EVENT PLANNING
Workbook

Considerations for sporting and community groups

Livingstone
SHIRE COUNCIL

NOT-FOR-PROFIT COMMUNITY ORGANISATION DETAILS

Name

Australian Business Number (ABN)

Registered address
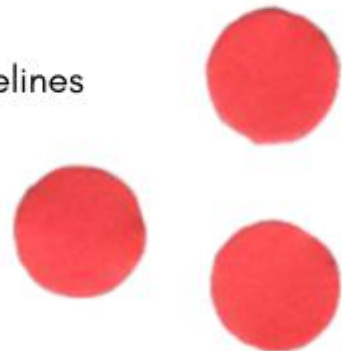
Main contact person

Contact person position title

Email

Telephone

Postal Address

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1. WHAT IS AN EVENT?

An event is a planned and organised occasion that involves a public assembly for a particular purpose.

There are many reasons for an event taking place and the purpose of an event will vary from one event to the next.

What are the most common reasons for an event?

- **Social / life–cycle events**

Events like Birthday parties, Hens/ Bachelor party, Graduation day, Engagement, Wedding, Anniversary, Retirement day, Funeral etc.

- **Education and career events**

Events like career expo's, workshops, seminars, debates, contests, etc.

- **Sports events**

Events like the Olympics, World Cup, marathons, Wimbledon, wrestling matches etc.

- **Entertainment events**

Events like music concerts, shows, movies, festivals, fashion shows, award functions, celebrity nights, jewellery shows, stage shows etc.

- **Political events**

Events like political procession, demonstration, rally, political functions etc.

- **Corporate events**

Events like MICE (meetings, conferences, exhibitions), product launches, road shows etc.

- **Religious events**

Events like religious festivals, church run events etc.

- **Fund raising/ cause related events**

Any event can be turned into a fund raising or cause related event e.g. Walk for Women's cancer

2. WHAT IS EVENT MANAGEMENT?

Event Management is the process of creating, planning and coordinating an event, which can include:

- Budgeting including sponsorship or funding
- Team management
- Scheduling
- Site selection
- Acquiring necessary permits
- Coordinating transportation and parking
- Arranging for speakers or entertainers
- Arranging decor
- Event security
- Catering
- Coordinating with third party vendors
- Risk assessments and emergency plans
- Marketing and promotion
- Volunteer coordination

Each event is different in its nature so the process of planning & execution of each event differs on the basis of the type of event.

HOW TO TURN AN IDEA INTO AN EVENT!

Events stem from great ideas for so many reasons, to either address a concern, to entertain or to celebrate.

Whatever the reason there are a number of considerations to plan around to turn your idea into an event!

1. DEVELOP AN EVENT GOAL

It's important to know from the very beginning what you want to achieve from your event and why.

Knowing your goals and objectives will make planning easier and help you to stay focused. Your goal will assist you in establishing your team, to make decisions, and it will also help you to reflect on your event after it's taken place.

In some circumstances the goal of the event may already be established and it's up to you to design a way to achieve the goal, for example when funding becomes available to apply for there is already set criteria in regards to the purpose of the funding. To be eligible to apply for the funding you need to adhere to the purpose of that particular grant.

Consider the audience you are targeting, is this event something that has been asked for, is it addressing a gap in the community or are you informing others of a cause? The example table below can help you to sort through this.

| Event Name	What do you want to achieve through this event – The Goal	Why do you want to hold this event?	Who is the target audience?	Type of event
Wedding	Marriage between a couple	Two people have decided to make a commitment to each other	Bride and Groom and their family and friends	Celebration/ Personal
Sustainability Expo	To increase community awareness of environmental impacts and sustainable solutions in day to day living	So residents can adopt more environmentally friendly practices in regards to waste reduction, recycling and reusing	The whole community	Public/ Open to community event
Outdoor Movie	For young people to feel connected and supported by their community	Youth survey showed young people wanted to see movies as an entertainment option	Those aged between 12 & 25 years	Entertainment/ Social inclusion

2. DO YOUR RESEARCH

Before you start booking venues, it is always best practice to do some research around what already exists. You may be surprised at the number of individuals, groups, events already taking place that are also working to achieve the same or similar goal, if this is the case there may be capacity for you to value add to what exists rather than 're-creating the wheel'.

On the flip side you may also find that there is a gap and pursuing your idea would be beneficial.

Use this time to research the community where you are delivering your event. This could include the built and natural environment, the demographics, accessibility, venues and open spaces, attractions etc.

Weather you decide to join others in their endeavours or start planning your own event from scratch, this research phase can provide you with very useful information that will assist you to achieve your goal, regardless of how you do it!
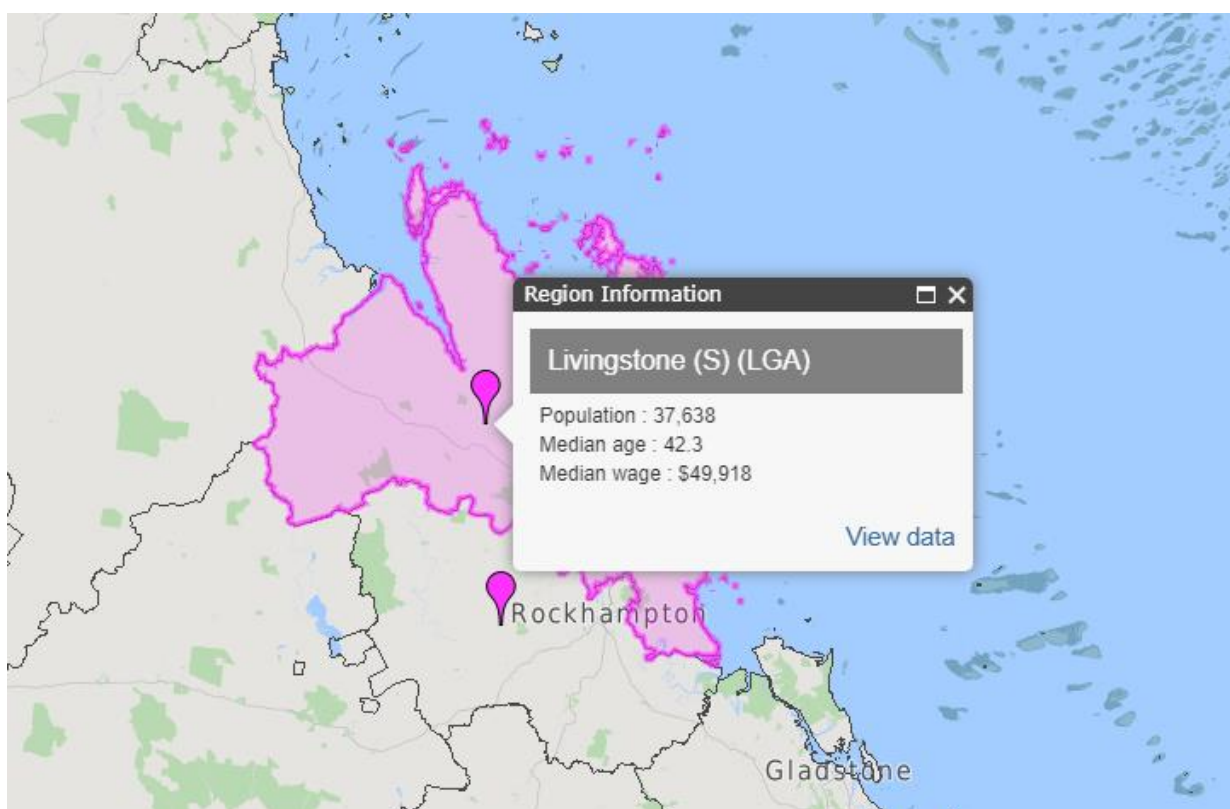
Snapshot taken from the Australian Bureau of Statistics website

