to your venue that will affect attendance? <input type="checkbox"/> Are there local residents who will need to be notified of your event? <input type="checkbox"/> What transport and access options have you got for people to get to the event? <p>When will the event be held?</p> <ul style="list-style-type: none"> <input type="checkbox"/> What other events or holidays are held at this time? <input type="checkbox"/> What weather conditions can you expect at the time you propose to hold your event? <input type="checkbox"/> How much lead time will you need to organise your event? <p>Who do you want to come to your event and how will you reach them?</p> <ul style="list-style-type: none"> <input type="checkbox"/> What is your target market 	<ul style="list-style-type: none"> <input type="checkbox"/> Does the event cater for a specific age group, geographic area, and/or interest group? <input type="checkbox"/> How will you promote your event to reach your target market? <p>What resources will you need to run your event?</p> <ul style="list-style-type: none"> <input type="checkbox"/> What skills will staff need to plan, organise and run the event? <input type="checkbox"/> What is the structure of the event organising group and how will decisions be made? <input type="checkbox"/> What other volunteers, staff will you involved in the event? <p>What will your event cost?</p> <ul style="list-style-type: none"> <input type="checkbox"/> What is your budget? <input type="checkbox"/> Will your event be ticketed, donations, fundraiser etc? How will you determine costs? <p>What are the risks associated with the event?</p> <ul style="list-style-type: none"> <input type="checkbox"/> What issues and activities may interfere with the safety of your event? <input type="checkbox"/> What authorities will you need at your event – security, first aid <input type="checkbox"/> What approvals do you need to get for the event - permits, licences, etc <p>How will you evaluate the event?</p> <ul style="list-style-type: none"> <input type="checkbox"/> How will you determine the success of your event? E.g. Attendance numbers, number of people enquiring about the event?
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Event Budget

Creating a budget plan is one of the most important steps when planning an event. Basically a budget plan is a breakdown of how you are going to spend your money. Creating this plan allows you to determine in advance whether you have enough money to do the things you need to do or would like to do. To get an idea of how much each item costs you will need to request a quote from each supplier before going ahead and booking. Below is an example of a budget template.

Event Name:

Date:

Expenses	BUDGET (EST)	ACTUAL	VARIANCE	SUPPLIER	NOTES
STAFF/ VOLUNTEER RELATED EXPENSES					
Training					
Uniforms/ t'shirts					
sub-total					
OPERATIONAL AND LOGISTICAL EXPENSES					
Venue					
Venue Hire					
Venue Hire for meetings					
Occupancy Permit					
Cleaning					
Security					
First Aid					
sub-total					
Entertainment					
Artists					
Artist Public Liability					
APRA (licencing etc.)					
sub-total					
Catering					
Hire food van					
Food and drink for volunteers					

FREE water					
Catering for meetings					
Other (cups, plates etc.)					
sub-total					

Transport

Bus and driver hire					
sub-total					

PRODUCTION

Infrastructure/ sound/ lighting/ staging

Staging					
Sound and lighting					
Contractors Public Liability					
Generator					
Fencing/ barricades					
Structures (marquees, stalls etc.)					
Temporary seating					
sub-total					

MARKETING AND COMMUNICATIONS

Graphic designer					
Advertising (print, social media)					
Promotion					
Mail out					
Printing					
sub-total					

TOTAL EXPENSES					
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Event Planner

Whether your event is in two year's time or two week's time an event plan will ensure you have allocated enough time to do all of the tasks you need to do. An event plan will help you avoid leaving everything to the last minute. Below is an example of an event plan.

