



# TOPTIPS

## EVENTS PLANNING

TT23

In running an event there are many things to consider in the planning phase to help ensure the event goes smoothly. Considering the following issues up front will help to alleviate or minimise any 'issues' or challenges that may occur during an event. It is not always possible to plan for all circumstances but by planning for all you can in advance, it will free you, as the organiser, to enjoy the fruit of your hard work and have the time to deal with the 'unexpected'!

### Purposes/Goals

What is the purpose of this event? What do you want to achieve from it? How will you be able to measure whether you achieved your purposes? Is this the best way to achieve the goals set or are there other simpler, cheaper ways to reach the same end result? Have you discussed this with the relevant church leaders to obtain their support?

### Planning group & key leaders

Who should be involved in planning this event? Who needs to be in the planning meeting to make it effective? Who should lead/chair the group? How big should this group be? How often do the group need to meet and do they need to meet on site at any stage?

Who is responsible for all the key areas such as: spiritual input, other activities, catering, registration and administration, child protection, finances, transport, equipment, promotion and communication, setting up and packing down, any follow-up, prayer support?

Do you have suitably qualified people involved with transport, first aid, life saving and outdoor activity instruction?

### Venue

What size venue do you need? Given travel time constraints and the length of the event, how far away can you practically be? Do you need to consider accessibility (this is always important but not always possible to achieve in the UK)? What is the likely budget of attendees? How many are you expecting to attend? What age group are you aiming for? Do you need catering supplied or can you provide your own? Do you need specific facilities (sports activities, break out rooms, large meeting areas, bedrooms, etc)? Have you visited the centre – is it warm, clean? Are the bedrooms configured appropriately?

Once a venue is decided, get agreement on price (be careful of cancellation fees minimum numbers and day visitor rates) and agree who is responsible (between you and the venue) for what.

### Finance

Be sure you have included all expenses when calculating your total costs including:

|  |                    |                   |
|--|--------------------|-------------------|
| Printing/Stationery/Postage            | Venue              | Transport         |
| Speaker/Musician fees                  | Equipment          | Food              |
| Promotion & Advertising                | Insurance          | Excursions        |
| Planning meeting travel reimbursements | Teaching materials | Awards/Prizes etc |

How are these costs going to be financed? What sources of income are there other than registration fees? What is the best scale of charging fees? Should there be subsidies for families, pensioners, those on benefits? Is there a possibility of a grant from somewhere?

## **Programme**

What are the various elements of the programme needed to achieve the aims of the event? Is there a theme and how closely should this be followed? Who are the speakers and leaders? Do you need a worship leader, musicians, technician, etc? Who will write the programme and brief speakers and other leaders? Who will liaise with participants and technicians re PowerPoint presentations, song words, other multi media?

Is the programme inclusive and holistic? Is there sufficient 'free time' allowed for breaks, networking, meals? Is there any need to make alternate 'wet weather' precautions?

## **Promotion/Communication**

Who is this event aimed at? How can you best reach that audience to tell them about the event and encourage them to attend? When do you need to start promoting it?

Information attendees will need over time includes:

Where and how to get there, date and times, who it's for, what to expect, cost, what to bring, contact details including emergency phone numbers, transport arrangements.

Information on attendees the organisers may need includes:

Names, contact details, dates of birth, parents' permission, emergency phone numbers, food allergies, health issues, payment details.

## **Catering/Housekeeping**

How is catering being arranged? Are special diets catered for? Do attendees need to help in anyway with providing food, washing & cleaning up, cleaning at the end of the event?

## **Transport**

How are attendees getting to the venue? Where is there sufficient parking? Do they have travel instructions?

If using mini-buses – are they booked and do the drivers have sufficient qualifications? Is there enough space for all equipment, luggage and people?

## **Legislation/Safety/Insurance**

It is always important to do a risk assessment for any event, ensuring you are covered for foreseeable challenges. Have you considered child protection, food handling and other legislation? Have you emergency procedures? Have you written permission for children and youth to attend and obtained medical information sheets for emergencies? Who is in charge of first aid and providing the kit?

Who is responsible for insurance? What is covered by the centre and what does the event/church need to cover? Are there any special activities or equipment that needs to be considered specifically? What about cover for transportation?

## **Discipline**

Do you need to lay down behavioural guidelines? Who should set these, and how are these to be communicated? Who is responsible for implementing them, if necessary?

## **On-site Organisation**

Who will draw up rotas? Who is arriving early to set up or remaining behind to clear up? Who will explain tasks and ensure all equipment and personnel are in place? Will you need to meet during the event? How will attendees know what is on, where and when?

## Feedback and Follow-up

Should you seek feedback from attendees and leaders and if so, how will this be collected and collated? What will happen with the feedback once collated? Do you need to remain in contact with attendees and if so, how? Is there any specific follow-up needed? How will this happen?