3. GET A TEAM TOGETHER

Consider the scale of your event. Are you planning a surprise birthday celebration or a community fundraiser?

Depending on the size of your event you may need to establish a working team to make this event happen and run smoothly.

If you believe that a team approach is needed, now is a good time to consider what you need from the people within your team. Selecting people that will value add to your experience and event are important, so think about:

- Their availability. How often will they need to be available to meet, how much effort do you need them to commit to and are they available to do this?
- Do you need someone with specific skills or knowledge?
- Aligning with your goal, are there any organisations that would benefit from working with you on this event?
- What community groups exist that may be interested in being a part of this event?
- Remember your goal and reach out to likeminded people or those seeking to achieve the same outcome and engage with them to establish your team.
- Virtual helpers! If people can't be available for the face to face planning, are they able to assist virtually? Perhaps schedule your Facebook posts etc

Volunteers

During this phase of planning it is timely to consider volunteers that you may need either before, during or after your event. Recruiting volunteers is a great way to get the manpower needed for everything to come together, but you need to be clear in your expectations of them from the start. There are many benefits to volunteering and those that offer their time to help want to enjoy the experience. A volunteer position description can ensure from the very start that you and your volunteers are working towards the same goal and the experience is an enjoyable one!

If you require assistance with building volunteers, Livingstone Shire Council's Community Development and Sport & Recreation team hold Capacity Building Workshops and can provide materials to assist with this.

4. BRAINSTORM

So you have the idea, you know what you want to achieve and may or may not have a team to assist you.

Before you start a checklist to tick off, allow yourself and your team time to brainstorm and get creative.

There is always a great sense of personal achievement by seeing your event come together and finally take place. Use this time to brainstorm and look at what you are capable of achieving.

In this phase of planning there are many resources you can use to gain inspiration, build on ideas or find new ones, such as;

- Develop an inspiration board- Pinterest is a great online site that is specifically used to seek inspiration and gain a visual demonstration of what you want to achieve. You can visit Pinterest here https://www.pinterest.com.au

- Use the internet for ideas- both good and bad ideas! The internet is flooded with tutorials, information, instructions, infographics and pictures of people sharing their experiences. You can search your topic on Google or YouTube to not only find out what has worked well for others, but you can also see what hasn't worked well and why. It's good to pay attention to both.

- Talk to others. Seems simple, right? Ask those around you question's and get their input, we all think and view the world differently, gaining another person's perspective can be very useful before you lock in your idea.

- Is there anything similar to your event happening that you can attend to get a feel of? For example, when planning a wedding it may be a good idea to attend a wedding expo to experience the atmosphere and seek out some fresh ideas and trends.

- Butchers paper on a wall and some pens are a traditional method for brainstorming ideas

- Provide a variety of methods for your team to brainstorm to ensure the whole team contributes (one team member may prefer visual brainstorming over written ideas)

Discuss the necessities. With all events there are the needed, and there are the not so needed touches. When brainstorming it's good to know what are the must haves and what items are negotiable. For example, when planning a Wedding catering will be a must have, but for a fitness boot camp food options may not be necessary, but access to water will be.

Make sure your options fit the event. For example: The venue or location needs to fit the event. Don't hire a hall that holds 200 people when your event may attract 300 people!

This phase of planning can be fun and dreamy, but don't forget your goal and your target audience. You may come across a beautiful, glittery chair sash that catches your attention, but it's not the best choice when the birthday girl wants a country theme party!

5. MONEY, MONEY, MONEY

The cost of running an event can be minimal, to thousands!

The only way to know how much your event will cost is to develop a budget spreadsheet which will need to include your projected expenses and your income sources.

The budget you start with will not be the budget you finish with. Throughout all phases of your event you will be updating and making changes to your budget spreadsheet.

To start with, include everything you want to do in your budget and be realistic. Where you estimate it is always a good idea to estimate a little more. Take the time to get quotes and populate your spreadsheet so it is accurate and so you can get an idea of how much your event will cost. When preparing your budget, you may want to consider what you will do with unspent money, as well as considering options where overspending may be an issue.

Your budget will help you to see if you need to cut back on expenses, if you need to source additional income or if you are on track.

Break it up to keep it clear- one spreadsheet for income and one spreadsheet for expenses.

As a quick and simple guide, ask yourself some simple questions to start populating your figures.

> If you require assistance with seeking sponsorship or accessing grants, Livingstone Shire Council's Community Development and Sport & Recreation team hold Capacity Building Workshops and can provide materials to assist with this.

