

# ACTION PLAN

PLANNING AND PREPARATION STAGE	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Form or reform the Organising Committee, Group or Team				
Decide upon and review dates of event				
Decide upon venues, confirm availability and book venues				
Develop a draft programme, contact entertainers for availability				
Contact Hamilton City Councils Events Team to inform them of the event and to discuss any licensing and traffic management requirements				
Draw up a proposed budget showing projected expenditure and income				
Start funding applications, develop sponsorship opportunities				
Plan a marketing and promotion schedule				
DEVELOPING AND PROGRESSING	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Confirm your expenditure and income budget				
Continue funding applications and securing sponsorship				
Book the performers and entertainer				
Apply for any special permissions and licenses				
Secure insurance for your event				
Finalise your promotion and marketing plan				
Book and secure, via a deposit, the equipment required				
Book first aid cover				
Draw up your site plan				
Write a waste management plan				
Start to secure volunteers for your event				
Book professional security if required				
Prepare all the publicity material for printing				

# ACTION PLAN

DEVELOPING AND PROGRESSING	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Ensure your event is listed on websites such as <a href="http://visithamilton.co.nz">visithamilton.co.nz</a> , <a href="http://eventfinda.co.nz">eventfinda.co.nz</a> , <a href="http://creativewaikato.co.nz">creativewaikato.co.nz</a>				
Use social media regularly to promote your event				
Send reminder information to all entertainers and people taking part				
Complete risk assessment				
Draw up a proposed budget showing projected expenditure Develop a schedule for the practical elements of the set-up and take-down stages of the event				
FINALISE DETAILS AND MARKETING	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Arrange a meeting at the site/venue with all the key personnel, Police, Fire, Ambulance, equipment suppliers, entertainers and any other participants to/discuss the event				
Confirm your staffing requirements and arrange details for volunteers				
Review risk assessment, update and put in place any additional controls				
Maintain good communication with Hamilton City Council Events Team				
Check conditions of funding and ensure you are complying with all details				
Use social media regularly to promote your event				
Book a photographer for the event				
Send an advance press release confirming the entertainment programme				
Write press releases and contact newspapers to follow up				
Stage a photo opportunity to gain advance press coverage				
Ensure your printed advertising has been circulated and top up				

# ACTION PLAN

<b>FINALISE DETAILS AND MARKETING</b>	<b>ACTION REQUIRED</b>	<b>BY WHOM?</b>	<b>BY WHEN</b>	<b>COMPLETED</b>
Carry out a briefing session for stewards, staff and volunteers				
Maintain good communication with entertainers, suppliers, the public and Hamilton City Council				
Maintain promotion via social media and online web listings				
Prepare a survey form or method of gathering feedback				
<b>ON THE DAY OF THE EVENT</b>	<b>ACTION REQUIRED</b>	<b>BY WHOM?</b>	<b>BY WHEN</b>	<b>COMPLETED</b>
Hold a safety briefing with all stewards, staff and volunteers				
Ensure all stewards, staff and volunteers have all the information about the event programme				
Follow pack-in schedule, review weather conditions and prepare accordingly				
Survey or gather feedback on the event from participants and audience				
<b>AFTER THE EVENT</b>	<b>ACTION REQUIRED</b>	<b>BY WHOM?</b>	<b>BY WHEN</b>	<b>COMPLETED</b>
Leave the venue or site clean and tidy, arrange for any damage to the venue/site to be rectified and litter to be removed				
Pay all bills and produce a full event statement of income and expenditure				
Send out letters of thanks and acknowledge the support you received				
Review feedback received and include in event report				
Arrange a full team meeting to discuss the event, minute all comments and feedback to include in event report				
Have a de-brief session with Hamilton City Council Events Team and any other professional services involved				
Produce and distribute a press release about the success of your event and thank the public for their support				
Prepare reports for funders and secure final payouts				