

# EVENT PLANNING

Once you have your basic what, where, when and who you will need to work through the details of your event. It's a good idea to create an Action Plan, either alongside your brainstorming process or after your initial ideas and planning meeting.

The Action Plan doesn't have to be a big document, it could simply be a 'to do' list or table with named people and the dates by which the tasks should be completed.

Larger events may benefit from a more substantial document to keep everybody on target and encourage others to invest or work in partnership with your event.

This is the time to be ambitious and creative about what you would like to happen at your event, how it will look, what sort of atmosphere you want to create and what activities visitors will enjoy at the event. Remember you may need to apply for permits or special licenses.

## The Event Plan

Writing an Event Plan is not as difficult as it may seem. It can be a very detailed document or a simple document of just one or two pages. If you work through this guide, you will be able to create an event plan. It should contain the following information:

- the proposed date, with all start and finishing times of your event
- the selected venue and location
- identification of your target audience
- a brief description of your event, its objectives and desired outcomes
- a schedule of the activities, which gives structure to the event
- an initial budget
- staff roles and contacts
- risk management plan
- pack in and out schedules
- equipment list

One of the key purposes of the Event Plan is to allow everyone involved to be very clear on what is being proposed and to get them all moving in one direction.

## Site Plan

When drawing your site plan, use a simple format and include surrounding streets and landmarks. Your site plan must be clear and show all important event features. It can be a hand-drawn sketch or perhaps a Google map showing an aerial view of the site with your event details listed accordingly.

- A map of the event is an essential tool in the event planning and management of your event.
- It helps you to logically group activities according to the availability of resources such as power, lighting and water and to access requirements.
- A well-detailed site plan can be a worthwhile resource for setting up the event and will help stall holders in their organisation. Use the Plan to erect temporary first aid stations, food stalls, position seating, location of bins and to create walkways.
- It is also invaluable in the event of an emergency. Security staff, police, first aid personnel and emergency services personnel should carry a copy of the site plan. With this plan, you can quickly determine the exact location of an incident or emergency, assisting in speedy responses. It also aids you in planning for public safety, disabled access, parking, coach set down, crowd management and evacuation procedures.