Income

- Is this an event you will be funding yourself and how much are you willing to spend? (eg birthday party)
- Will there be income from others? (eg parents may contribute to some costs of a wedding, or you may generate income from ticket sales)
- Will you be applying for funding? (eg a community event grant may be available to apply for)
- Will you be planning a sponsorship/ partners seeking phase for this event?
- Do you have a target of money to raise? (eg a fundraiser)

EXAMPLE INCOME SHEET - Event Details (Event name, Date, Time, Location)
Example: School Formal, Saturday 8th November 2020, 4pm – 12pm Rydges Resort

My contribution	$1,500
School contribution	$2,000
Sponsorship/ Partnership	$1,000
Ticket sales	$30 p/p x 200 students = $6,000
TOTAL	$10,500

Expenses

Expenses will vary from event to event based on your ideas and visions.

Include estimates, quotes, actual costs and invoices as a part of your overall budget.

Include 'in-kind' expenses. These are particulars that are needed for an event that are provide by a person or business at no cost to you.

It's a good idea to have a contingency amount in your budget for emergencies or for where it looks like you may over spend in other areas.

If you have received funding in the form of a grant where there is a contractual agreement in place you must consider the funding particulars in your budget.

Have you received sponsorship? If businesses have invested in your event, you must acknowledge this and ensure you deliver what was agreed to as part of the sponsorship. (eg the logo on the poster in return for a small sponsorship amount or logo, signage, spoken acknowledgment at the event for a larger sponsorship amount)

EXAMPLE EXPENSE SHEET - *Event Details (Event name, Date, Time, Location)*
Example: School Formal, Saturday 8th November 2020, 4pm – 12pm Rydges Resort

Expense	Estimate	Quote	Actual	Details
Venue hire	$1500	$1250	$1250	Jill Smith, Event Coordinator Rydges Resort 49 222 222
Sound & Audio	$500	$350	$350	Jack Edwards LOUD Sound Yeppoon 49 666 333
Entertainment - Slideshow	$0	$0	$0	School students will put together slideshow
Meals	$7000	$30 per person x 200	$6000	Students will pay for meals. Tickets to cover cost
Table decorations	$300	$0	$0	Provided in-kind by Rydges Resort
Hire equipment – Tables, chairs, lights, portaloos, etc.	N/A			Provided as part of venue hire
Staff wages	$0	$0	$0	School students & parents will volunteer
Traffic management	N/A			
Travel costs	N/A			
Waste management	N/A			Venue provides waste management
Extras – Balloon arch to enter	$500	$450	$450	Balloons R Us Sarah Dee – 49 999 888
TAB for drinks	$1500	$1500	$1500	TAB for drinks for guests
Advertising and promotion			$0	Students will create invitations and send out to students Ticket sales through Eventbrite
Post event clean-up costs (Dependant on circumstances)	$500	$500	$0	Cleaning fee wasn't needed
Contingency	$450	$450	$0	Did not need to use contingency
TOTAL	$12,250	$10,500	$9,550	

Overall position

At the conclusion of your event you will be able to see where you sit financially.

For this example, (school formal) there is an amount left unspent. Reasons for this are due to no excessive clean up fees and the contingency money wasn't needed.

Income	(minus) Expenses	= Final position
$10,500	$9,550	$950

Discuss with your team what you will do with unspent money, likewise consider your plan for any overspending. A well-managed budget will assist in ensuring there is no overspending.

In some cases, where funding was received unspent money may need to be returned to the funding body.

Unspent money may also be used to rollover to the following years event.

Documentation to keep

Remember to keep all documentation associated with your budget as this is needed for reporting purposes/ acquittals/ returns/ general record keeping etc.

This can include;

- Budget spreadsheet
- Quotes
- Invoices
- Contacts

- Correspondence
- Funding agreements
- Booking forms
- Sponsorship agreements

Livingstone Shire Council's Engagement & Events team manage Council's event sponsorship program and is proud to support both major and minor events in our region. Further information here https://www.livingstone.qld.gov.au/1226/Sponsorship

Examples of budget spreadsheets can be found in the attachments of this workbook.

6. MAKE YOUR EVENT MEASURABLE

This phase can often be overlooked, but it is important to consider before your event what you can do to make your event measurable. We all want a successful event, right? But what does a successful event look like? Measures of success can be established now, and this will assist you during your post event evaluation.

The information you gather in this process can be communicated back to attendees, team members, funding organisations, partners and the general community. This information can be beneficial when used correctly to gain interest and participation.

Think about your event goal and what you want to achieve and base your measures around that.

Example 1)

Goal: Participants to leave event with an increased knowledge regarding community services they can access?

- **Measure 1** - Set a target to have a minimum number of community services participating in your event to ensure it will be educational
- **Measure 2** - Set up a post event feedback survey and ask participants if they know more about community services they can access as a result of attending the event
- **Measure 3** - Ask the community services who attended the event if they felt engagement with participants was beneficial to their service

After your event you will be able to evaluate this information to establish if you achieved your goal, and if not, why not.

If the event is re-occurring this information can be used to help gain sponsors or involvement the next time around.

You will have a selling point to gain interest.

"In 2019, 98% of community services that attended the event felt engagement with attendees was beneficial to their service"

Example 2)

Goal: Raise a set amount of money to go towards a particular cause

- **Measure 1** - Set a dollar amount as a target
- **Measure 2** - Know the cause and how the money will be spent

This information can be used to inform those who attended your event of how successful it was and to thank them for their contribution. People are more likely to continue contributing when they can see the outcome they helped achieve.

"Thank you to everyone who supported this cause. As a result of this event we raised $5000 that will go towards helping local families with education costs this 'Back to School' season"

Where there is funding involved consider the information the funding body wants you to collect and report back to them post event. Funding body's want to know their investment has been beneficial and that you have achieved what you intended to do with the money.

The measures of success you develop will be particular to your event, and you can be as creative as you want, or keep it simple. Some other measurements of success to consider include:

- Monitor social media activity
- Budget (Overall position)
- Sponsor/ partners recognition
- Volunteer contribution

Examples of how event measurement data can be used can be found in the attachments of this workbook.

7. MANAGE RISKS

Safety needs to be at the front of everything you do and deliver.

Ensuring safety is crucial. Everyone who participates in your event should be able to do so knowing they will be safe in the process.

Completing a risk assessment is a great process to work through with your team to ensure you have considered what could go wrong and to discuss what controls can be put into place with the aim to minimise or reduce worst case scenarios.

When considering all your risks, also consider how you can control them.

