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

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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

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Additional outdoor facilities

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

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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

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Legal requirements in event planning

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

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Skills required when planning an event

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

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Time management

Urgent	Non-urgent
Important	Not important

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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

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Communication and interpersonal skills

- Active listening

- Verbal communication

- Non-verbal communication

- Communicating within a team

- Communicating with third parties

- Recognising barriers to communication

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Auditing your skills

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

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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	Frequency
Strongly agree	Very frequently
Agree	Frequently
Undecided	Occasionally
Disagree	Rarely
Strongly disagree	Never

Importance	Likelihood
Very important	Almost always true
Important	Usually true
Moderately important	Occasionally true
Of little importance	Usually not true
Unimportant	Almost never true

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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

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Entertainment events

- Music festivals

- Concerts

- Plays

Celebration events

- Christmas

- Weddings

- Birthday parties

- Prom nights

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Social enterprise events

- Charity events

  - sports

  - galas

  - dinners

  - auctions

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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?

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Benefits of a feasibility study

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

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SMART objectives

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

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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

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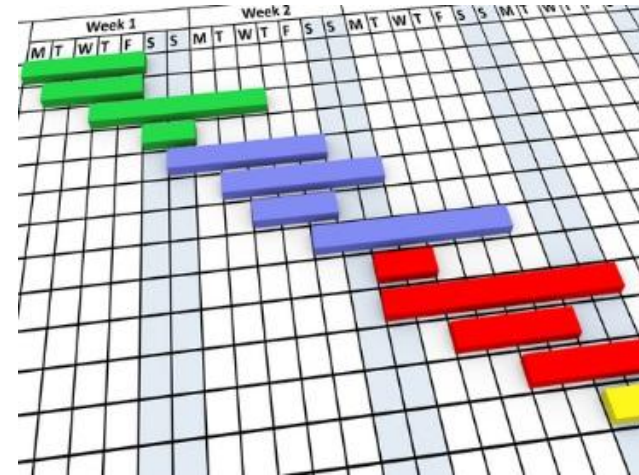
Critical path analysis

- 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)

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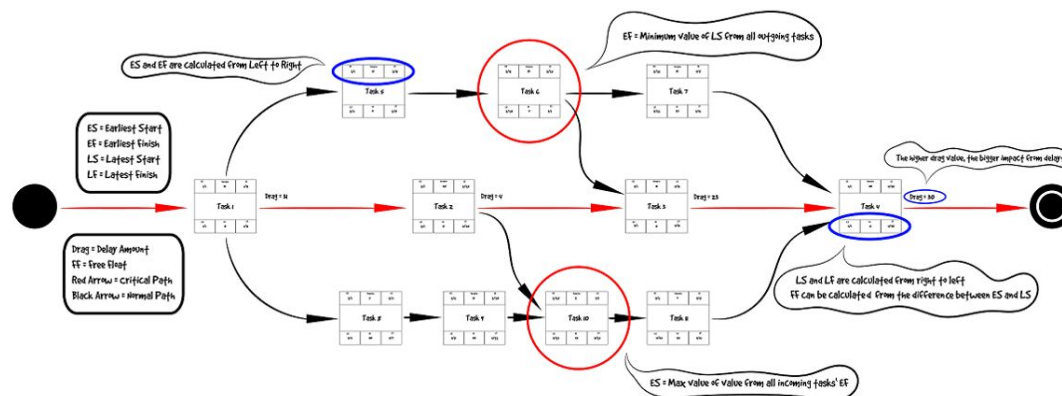
Legal constraints and insurance

- Contracts
- Health and safety
- Risk assessment
- Negligence liability
- Licences

- Public liability
- Professional indemnity
- Event cancellation
- Event non-appearance
- Event property

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Communication when organising an event

- Letters
- Invitations
- Tickets
- Emails
- Telephone calls

- Posters
- Media
- Newspaper editorials
- External meetings
- Internal meetings

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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?

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Budgeting for an event

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

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Qualitative feedback

Quantitative 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.

- 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.

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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