NAME OF EVENT:							
Date:							
Task	Who	Week 1 4 - 8 Feb	Week 2 11 - 15 Feb	Week 3 18 - 22 Feb	Week 4 25Feb - 1Mar	Week 5 4 - 8 March	Comments
Event Details							
Set Date	FReeZA - all						03.02.2014
Choose location and venue	FReeZA - all						
Time	FReeZA - all						
Entertainment							
Book entertainment	Jemma						Riverar Band
Find MC for night	Steve						JD Rocket
Hire lighting	Sally						
Hire sound	Sally						
Public Liability for entertainment	Jemma						
Advertising and Marketing							
Get flyer made up for event	Rick						
Distribute Flyer	FReeZA - all						
Authorities at event							
Book Security	George						Bottle Security
Security complete OH&S forms	Steve						
Book First Aid	Steve						St John
Inform emergency services - Banno - Police, Fire	Steve						
Prizes							
Seek sponsorship for prizes	Jemma						
Transport							
Hire Bus	Sally						
Develop Bus Route and Timetable	Sally						
Budget							
Develop budget plan	Matt						
Catering							
Order food and drink	Matt						
Administration							
Send letter and contract to band members	Jemma						
Create name tags and lanyards for staff and volunteers	Sally						
Signage							
Conditions of entry	Steve						
Toilets	Steve						
Exits	Steve						
Risk Assessment							
Visit venue - identify potential hazards	FReeZA - all						
Develop risk management plan	George						
Develop Emergency evacuation procedure for venue	George						

Planning Committee Roles

It is very important that everyone involved in the planning and delivery of each event has a clear idea of their role. This will minimise any confusion around who is doing what. It also ensures everyone takes on some form of responsibility

Why it is important to have a role description

- Ensure everyone has a level of responsibility
- Minimise confusion about who is doing what
- Minimise impact and injury to a person
- Adequate training can be given to specific people depending on their role
- Ensure people have the right skills, experience and interest to do the role sufficiently
- Increase accountability

Emergency Evacuation

During an emergency evacuation it is extremely important that everyone knows their role. This is to ensure a coordinated effort is made to evacuate patrons in a safe and orderly fashion.

Example of roles involved in an emergency evacuation

- Head Warden
- Safety Officer

Sub Committee Roles

Role descriptions may change depending on the type of event. Below is an example of the type of tasks each subcommittee may be involved in:

Production:

The production sub-committee is responsible for items such as:

- Venue bookings
- Bump in, Bump out
- Book sound and lighting
- Liaise with local emergency services
- Book security and first aid

Publicity and Promotions:

The Promotion and publicity sub-committee is responsible for items such as:

- Writing press releases
- Liaising with schools, community groups
- Liaising with local media
- Coordinating distribution of promotional material

Concept and Artwork:

The concept and artwork sub-committee is responsible for:

- Creating artwork for the promotional material
- Facilitate discussions on creating the look and feel for the event
- Liaise with printers
- Book any additional décor for the venue

On the day of the event

On the actual day of the event the staff and volunteers will all take on different roles to ensure the day runs as smoothly as possible. Roles that workers may fill include:

- Stage Manager
- Photographer
- Stage Hand
- Bump in/ Bump out
- Reception/ ticketing
- Canteen
- Cloak room
- Event Coordinator

Risk Management Plan Check List

A risk management plan is a document that identifies all the activities at your event and the estimated impact of these activities. This document also defines any controls you will put in place to minimise the likelihood of accidents occurring. This is a very important document that will highlight that you have considered making your event as safe as possible. At a minimum, all of the items on this checklist should be considered when developing your risk management plan:

- Risk Matrix
- Risk Assessment – identify hazards and controls
- Site Plan – layout of building / open space – identify toilets, first aid, security etc.
- Site Map – layout of surroundings – nearby roads, emergency vehicle entrance points etc.
- Key Contact List
- Staff/ Volunteer Training Log
- Running Sheet
- Staff/ Volunteer Role Descriptions
- Evacuation Procedure

Risk Assessment Template

Name:	Event:	Date:	SWMS Ref:
Site Name:		Risk Rating:	
Risk Mgt Officer:		Approved By:	
Related Documents:			