Example:

Risk- What could go wrong?	Control- How will you prevent it?
Noise complaints	Letterbox drop prior to event advising residents of the event details and advising them of the time loud noise will take place
Injuries	Ensure there is a first aid station at the event with first aid officers present.
Alcohol related violence	Police presence at event and security at event. Monitoring of alcohol
Food poisoning	Ensure all food vendors hold current food safety licences
Loss of communication amongst team during event	Ensure everyone involved in planning has each other's mobile numbers on a list prior to the event
Excessive rubbish left after event	Complete a waste management plan and purchase additional waste services

> Livingstone Shire Council's Temporary Events webpage provides access to information on how to prepare and book for an event, including application forms, conditions of hire, waste management plan and risk assessment forms.
> https://www.livingstone.qld.gov.au/470/Temporary-Events

Example of risk assessment forms can be found in the attachments of this workbook.

8. LOCK IN THE DETAILS- TASKS & TIMELINES!

At this stage you know your event goal, your target audience, you have your planning team together and you have developed a budget.

It's now time to lock in all those details.

There are many tasks along the way that either you, or someone in your team, needs to action. These tasks can be simple from booking a venue, to more complex tasks like needing a traffic management plan. A list of tasks assigned to each person in the team can be helpful in order to keep the planning organised and to avoid misunderstandings and possible conflict. Keeping the tasks in a timeline will ensure tasks are completed in a timely manner.

Some tips for developing a task list;

- Be clear in the details of the task
- Assign it to the right person. Remember when you considered the people you wanted to form part of your planning team? This is where you can align tasks to the person's skillset or experience. Ensure the person is comfortable with the responsibility of the task.
- Add the tasks into a timeline! It can be helpful for people to be given a task with a due date so they know how long they have to action the task.
- In most cases, team members will have multiple tasks. Provide guidance when needed and communicate regularly to ensure everyone is ok with the workload.
- Meet regularly. Set dates for regular check ins where team members can voice concerns, share successes, make decisions and keep up to date with how the planning of the overall event is going. These meetings can be a good time to review the budget.

Think ahead!

Depending on how much time you have to plan, developing a timeline in advance can help you to 'stay on track'.

EXAMPLE Event name: Youth Week event **Theme:** 'Get Outdoors' **Goal:** To create a program full of teen friendly outdoor activities to get involved in		
Timeline	Task	Officer
6 months prior	Establish a working team	
	Brainstorm session	All
	Schedule meeting dates	All
	Develop a sponsorship package	Jake
	Start sponsorship seeking phase - Emu Park - Yeppoon - Rockhampton Nth - Rockhampton Sth	 Jodie Ava Ruby Jack
4 months prior	Apply for funding	Emily
3 months prior	Assess budget	All
	Develop draft program	All
	Measures of success	All
	Risk assessment	All
	Start booking activities & venues - Laser Skirmish - Keppel Island trip - Outdoor movie - Stand up paddle boarding - Aerosol art	 Jodie Ava Ruby Jack Kerry
2 months prior	Assess budget	All
	Update program/ confirm activities	All/ responsible officer
	Start developing promotional material	Jake
1 month prior	Assess budget/ sponsorship closed	All
	Finalise program	Jake
	Set up event in Eventbrite for bookings	Jake
	Start promotion of program	All
2 weeks before	Assess budget	All
	Monitor activity bookings	All
	Finalise and requirements for activities	All/ responsible officer
	Staffing arrangements for program	All
Youth Week event	Staff to attend allocated activity	All
1 week after	Celebration lunch at post event meeting	All
	Present Youth Week report	Ava
	Evaluate measures of success	All
	What worked well, what didnt	All
2 weeks after	Send report to Funding body	Emily
	Thank you certificates to sponsors	Jake

Event Day!

In addition to the planning in the lead up to your event, you will also need to focus on how the actual event will run come event time, and allocate staff or volunteers to appropriate areas.

A schedule for the day should be developed by the team and everyone should be clear in their role for the event. Check in on your team to ensure everyone understands what they are responsible for, and let them know who will be the contact person on the day if any problems should arise.

EXAMPLE Event name: Youth Week event **Theme:** 'Get Outdoors' **Goal:** To create a program full of teen friendly outdoor activities to get involved in	

Responsibilities for each staff/ volunteer during the event:
- Print off bookings sheet from Eventbrite (Include participant's emergency contact details)
- Meet with the staff running the booked activity
- Set up venue if needed
- Ensure first aid station is set up
- Set up water stations and drink bottles for participants
- Tick off participants on attendance list as they arrive
- Provide an introduction before the activity, include any housekeeping, answer any questions and the pass on to activity coordinator to explain the activity
- Assist where needed
- Take photos
- Ask participants to complete a feedback survey
- Ensure all participants leave safely from activity
- Clean up if needed
- Thank activity coordinator and receive invoice

ROSTER

Monday 1 April	Laser Skirmish Cooee Bay Park – 10am	Jodie & Emily
Tuesday 2 April	Keppel Island Trip Marina – 8am	Ava & Ruby
Wednesday 3 April	Outdoor Movie Park – 3pm	Ruby & Kerry
Thursday 4 April	Stand Up Paddle boarding Lammermoor beach – 10am	Jack & Jodie
Friday 5 April	Aerosol Art Skate Park – 3pm	Kerry & Ava

Have a Plan B

While we plan all the important details and work hard to lock them in, sometimes things are out of our control and plan B may need to be initiated.

Some areas to establish a plan B for include:

- Wet weather for an outdoors event (Check the weather forecast ahead of time)
- When an event or part of an event needs to be cancelled – How will you communicate this to attendees?
- Event staff unable to attend – Are your communication methods open for all event staff to see in case you fall unwell?

