

Key considerations when organising an event

Venue considerations

- Location (indoor/outdoor)
- Cost
- Suitability for the event
- Accessibility
- Toilet facilities
- Catering facilities
- Car parking
- First aid
- Access for emergency services



Catering considerations

- Hot food
- Cold food
- Kitchen facilities



- Food hygiene
- Storage facilities
- Health and safety



- Special dietary requirements
- Allergy notices
- Number of catering outlets
- Flow of attendees into refreshment area
- Seating arrangements

Additional outdoor facilities

- Toilet hire
- Seating
- Marquees
- Mobile caterers
- Electricity supply
- Security
- Ease of entrance and exit
- Road access
- Impact on local community



Administration

- Programmes – setting up, producing and distributing
- Tickets – designing, printing and selling
- Contracts – employment agencies, contractors
- Legal requirements paperwork – insurances, risk assessment, licences
- Liaising with partners and third parties



Legal requirements in event planning

- Consumer protection
- Health and safety
- Licensing
- Disabled access
- Child protection



Skills required when planning an event

- Organisation
- Problem solving
- Time management
- Negotiation
- Communication
- Interpersonal skills



Time management

Urgent	Non-urgent
Important	Not important

Stages of negotiation

- Preparation and planning
- Clarification of goals
- Bargaining and problem solving towards a win-win outcome
- Agreement
- Implementation of a course of action

Communication and interpersonal skills

- Active listening
- Verbal communication
- Non-verbal communication
- Communicating within a team
- Communicating with third parties
- Recognising barriers to communication



Auditing your skills

- Likert scale
- Semantic differential scale
- Observation
- Questionnaire
- Appraisal



Likert scale 1

- Obtains ratings in groups of 5 or 7
- Can be used to measure agreement, frequency, importance or likelihood
- Critical evaluation – not a simple yes or no
- Obtain a degree of opinion – so can prioritise skills that should be worked on

Likert scale 2

Agreement

Strongly agree
Agree
Undecided
Disagree
Strongly disagree

Frequency

Very frequently
Frequently
Occasionally
Rarely
Never

Importance

Very important
Important
Moderately important
Of little importance
Unimportant

Likelihood

Almost always true
Usually true
Occasionally true
Usually not true
Almost never true

Semantic differential scale 1

- Is not pre-judgemental – it asks you to rate within a scale
- You do not have to take a ‘position’ within the question to gain an agreement level
- Can measure emotions/feelings
- Will still give you the same emphasis on extremes as the Likert scale

Semantic differential scale 2

When I speak to people I feel...

confident

not confident



When I think of managing my time I feel...

organised

disorganised



Sports and recreation events

- Olympics
- Commonwealth Games
- Sports tournaments, matches
- Motor sports and racing
- Equestrian events
- Dog shows
- Country fairs
- Food festivals
- Fun runs
- Village fetes
- Sailing regattas
- Collectors' fairs



Entertainment events

- Music festivals
- Concerts
- Plays



Celebration events

- Christmas
- Weddings
- Birthday parties
- Prom nights



Social enterprise events

- Charity events
 - sports
 - galas
 - dinners
 - auctions



Researching an event

- What is the main theme and focus of the event?
- Where is the event held and what transport facilities are required?
- How many visitors is the event likely to attract?
- How is the event advertised?
- What factors are likely to affect the success of the event?

Benefits of a feasibility study

- Legality
- Financial viability
- Accessibility of resources
- Predicted success
- Identify the benefits
- Identify the risks

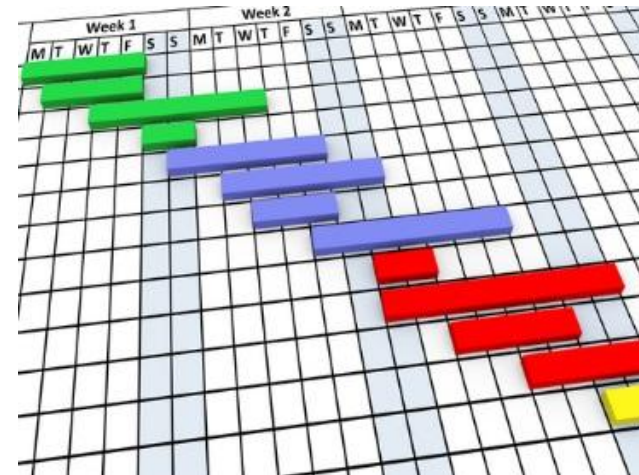


SMART objectives

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound

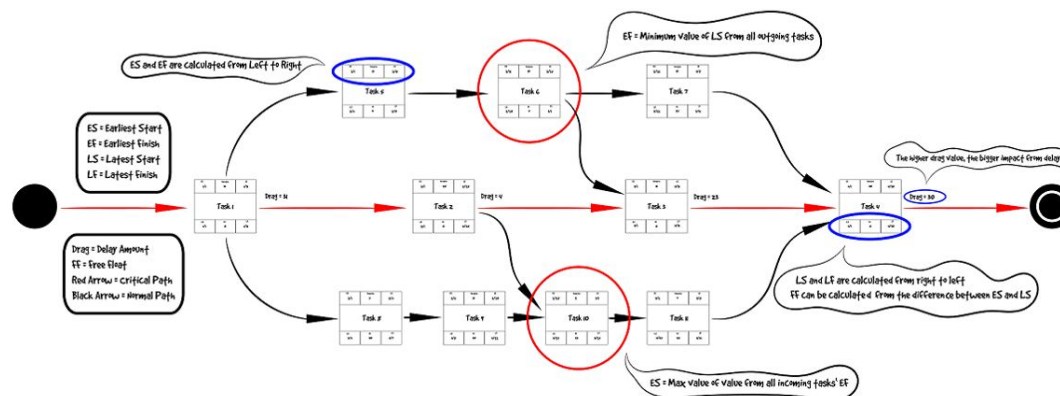
Gantt chart

- A useful tool to plot the tasks that need to be completed and the time required for each of the tasks
- Comes in the form of a bar chart
- Can be a manual system or computer program
- Allows you to monitor progress and identify any tasks that are falling behind schedule



Critical path analysis

- A sequence of scheduled activities that determines the duration of the project
- A tool to plot the tasks, processes, timelines and resources required of a project
- Will look more like a diagram than a timeline (Gantt chart)



Legal constraints and insurance

- Contracts
- Health and safety
- Risk assessment
- Negligence liability
- Licences
- Public liability
- Professional indemnity
- Event cancellation
- Event non-appearance
- Event property



Communication when organising an event

- Letters
- Invitations
- Tickets
- Emails
- Telephone calls
- Posters
- Media
- Newspaper editorials
- External meetings
- Internal meetings

Contingency planning

What is contingency planning and why do we need it?

What do you need to consider when planning an event in terms of contingency planning?



Budgeting for an event

Anticipated expenses		Anticipated income	
Item	Amount	Item	Amount
Venue rental		Admission fees	
Food		Sponsors	
Advertising		Programmes	

Qualitative feedback

- Gives descriptive information on what is right or wrong with a product, which enables us to put it right or to continue what we are doing.

Quantitative feedback

- Gives numeric information on how many times people have good or bad experiences of a product, but not the detail.

Both have their uses, depending on what we want to get from the data.

Analysing data

- Check you have all your data from all available sources
- Gather first impressions
- Organise and clean your data
- Analyse your data, both quantitative and qualitative
- Interpret your data
- Prepare your findings and present using an appropriate format
- Make suggestions based on the findings of your data