Activity List the tasks required to perform the activity in the sequence they are carried out	Hazards Against each task list the hazards that could cause injury when the task is performed	Risk - Likelihood	Risk - Consequences	Risk – Inherent Risk Rating	Risk Control Measures List the control measures required to eliminate or minimize the risk of injury arising from the identified hazard	Who is Responsible Write the name of the person responsible to implement the control measure identified
HEALTH AND SAFETY						
Food handling/ serving	Damage to reputation, allergic reactions, poisoning, legal impact, financial impact, injury	C	3	MEDIUM	<ul style="list-style-type: none"> Use licensed caterers – licenses to be submitted to event coordinator Food labeled e.g. gluten free, vegetarian Ensure caterers are registered with Council 	SD
Inadequate amenities and/or maintenance of site Set up	Damage to reputation, legal impact, financial impact, injury	B	3	HIGH	<ul style="list-style-type: none"> Establish a crowd profile and expected attendance numbers. RSVPs Inspect site - ensure accessible toilets and access 	TG

Activity List the tasks required to perform the activity in the sequence they are carried out	Hazards Against each task list the hazards that could cause injury when the task is performed	Risk - Likelihood	Risk - Consequences	Risk – Inherent Risk Rating	Risk Control Measures List the control measures required to eliminate or minimize the risk of injury arising from the identified hazard	Who is Responsible Write the name of the person responsible to implement the control measure identified
Emergency Evacuation						
OH&S and Safety breach						
Noise – breach of sound restrictions						
ENVIRONMENT AND CLIMATE						
Extreme Weather						

Activity List the tasks required to perform the activity in the sequence they are carried out	Hazards Against each task list the hazards that could cause injury when the task is performed	Risk - Likelihood	Risk - Consequences	Risk – Inherent Risk Rating	Risk Control Measures List the control measures required to eliminate or minimize the risk of injury arising from the identified hazard	Who is Responsible Write the name of the person responsible to implement the control measure identified
Loss or damage to land / property						
Waste Management						
FINANCIAL						
Budget Blowout						

Activity List the tasks required to perform the activity in the sequence they are carried out	Hazards Against each task list the hazards that could cause injury when the task is performed	Risk - Likelihood	Risk - Consequences	Risk – Inherent Risk Rating	Risk Control Measures List the control measures required to eliminate or minimize the risk of injury arising from the identified hazard	Who is Responsible Write the name of the person responsible to implement the control measure identified
MARKETING AND PROMOTION						
Marketing and promotional failure						
SECURITY						
Security Failure						
CROWD MANAGEMENT						
Inadequate crowd management						

Activity List the tasks required to perform the activity in the sequence they are carried out	Hazards Against each task list the hazards that could cause injury when the task is performed	Risk - Likelihood	Risk - Consequences	Risk – Inherent Risk Rating	Risk Control Measures List the control measures required to eliminate or minimize the risk of injury arising from the identified hazard	Who is Responsible Write the name of the person responsible to implement the control measure identified
Lost Child/ Adult						
PRODUCTION AND INFRASTRUCTURE						
Inadequate accessible access						
Production and electrical issues						

Activity List the tasks required to perform the activity in the sequence they are carried out	Hazards Against each task list the hazards that could cause injury when the task is performed	Risk - Likelihood	Risk - Consequences	Risk – Inherent Risk Rating	Risk Control Measures List the control measures required to eliminate or minimize the risk of injury arising from the identified hazard	Who is Responsible Write the name of the person responsible to implement the control measure identified
TRAFFIC AND TRANSPORT						
Traffic / Transport failure						
HUMAN RESOURCES						
Staffing failure						

Contact List

It is important to keep a list of all the key people involved in the running of your event. This includes all staff, volunteers and contractors working at your event, band members and other performers, audio technicians, first aid, security etc. Below is an example of a contact list.

CONTACT LIST			
Role	Name	Mobile	Email
Stage manager	Sally Fuller	xx	
Welcome performers	Jim James	xx	
Venue maintenance	Peter Schweps	xx	

Marketing and Promotion Plan

A marketing and promotional plan is crucial in maximising your efforts to get people to your event. You need to ensure you plan enough time to advertise your event. If no one knows about your event it is probably guaranteed that no one will come. All forms of communication media have deadlines. You will need to make sure you are aware of these deadlines so you get the promotional material/ content in at the appropriate time. Below is an example of how to set up a marketing and promotion plan.