Stay organised

There are many ways you can organise your task list and timeline so its easily manageable. Below are some options:

- Microsoft Excel – This program can allow for multiple spreadsheets, can calculate your figures and can be as simple or detailed as you like.
- Smartsheet – This is an online event management program that everyone in your team can access from their computer or phone. www.smartsheet.com
- ActiveCollab – Another online planning program that is shareable amongst your team, even provides a calendar for task due dates www.activecollab.com

6 months prior	3 monthe prior	1 month prior	1 week prior	EVENT DAY	1 week after	1 month after
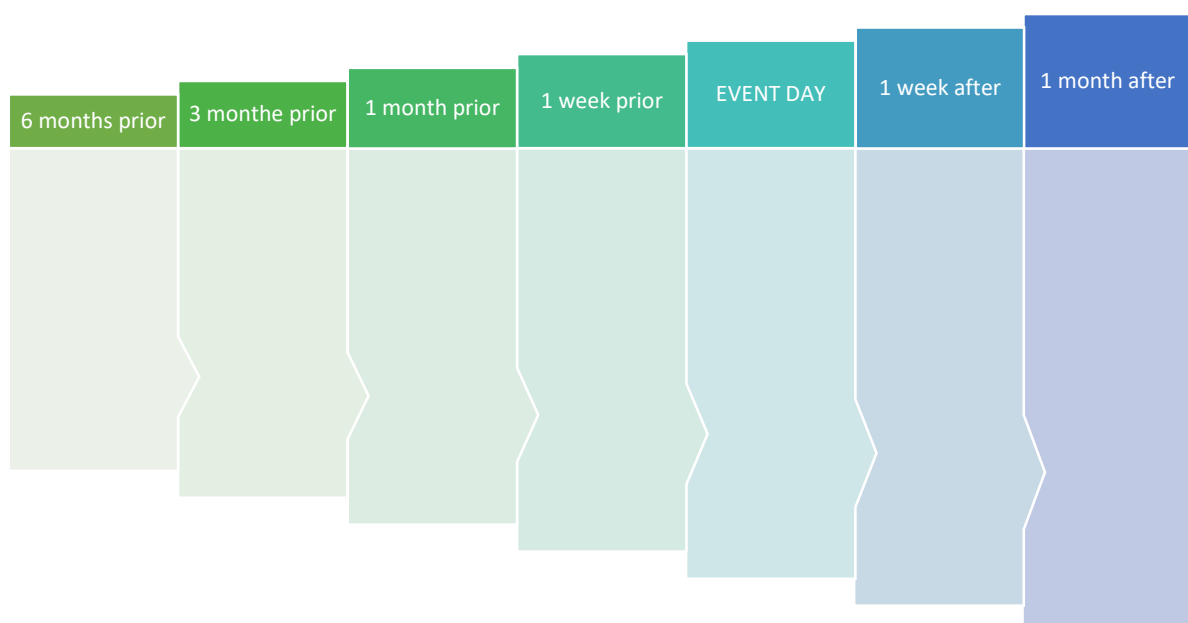
9. PROMOTION

This would have to be the most important phase of your event planning. Imagine going to all the work of organising something wonderful, and then no one turns up?

You need to let people know about your event and this can be achieved in many ways.

You first need to develop promotional material/ branding/ logo for your event. You want people to be able to look at the promotional material and get a feel for what the event will be like, but to also recognise that it's for that particular event regardless of where they see it- Branding ties everything in together.

Promotional material should let people know all about your event, it should look good and include important details. In addition to the typical who, what, where, when and why details, it should also include contact details for further information and can also include links to further information. If people need to purchase tickets it should provide clear instructions on how to do this, or direct them to an online site that completes this process (eg Eventbrite). Acknowledgment of partners and sponsors should also be visible,

Depending on the scale of your event there may be many materials you will develop to get people to pay attention, some examples include:

- Poster
- Program
- Banner
- Flag
- Official invitation

- Signs
- Letterheads
- Email signatures
- Invitations

Once you have your promotional material developed, you then need to distribute it to your target audience.

Where you send your promotion material will again depend on your event. For example, a wedding invitation will only be sent to the guest list, but a poster for a community event will be made public.

There are many ways you can get people to view your promotional material, and using a variety of methods will allow your advertising to be seen by more people. Some examples include:

- Traditional paper methods - eg a printed or handwritten invitation sent via post
- Social Media - Social media is a great way to create an event page, where you can gauge the amount of interest in your event. You can keep the event private and only invite certain people or you can set it as a public event
- Text message - Some people create digital invitations and send them to peoples phones directly
- Email - Email is a great way to invite people to an event because you can add it straight into their calendar and they can accept or decline the invitation
- Poster distribution – Posters placed up on community noticeboards or in areas where your target audience will see it
- Newspaper- Place an advertisement in your local newspaper
- TV advertising –
- Signage/ banners around the community

Set up a promotional strategy that shows how you will advertise, how often (eg Facebook posts once a week) and who will complete the tasks.

Event Promotional Items

While considering the branding and the promotional items to get people to your event, also consider any items you want at your event to distribute to attendees or even material post event like thank you certificates.

Many events have items available as freebies, or items to purchase. Have a think about the goal of your event and align your promotional items with this. For example, a youth event may provide some mobile phone cover cases with your event logo printed on it, or a wedding may have some small lolly jars with the wedding details on it.

If you require assistance with Marketing & Promotion, Livingstone Shire Council's Community Development and Sport & Recreation team hold Capacity Building Workshops and can provide materials to assist with this.

10. DELIVER THE EVENT

So the day has come, all the planning is now about to be implemented. How exciting!

All your plans are booked, the event has been well advertised, you have managed your budget, safety measures are in place, staff and/ or volunteers have allocated tasks for the day and you're all able to communicate through the event. It's now time to watch everything come together, and manage it well.

Successful events often seem flawless, but more often than not, that's not the case. It is to be expected that there will be miss-haps along the way and sometimes, despite all the best plans, things don't always go the way we planned.

It's not uncommon to have to make some quick decisions during the event in regards to any unforeseen circumstances. Prepare yourself for this and stay focused.

In the midst of watching everything unfold, and the best part, watching participants enjoy the event, take the time to enjoy it yourself. Have fun and appreciate the moment. The event may seem chaotic but it will all happen so quick; to evaluate the event you need to take part in it also.

Take photos, seek feedback!

11. CELEBRATE

You and your team have delivered the event; it's only deserving that you celebrate your efforts. You may do this directly after the event and stay back with everyone to have your own celebration, or you could organise to celebrate by ordering some treats during your post event meeting. However, you choose to embrace the fact the event is over, make sure everyone who played a part in the planning and delivery of the event is involved!

12. POST EVENT MANAGEMENT

Reflecting on an event is important for continuous improvement.

If the event is re-occurring the post event evaluation can ensure the event is improving year after year. Even if the event was a once off, it's still good practice to reflect, your own event planning skills will only improve as a result.

