



# scene

Sunshine Coast Events Network



## Council's Community Festivals and Events team

Four key staff (supported by casuals and project staff as needed) deliver:



# HORIZON

10 ARTS-FUELLED DAYS | 24 AUG - 2 SEP 2018



[www.horizonfestival.com.au](http://www.horizonfestival.com.au)

# Christmas decorations and Carols sponsorship



# NYE Mooloolaba



## Today's Session

- **Event planning and project management** with Katherine Morgan & Jenna Faith
- **Event permit** process with Narelle Roberts
- Morning tea – 10.30am
- **Major event sponsorship** with Peter Egan
- **Event funding – Community Grants Program** with Jason Erbacher
- Tips on running **sustainable events** with Roslyn Potter

## Today's Session

- Safety and security with Andrew Murray (ERMS)
- Sponsorship with Professor Lenny Vance (USC)
- Afternoon tea - 3.30pm
- Social media with Susan Maynard (Connect Tourism)
- Shine - event recognition with Liz rivers (Qld Signature Events)





#### Community Kit:

- Preparing an Event Brief (or Event Proposal)

## Event Planning

### What is the event concept?

- event types – sporting, competition, cultural, heritage, festival
- event size - local/community, regional, major events
- is it free, is it a fund-raiser, is it just for fun, is it ticketed?
- who is the target audience?
- who will be event stakeholders?
- who will be the event manager and part of the team?
- how will you fund this event?

#### Community Kit:

- Preparing an Event Brief (or Event Proposal)

## Event Planning

### Why is the event being held?

- is there a need for the event?
- what is the community benefit?
- are there already similar events?
- what's your point of difference to other events?
- does the event align with your org values, vision or mission
- what outcomes do you hope to achieve?

#### Grant tip

These are questions we ask when you apply for funding for a community event.

## Event Planning

### When will the event be held?

- have you checked the local calendars
- have you checked with sponsors and key stakeholders
- what will the weather/season be like
- what time will the tide come in?

#### Grant tip

Get your event added to Council's what's on calendar – only council produced, sponsored or funded events.

Council – What's On

Event Connect

Gumtree

Sunshine Coast Daily

Visit Sunshine Coast

## Event Planning

### Where will the event be staged?

- indoors or outdoors?
- consider audience comfort and accessibility
- location – will your audience travel to this location?
- transport – how will traffic be affected; is there enough parking or public transport you can promote?
- have you been for a site visit?
- what service level is included – access to power, staff, services, equipment
- what costs are involved and are there extra costs for extra services like cleaning?

#### Web tip

- Beach and Park Directory
- Community Facilities

### 1. Planning

Concept  
Feasibility study  
Set budget  
Event plan  
Marketing plan  
Sponsorship plan & proposal  
Program development

### 2. Coordination

Quotes  
Bookings  
Site maps  
Stakeholder meetings  
Run sheet  
Contact list  
Promotion

### 4. Evaluation

Payments and budget  
Feedback  
Debrief  
Thank you notes  
Funding / sponsorship acquittal  
Final report

### 3. Delivery

Promotion  
Set up and logistics  
Customer Service  
  
Wet Weather plan implemented

# Event Team

**Community Kit:**

- Event Meeting Agenda

Event Manager	
Operations/Logistics/Site	Creative/Program/Protocols
Vendor/Market Stalls	Marketing/Promotions
Safety/Risk/Emergency	Community Consultations
Volunteer Coordinator	

## Team meetings

- Set an agenda
- Event Manager – leads the meeting
- Committee members – report on each element with a status update
- Note any action items

#### Community Kit:

- Event Management Plan (EIQ)

## Event Management Plan

This one document or manual that could be supplied to staff, volunteers or key stakeholders. The event management plan should include:

- contact list
- event runsheets
- event site plan
- production schedules
- permits and approvals
- staff roles and responsibilities
- communication plan
- risk management plan
- transport management plan
- emergency response plan
- waste management plan
- inclement weather plan
- evaluation strategy

**An important document for succession planning**

#### Community Kit:

- Final Report (EIQ)

## Evaluation

- **Surveys** – a dedicated form capturing specific info to help you plan the next event
- **Feedback** – verbal, emails, FB posts....
- **Media report** – online stats, media clippings...
- **Debrief** – might be one big team meeting or a number of meetings with stakeholders e.g. sponsors, suppliers

All of this leads to a FINAL REPORT



## Event Guides online

### Scene Community Kit

<https://www.sunshinecoast.qld.gov.au/Experience-Sunshine-Coast/Holding-Events/Sunshine-Coast-Events-Network-scene/scene-Community-Kit>

### Help with running events - Queensland Government

<https://www.qld.gov.au/about/events-awards-honours/events/running-events>

### Events in Queensland – best practice guidelines for event delivery in Qld (EIQ)

### How to organise special events and festivals in Queensland

<https://teq.queensland.com/industry-resources/how-to-guides/queensland-events-guide>

### Event management planning guide (events with ALCOHOL)

<https://publications.qld.gov.au/dataset/olgr-publications/resource/83339b0f-bd15-4d4a-847b-6784f15603fb>



## Event Texts

Festival & Special Event Management -  
Allen/O'Toole/Harris/McDonnell

Sustainable Event Management – A Practical  
Guide – Meegan Jones