Event Details

Event Name:	
Date:	
Venue:	
Time:	
Cost:	
Contact number:	

Target Audience

Internal	External
Councillors	Young people
Senior Management Team	Residents
Council Staff	Schools
Youth Voice Committee	Community Groups/ Networks
	Partners agencies / Service providers

Key Messages

-
-

Communication Method

- | | |
|--|--|
| <input type="checkbox"/> Advertisement | <input type="checkbox"/> Media Release |
| <input type="checkbox"/> Banner / Signage | <input type="checkbox"/> Community Newsletters |
| <input type="checkbox"/> Brochure, flyer, poster | <input type="checkbox"/> Plain Talking (Council staff) |
| <input type="checkbox"/> Councillor Bulletin | <input type="checkbox"/> Twitter |

Event

Website

Facebook

Golden Plains Gazette

Communication Channels

Community Newsletters

Mail – Youth Database

Community Coordinators

Newspaper

Customer Service

Noticeboards

Digital Platforms (website, facebook)

School Newsletters

Email

Social Media

Golden Plains Gazette

Television

Content / Request Deadlines

Events - 6 weeks prior to due date

Design Services (graphic designer) - 3 weeks prior to due date

Community Newsletters - 4 weeks prior

Media Release - 2 weeks prior to due date

Speech Notes - 2 weeks prior to due date

Public Notices - 1 week prior to due date

Marketing / Promotional Plan					
Event:					
Date:					
Communication Chanel	Content Deadline	Commencement Date	Completion Date	Responsible	Cost
Newspaper	1/07/2013	14/07/2013	5/08/2013	TR	\$325
Flyer	4/07/2013	17/07/2013	8/08/2013	SH	\$180
Website	7/07/2013	21/07/2013	2/08/2013	MY	
Facebook	9/07/2013	13/07/2013	6/08/2013	LG	

Guest Speaker Brief

You may have a guest speaker attending your event. It is important that the guest speaker is briefed prior to the event to ensure they are clear about the aims and objectives of your event. The guest speaker will also need to know arrival times and what time they are speaking. They will also need to know the type of audience they are presenting to. Below is a template of a guest speaker brief.

Event Details

Event Name:	
Date:	
Arrival Time:	
Sound-check time:	
Venue:	
Contact on the Day:	
Contact number:	

Event Overview

Purpose of the event:

Event objectives:

Event theme

The theme of the event, if any and its interpretation/meaning:

Audience size

This should include the approximate size of the audience and its make-up, i.e. corporates and CEO's, university students, senior citizens, etc.

Suggested Topics / areas

Dot point topics/areas you would like the speaker to talk about, in line with the event theme

- ◆
- ◆
- ◆
- ◆

Proposed format

The current format for the event is:

1900	Guest speaker arrival
1930	Guest arrivals and registration commences
2000	Guest speaker speaks (30 mins)

Evaluating / Recording Your Event

Recording and evaluating your event is an important aspect of any event. It allows you to determine whether the aim and objectives of your event were met and whether your event will be successful if run again in the future.

Recording Your Event

You can record your event in the following ways:

- Photographs, photo slideshow
- Press Release – Newspaper or magazine article
- Video taping
- Radio and TV
- Surveys

Evaluating Your Event

Evaluating your event is important because it allows you to reflect on what worked, what didn't work and identify any improvements for your next event

Evaluations don't have to be limited to boring surveys. Think creatively about how you can capture whether your event met yours aims and objectives.

Ways you can evaluate your event include:

- conduct a survey or provide feedback forms during the event
- Hold a debrief meeting that includes as many people as possible who were involved in the event
- Evaluate your success against the objectives you set at the beginning of your event planning process. Did you get the attendance you anticipated? Did you attract the type of people you wanted reach?