So was the event successful? Remember the measures of success you set up prior to the event? Now is the time to gather all the details together and assess, 'Did you achieve your goal?'

Pulling together an event overview to present to your team can be interesting, engaging and makes way for reflective conversations.

There are many areas to review, which will vary from event to event, and will also depend on the measure of success you put into place at the very beginning.

Some markers for success include:

- Overview of the planning process
- Survey results
- Number of attendees and/or ticket sales
- Feedback from staff and volunteers
- Any incidents during the event
- Financial position (Income and expenses)

Communicate your results!

Remember many people have invested their time, effort and/or dollars into your event. Share your event results around to end on a positive note.

Get creative in how you deliver this information, not everyone wants to read a 10-page report! Use info graphics, a short video, a one page 'snap shot', make it interesting and remember to stick to your branding!

Say 'Thank You'

Thanking your sponsors, volunteers and anyone else who should be thanked should be a priority. Advise them of the events success and give them something to hang on their wall to acknowledge the contribution they have made.

Contractual reporting

Where funding has been received, the individual or organisation that received the funding will need to ensure post event reporting is completed as per funding agreement

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NOTES

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13. RESOURCES FOR EVENT MANAGEMENT

It can be easy to feel overwhelmed when planning for an event, the good news is that there are many programs and resources that exist, designed to make event management a little more stress free.

Below are a few online resources to either help you get inspired, informed or organised!

- **Livingstone Shire Council website** provides information on temporary event bookings for Council venues and open spaces, risk assessments, waste management plans, food safety information, local laws, Council's sponsorship program etc. www.livingstone.qld.gov.au

- **Smartsheet** is an online management program and great for a team working on a project. Everyone can access the information, tasks can be assigned to people, and budgets can be easily managed and updated by all involved. www.smartsheet.com.au

- **Eventbrite** website is packed with information and resources to perfect your event, Eventbrite also looks after bookings and ticket sales for your event www.eventbrite.com.au

- **Activecollab** is another online event management program packed with many features to keep your tasks organised www.activecollab.com
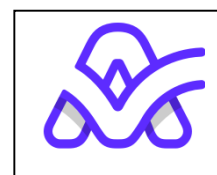
- **Pinterest** can assist with gaining inspiration during your brainstorming www.pinterest.com

- **Canva** is an amazing online design program to assist with branding and promotional items www.canva.com

Attachment 1 – Event budget example

EVENT BUDGET

(Sheet 1 of 3)

Expenses	Estimated Cost
VENUE	
Room/hall rental	$ 100.00
Furniture rentals	$ 100.00
Equipment rentals (speakers, microphones, etc.)	$ 100.00
Decorations	$ 100.00
Signage	$ 100.00
REFRESHMENTS	
Food	$ 100.00
Drinks	$ 100.00
Other	$ 100.00
PROGRAM	
Presenters	$ 100.00
Performers	$ 100.00
Presenter/performer travel	$ 100.00
Presenter/performer accommodations	$ 100.00
PROMOTION	
Paid advertising	$ 100.00
Web development	$ 100.00
Special offers/giveaways	$ 100.00
MISCELLANEOUS	
Name tags/badges	$ 100.00
Printed agendas/programs	$ 100.00
Swag (stickers, keychains, etc.)	$ 100.00
Stationary/pens/pencils	$ 100.00
Other	$ 100.00
GRAND TOTAL	**$ 2,000.00**

Attachment 2 – Event budget example

SPRING FAMILY BINGO NIGHT

Cost and Income Projections and Actuals
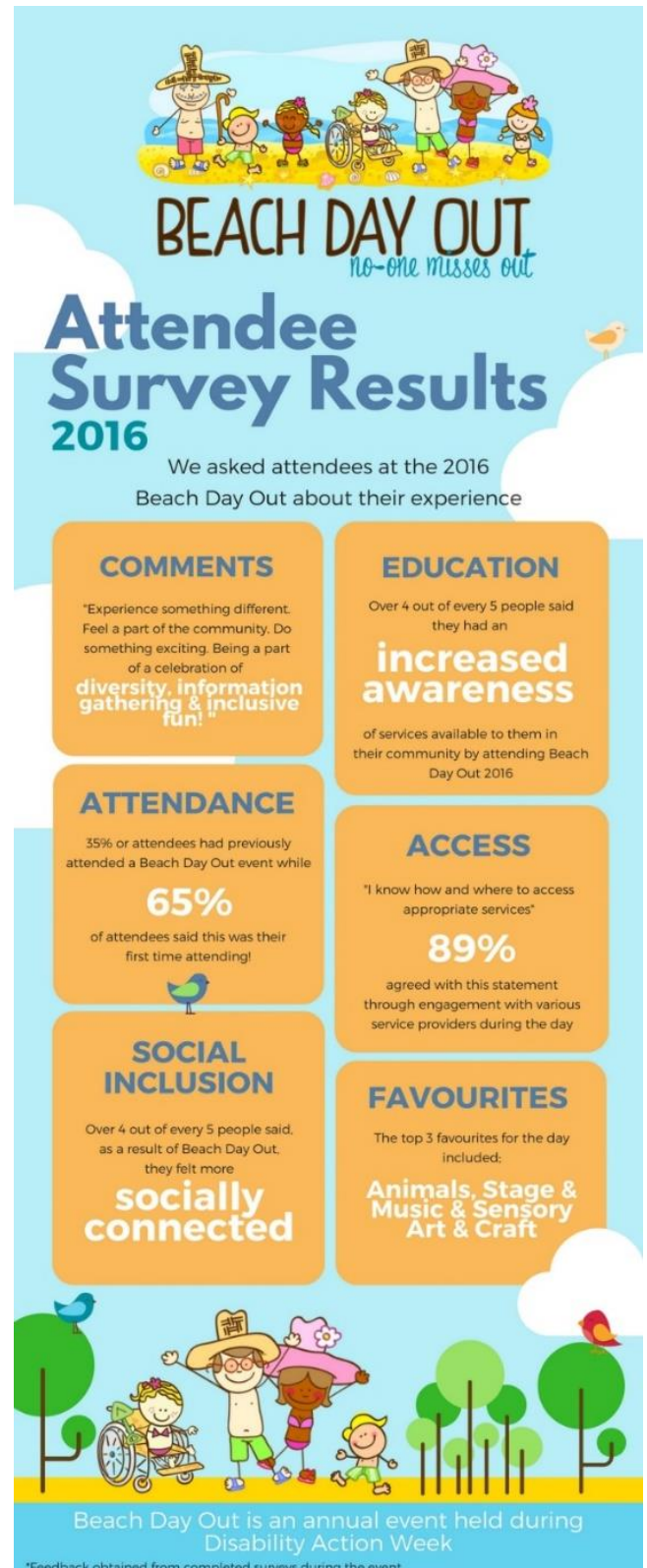Projections are based on ticket sales of 390

