

EVENT PLANNING

Club & Society Training

INITIAL PLANNING

What's the purpose of your event?

What will the activity will be?

When would be the most effective time for it to take place?

Who's your target audience?

Who can help you? - find allies!

What's your budget? Can you identify any hidden costs now?

How much engagement do you need to break-even/make the event worthwhile?

(set a measurable target)

LOGISTICS



You want your event to be both profitable and accessible

Know your cause: people are more likely to take time out of their day to attend if you can persuade them why they should and the impact it will have

Think about wet weather provision. This is England remember.

Assign clear roles: people need to know what is their responsibility and you need to know that everything is covered

Don't forget the small but essential things: risk assessments, health & safety, data compliance, secure money collection, food & drink safety, access to toilets and to water etc. etc.

PROMOTION

Posts with photos and gifs perform the best, as do videos

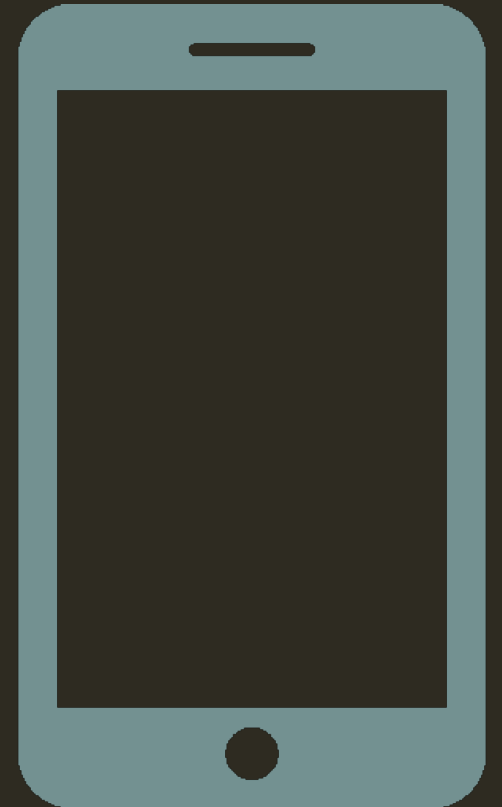
Facebook and Twitter algorithms are more geared towards landscape oriented photos/images, and they will generally present much nicer in landscape mode than portrait

Make sure that in each of your posts you include either a call to action, or a link for people to click on to find out more information. E.g “Get your hands on tickets for our film screening here: absu.co.uk/filmtickets”

Try organising a bigger, one-off event to get people hooked – once they come along, they’re more likely to come again.

Meet regularly – people will lose interest if you drop off the grid

Don’t underestimate word of mouth!



EVENT CHECKLIST: 3 WEEKS BEFORE

By now, all the important logistics should be sorted. That includes risk assessments, bookings, permits and permissions.

Artwork and promotional material should be complete and ready to go so...

Begin your promotion! Think posters, flyers, social media, videos, word-of-mouth,



EVENT CHECKLIST: TWO WEEKS BEFORE

Keep posting in your Facebook event to maintain interest and promoting your event in every way that you can

Allocate responsibilities for the day itself so you know who is staffing what and that you have enough people

Create a running order for the day to help you keep track - larger events can get hectic on the day so this will prevent you from forgetting anything important



EVENT CHECKLIST: ONE WEEK BEFORE

Send reminders to everyone involved, especially external organisations/helpers that may have forgotten

Make sure everyone working the event has your contact details and can get hold of you in case something comes up

Confirm any details that you're waiting on. By now, you want everything sorted and ready to go

Keep promoting!!



EVENT CHECKLIST: ON THE DAY

Arrive early and ensure everything is set-up in good time

Chill out a bit & take a breather before the event starts

Run your event (but make sure you enjoy it!)

Record the event in some way - take a few snaps, post an Insta-story etc.

Don't forget take-down and to tidy up after yourselves



AFTER YOUR EVENT

After the event, have a debrief with your team and celebrate your achievements!

Identify what worked well and what to change for next time.

Then say thank you to everyone that helped you & show your appreciation.

Finally, show impact: share photos of the event, tell attendees how the event went and show them the difference they've made if the event had an intent

YOU'RE READY - GO PLAN AN EVENT!