

EVENT MANAGEMENT

Event Management is creating an environment which achieves a stated goal and for it to be successful you need to:

- Develop a critical path which leads to success - a specific and targeted deadline with tasks which must be completed leading up to the event and a minute by minute timetable for the actual event.
- Write the budget and monitor the cashflow on a regular basis as outlined in the critical path.
- Surround yourselves with experts in various fields of entertainment, design, strategic planning, food and beverage, presentation, copy writing - everything you need to get your message across whether you're planning an in-house motivational session for staff, or shouting your new product to the world.

BASIC PRINCIPLES OF PROJECT / EVENT PLANNING

There are six basic principles to effective project management.

1. An essential aspect of any project is that the **objectives** needs to be clearly defined and understood.
2. Participants must be able to **plan** the project and have the skills to **re-plan** as the circumstances dictate.
3. Having developed the plan having the ability to **organise** resources required to achieve the plan.
4. To review that activities are happening according to plan the project manager and group leaders must **monitor** progress.
5. Monitoring is not effective unless progress is measured against targets, and that is the **control** function of the project.
6. In order to ensure that these principles are maintained, good **communications** are essential.

EVENT PLANNING

The success or failure of your event will hinge on the planning. One of the best ways to gain experience in planning is by doing. Don't be afraid to volunteer your time to help with a large event just to gain experience. You will learn heaps. Event planning cannot happen in isolation. It must be part of your marketing strategy and must be in the form of a pyramid. At the top sits the "face" of the event. Underneath are the various managers, sub committees and most importantly the volunteers. Everyone within that pyramid is important and you must select people with the right qualifications. Don't be afraid to contact a professional and who could help you.

Sometimes you have to spend money to make money. Sometimes it is better to allocate some finance towards an hour talking to an expert than floundering around in the dark.

Be innovative in your approach. Anything can be turned into a glamorous event by adding a bit of pizzazz but you won't necessarily make money out of it! Try to create special events around the opportunities that you have in front of you. There is the old saying "stick to your knitting" and often it is easier to work in an environment you know and are familiar with than one that you are not confident in. For example you may be quite comfortable organising shows, catering or dinners but would not attempt to organise a triathlon. Nearly every event involves selling and marketing and if you do not understand or know your product or believe in the cause you will not feel confident approaching sponsors, selling tickets or asking for donations.

When you plan your event make sure you have a good team. That team must:

- Believe in the cause
- Have the time and will for it to succeed
- Be prepared to put in the work.

REMEMBER

Most tickets are sold in the last 8 - 10 days.

If people enjoy being part of the process and don't feel over stretched they will want to help again. So the main thing is **HAVE FUN**.

A GUIDE TO PLANNING A SMALL THEATRE EVENT

- Week 1 - 3** Confirm entertainment and venue
 Prepare a budget
 Identify businesses who may buy block bookings of seats and make a list of social club contacts and their fax numbers.
 Prepare flyers with the help of a graphic artist
 Seek out free publicity such as local newspapers, theatre newsletters and your Information Centre.
 Notify all your members to see if they could sell tickets.
 Identify the best way to sell tickets.
 Print tickets in house on your computer or get a friend to do them - free!
 Organise how to sell the tickets - does the committee take half and the rest be sold through a booking office etc.
 Decide if you are going to have door sales or will all tickets be prepaid.
 Will there be any refunds and if yes under what circumstances. (This is important as if it is a very wet or cold night people often just don't turn up to collect their tickets and it is too late to onsell them).
 Check the budget and plan to make sure you are on track.
- Week 4** Apply for a liquor licence if needed
 Approach wine merchants, supermarkets and other stores for liquor, raffle products and food for the evening. (If you serve liquor you must

serve food).

Dispatch tickets to sellers.
 Check your budget and plan.
 Send faxes to all businesses and service clubs who had had an association with the organisation (cheaper than postage).

- Week 5** Sell tickets
 Check your budget and plan.
 At this stage if you are not getting any sponsorship or positive vibes call it off as from this point onwards you start incurring costs but more importantly you will lose credibility with your sponsors if you call the event off at the last moment.
- Week 6** Finalise sponsorship of prizes.
 Make sure you have someone to do the tricky jobs like work the lights, or act as Master of Ceremonies, people to serve at the bar, people to meet and greet, people to act as ushers and others there just to do any odd jobs.
- Week 7** Identify areas that need energy and rally the troops!
 This is the scariest time of all when you are in that vacuum between commitment and paying the money. Remember most people don't make a decision until the last moment.
 Check the budget and plan.
- Week 8** Pick up sponsored goods
 Arrange for raffle to be gift wrapped at the local florist
 Monitor ticket sales and start to relax.
- V DAY:** Make sure last minute preparations are attended to and enjoy the function.

PLANNING A LARGER EVENT I.E. AN AUCTION DINNER

(allow a minimum of 9 months)

- February** Plan, plan and plan again. Prepare your concept, work out who will be able to help, how much it will cost, what is your target, ask all the questions. Form a committee of people who can take the vision to reality.
 Make a list of possible contacts, sponsors and goods to auction.
- March** Check out the venue - is it available - what do they provide for what cost - what are the add ons. If you get wine sponsored what is the corkage etc. How many free tickets are you going to give out?
 How will you acknowledge your sponsors.
 Gather firm quotes for **all costs** associated with the night and revisit your budget. What is the break even point?
 Prepare a presentation kit for your sponsors.
 Start contacting your sponsors to see if they will support the dinner
 Monitor your plan - are you on track.
- April** Assess the support you have so far - do things look promising. Start asking people if they will buy tickets to the dinner. It is easier to sell

tables than individual tickets. Start canvassing businesses to see if they would buy tables to support the cause. However, remember tickets are not sold until money is paid!

- May** Revisit your plan - are you on track? If you have no sponsors and little interest in tickets then it is time to put energy into those two areas.
- June** Time to call it off if no sponsors. If you proceed it will start costing you money as you will shortly have to put a deposit on the venue and face printing costs. Up until now it has only cost you time.
- July** Start assembling list of goods for auction and their reserves. How are you going to get them to the venue? Who is going to auction them? How will people pay for them eftpos, visa etc do you have a zip zap machine?
Sell tickets, sell tickets, sell tickets, sell tickets!!
- August** How will the tables be arranged? Do you want a theme, do you want particular colours?
Arrange printing of catalogue of goods for auction and tickets. The typesetting, proofing and printing take a lot of time and effort. What profile do your sponsors want on the programme? What graphics do you want? Reconfirm goods for auction and sponsorship
- September** Are we on track? Make sure all tickets are sold at this point. If not put intense energy into selling the remaining tickets.
- October** Finalise arrangements with the caterer. Ensure all tickets are paid for and enjoy the night. You will be exhausted afterwards but the profit will make it worthwhile.

Meet as soon as possible afterwards to discuss what worked and what didn't **and document it.**

Don't forget to thank your sponsors and helpers

If you would like a list of our other community resources, or to be put on our mailing list, contact us at:



Phone (09) 486-4820

Fax (09) 486-4823



Visit North Shore Community and Social Services Inc.
Mary Thomas Centre, 3 Gibbons Rd, Takapuna



Write P.O.Box 33 284, Takapuna, North Shore City



email info@nscss.co.nz

© Copyright

While reproduction by non-profit charitable agencies is encouraged, this material is the copyright of the North Shore Community and Social Service Council Inc. It may not be reproduced, stored in a retrieval system or transmitted in whole or in part or by any means (electronic, photocopying, recording, scanning or otherwise) without prior written permission of the owner. Written permission will not be unduly withheld providing full acknowledgement of source is made.