Budget is $300 net profit
Actual ticket sales = 431

EXPENSES

VARIABLE COSTS	[A] UNIT COST	PROJECTED X [B] QUANTITY	= [C] PROJECTED COST	ACTUALS NOTES	ACTUAL COST
Hot Dogs	$0.33	390	$128.70	400 hot dogs	$96.07
Buns	$0.09	390	$35.10		$42.15
Cans of Soda	$0.25	195	$48.75	408 cans	$137.63
Bottles of Water	$0.13	195	$25.35		$56.94
Popsicles	$0.15	390	$58.50	336	$36.80
Popcorn	$0.10	390	$39.00	supplies on hand	
Walking Tacos:					
Doritos	$0.22	390	$85.80	400 bags	$88.00
Hamburgers	$0.30	390	$117.00	78 lbs.	$93.60
Lettuce	$0.04	390	$15.60	6-80 oz bags	$14.87
Shredded Cheese	$0.07	195	$13.65	15.6 lbs.	$26.96
Tomatoes	$0.09	195	$17.55	31 lbs.	$20.97
Total Variable Costs			**$585.00**		**$613.99**

FIXED COSTS	UNIT COST	QUANTITY	PROJECTED COST	NOTES	ACTUAL COST
Decorations			$50.00		$36.75
Winner T-Shirts			$175.00	35 T-shirts	$205.80
Printed Water Bottles			$250.00	250 bottles	$237.34
Bingo Cards			$150.00	borrowed	
Lighted Board			$200.00		$150.00
Name Tags			$40.00	400	$61.40
Bingo License			$25.00		$25.00
Plates/Hot Dog Sleeves		500	$10.00		$8.50
Basic Prizes			$150.00		$132.37
Premium Prizes				none	
Total Fixed Costs			**$1,050.00**		**$857.16**
TOTAL COST FOR EVENT			**$1,635.00**		**$1,471.15**
Cost per Attendee			$4.19		$3.41

INCOME

Ticket Sales	$5.00	390	$1,950.00	431	$2,155.00
PROFIT			**$315.00**		**$683.85**

Attachment 3 – Measures of success

Example of how **measuring an event** can be used to inform others of the success of your event. This information can then be included in Sponsorship packs for the next event.

BEACH DAY OUT
no-one misses out

Stall Holder Survey Results
2016

We asked stall holders at the 2016 Beach Day Out about their experience

COMMENTS

94%

of stall holders agreed that they were adequately able to promote the services of their organisation to attendees during Beach Day Out

SERVICE SPECIFIC OUTCOMES

97% of stall holders said they had achieved their intended outcomes for the event

97%

COMMENTS

"To promote the number of organisations in the community that can provide support, advice and help to families and children. The event also gave staff the opportunity to discuss with people what type of service they provide and how to source the type of service they require"

Responsive

BENEFITS

Service providers said the top 2 benefits from participating in Beach Day Out included an increased awareness of services available to the community AND the positive interaction between attendees and services and the

links made

CONNECTIONS

"We have gained participation in our organisation as a result from Beach Day Out"

68%

agreed with this statement

INFORMATION

The top 3 methods stall holders used to engage attendees include:

Talking, Pamphlets & Providing Activities

Beach Day Out is an annual event held during Disability Action Week
*Feedback obtained from completed surveys

BEACH DAY OUT
no-one misses out

Attendee Survey Results
2016

We asked attendees at the 2016 Beach Day Out about their experience

COMMENTS

"Experience something different. Feel a part of the community. Do something exciting. Being a part of a celebration of **diversity, information gathering & inclusive fun!** "

ATTENDANCE

35% or attendees had previously attended a Beach Day Out event while

65%

of attendees said this was their first time attending!

SOCIAL INCLUSION

Over 4 out of every 5 people said, as a result of Beach Day Out, they felt more

socially connected

EDUCATION

Over 4 out of every 5 people said they had an

increased awareness

of services available to them in their community by attending Beach Day Out 2016

ACCESS

"I know how and where to access appropriate services"

89%

agreed with this statement through engagement with various service providers during the day

FAVOURITES

The top 3 favourites for the day included:

Animals, Stage & Music & Sensory Art & Craft

Beach Day Out is an annual event held during Disability Action Week
*Feedback obtained from completed surveys during the event

Attachment 4 – LSC Risk Assessment & Waste Management Form

Temporary Events Risk Assessment

Livingstone SHIRE COUNCIL

When holding a community event you might be asked to complete a risk assessment. Here are some hazards you might need to consider and then decide on how to control or minimise the risk.

Hazards / Risks What Could go Wrong ?			How will you prevent it ?
General Hazards	☐ Yes	☐ No	Do you need or have insurance for the event?
Causing Injury or accident	☐ Yes	☐ No	Will you do a Daily pre-start inspection of the site to look for potential unsafe hazards which might create risk of slip, trip, falls etc?
Traffic Management	☐ Yes	☐ No	Do you have a Traffic Management Plan?
Reversing vehicles, parking, and interactions between public and moving vehicles. People crossing roads (in particular children) or disruption to traffic	☐ Yes	☐ No	Have you managed traffic flow and parking to minimise the interaction of people and vehicles?
	☐ Yes	☐ No	Will the area be marked off / secured?
	☐ Yes	☐ No	Have you arrange for necessary permit for road closure?
Electrical Hazards	☐ Yes	☐ No	Does the site have RCD Protection?
	☐ Yes	☐ No	Are all Leads in a good condition?
	☐ Yes	☐ No	Have they been tested and tagged by an electrical worker?
	☐ Yes	☐ No	Are leads supported off the ground, out of potential water, and protected from damage?
	☐ Yes	☐ No	If necessary – Do you have a licenced electrical worker to do all electrical work
	☐ Yes	☐ No	Generators (and fuel) are located safely and secure
First Aid / Emergencies	☐ Yes	☐ No	Will you require First Aid Officers?
	☐ Yes	☐ No	Will you have first aiders on site?
	☐ Yes	☐ No	Can the public identify the location of the first aid facilities?
	☐ Yes	☐ No	Will this be shown on the site plan?
	☐ Yes	☐ No	Will you have an Emergency Plan eg: fire?
	☐ Yes	☐ No	Will you have a plan to manage lost children?
Hazards / Risks What Could go Wrong ?			**How will you prevent it?**
Amenities	☐ Yes	☐ No	Have you arranged for adequate numbers of toilets, hand washing facilities and water supply etc?
Toilets, water supply	☐ Yes	☐ No	Is there disability access available?
Waste - Litter	☐ Yes	☐ No	Have you arranged for sufficient number of bins and the collection of the rubbish after the event?
Tents, Temporary Shade Structures & Signage	☐ Yes	☐ No	Are all structures stable and secured down?
Creating trip hazards or causing injury from becoming unstable	☐ Yes	☐ No	Have you created a management plan for the potential of trip hazards for the tent pegs/ropes?
	☐ Yes	☐ No	Does any equipment or structures have sharp edges?
	☐ Yes	☐ No	Are any star pickets or stakes safely covered and visible?

Weather Rain, wind or storms	☐ Yes	☐ No	Will you require First Aid Officers?
	☐ Yes	☐ No	Will you have first aiders on site?
	☐ Yes	☐ No	Can the public identify the location of the first aid facilities?
	☐ Yes	☐ No	Will this be shown on the site plan?
	☐ Yes	☐ No	Will you have an Emergency Plan eg: fire?
	☐ Yes	☐ No	Will you have a plan to manage lost children?
Food Safety	☐ Yes	☐ No	Have you checked Food Licence requirements?
	☐ Yes	☐ No	Have you provided a list of food businesses to council?
Noise That may affect any neighbours	☐ Yes	☐ No	Will it be a noisy activity?
	☐ Yes	☐ No	Will you limit the time of the event?
Hazardous Chemicals/Gas Will there be any hazardous chemicals in use?	☐ Yes	☐ No	Do mobile food vendors have a current Gas System compliance Certificate? *LPG safety checklist for outdoor events (DNRM)*
	☐ Yes	☐ No	Will they be stored and secured to ensure the safety of the public?
Amusement Devices Rides Injury from unstable, unsecured or poorly maintained equipment	☐ Yes	☐ No	Are Amusement Rides proved by an operator who can provide a certificate of Registration from WHS Qld (with exception of some inflatables and coin-operated amusement devices)

Hazards / Risks **What Could go Wrong?**			**How will you prevent it?**
Amusement Devices Rides Injury from unstable, unsecured or poorly maintained equipment	☐ Yes	☐ No	Are Amusement Rides proved by an operator who can provide
	☐ Yes	☐ No	A certificate of Registration from WHS Qld (with exception of some inflatables and coin-operated amusement devices)
	☐ Yes	☐ No	Is the Owner responsible for set up , securing, maintenance and inspection of their rides prior to use. (They may have a log book detailing this information) *General Guide for Amusement Devices*
	☐ Yes	☐ No	Do they have insurance?
	☐ Yes	☐ No	Is all equipment (inc any flatable devices) stable and secured down. *Amusement devices – inflatable devices*
	☐ Yes	☐ No	Do they comply with electrical requirements as be above?
Think about any other potential Hazards or ways people might be injured? Please list below 1.	☐ Yes	☐ No	Have you implemented controls?
2.	☐ Yes	☐ No	Have you implemented controls?
3.	☐ Yes	☐ No	Have you implemented controls?

Risk Assessment Template - Events

Livingstone SHIRE COUNCIL

Event Name					Event Location			
Prepared By:	Signature				Date:			
The Risk – Things that may happen. What is it & how can it happen?	Likelihood	Conseque nce	Risk Rating		Risk Treatments	Risk Rating After Risk Treatments	Officer/Person responsible for implementation of Risk Treatments	
EG Risk of electrocution form electrical cord	Possible	First Aid treatment may be required?	M		Use a portable Safety Switch Ensure all electrical equipment has been tagged and tested by qualified person	L	John Smith Electrical	
	Rare	Insignificant (No I Low (L)				High (H)		
	Rare	Insignificant (No Low (L)				Low (L)		
	Rare	Insignificant (No I Low (L)				Low (L)		
	Rare	Insignificant (No Low (L)				Low (L)		
	Rare	Insignificant (No Low (L)				Low (L)		

Likelihood	Consequence	Risk Rating
Rare	Insignificant (no Injury)	Low (L)
Unlikely	Minor (First Aid)	Medium (M)
Possible	Moderate (Medical Treatment)	High (H)
Likely	Major (Serious Injuries)	Extreme (E)
Almost Certain	Catastrophic (Death)	EX

Temporary Event Booking Form
July 2014

Waste Management Plan

Enquiries: 1300 790 919 or 49 135 000

Address: PO Box 2292
YEPPOON QLD 4703

Email: enquiries@livingstone.qld.gov.au

1. Event Details

Event Name:	Event Location:
Contact Name:	Contact Number:
Prepared By:	Event Date:

2. Waste Management Details

1. How many general wheelie bins will you acquire for your Event?

2. How many recyclable wheelie bins will you acquire for your Event?

3. How many skip bins will you acquire for your Event? And what size?

4. Will you be emptying the bins during your Event?   Yes ☐   No ☐

   If yes, please provide dates and times:

5. Please provide the name and contact details of your Waste Management Company.

   Waste Management Company:

   Contact Name and Number:

6. What arrangements have you made for onsite Waste Collection throughout the day? (Including numbers of staff/volunteers to manage the process and to keep site litter free)

7. What arrangements have you made for the rubbish to be removed post Event?

CONTACT US!

Livingstone
SHIRE COUNCIL

Communtiy Development Sport and Recreation Team
CDSR@livingstone.qld.gov.au
Ph 4913 5000

LIVINGSTONE SHIRE COUNCIL
engagement + events

engagementandevents@livingstone.qld.gov.au
Ph 4913 5000