# Event Planning and Development

Planning an event can be stressful and some events require more support and planning than others. This document will walk you through each step of planning a large event.

**Deciding on an event**

When planning an event it is important to concern several important factors which will underpin the event as a whole and dictate how successful it is, what kind of event you plan and the amount of work which is necessary. Use the table below to start planning:

|  |
| --- |
| **Student Group:** |
| **Audience and Participation**  The audience will dictate the event which you run so it is important to consider this; think not only about what your members expect but consider if your event is accessible for everyone |
| **Student Group – aims and objectives**  Any events which you run should meet the overarching aims and objectives of the group, remind yourself of these so you can start planning your event. Your event should feature at least one aim or briefly cover two. |
| **Purpose of the event**  The previous two sections will aid you in deciding this; you should consider what you hope to gain from the event and what kind of event you want to run. Do you want to run a talk/ a party/ a trip. |
| **Goals and indicators of success**  Select three goals or indicators which you will use to identify how successful your event has been,  1.  2.  3. |

You should now have a better idea of what kind of event you want to run and what is required. The next steps will walk you through the planning stages.

**Planning**

Planning an event can be difficult if the team involved are not all on the same page. It is important to consider your team as well as the event itself. Try to have a working group which is large enough to cover all aspects but not so large it is unworkable – this will depend on the event. Upon meeting up, use the table below to assign roles to those helping. Try to assign the roles based on the middle three columns:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Strengths** | **Weaknesses** | **Conflicting Deadlines\*** | **Role** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Add more lines where necessary… | | | | |

\*These are deadlines which may affect the amount of work those in the project group can support

Once you have done this, draw up a timeline from now to the event and add in any conflicting deadlines where people may be unavailable. This can be in whatever format you like. Below are some key timeline dates:

|  |  |
| --- | --- |
| **Time before event** | **Action required** |
| 3-6 months before | Begin planning |
| 3-6 months before | Booking venue |
| 2 months before | Booking services |
| 1 month before | Ticket sales |
| 2 weeks before | Decorations |
| 1 week before | Final numbers |

You can also find deadlines for submitting forms in the societies’ handbook <https://www.citystudents.co.uk/pageassets/getinvolved/resourcehub/Societies-Handbook-2019.pdf>

**Budgeting**

It is imperative that you complete a full budget at the start of the event so you can account for all funds, you should then use one which you can update during the planning so you can add in actual costs.

It is important to consider if something has VAT included or not. If you need to calculate VAT this is 100% x 1.2 = VAT included amount. Almost everything will be VATable including: venue hire, ticket sales, clothing. **This is not an exhaustive list so please contact** [**suactivitiesteam@city.ac.uk**](mailto:suactivitiesteam@city.ac.uk)**.**

Along with this you should have been sent a budgeting form to complete.

**Venue Booking**

If you are using an on-campus venue, please following the Room Bookings procedure – this can take ten working days to process so please take this into account. If you are booking an external venue you will need to submit an external bookings form and a contract – this can take three weeks.

When choosing a venue it is important to consider who is attending your event:

* Who is participating? An older audience is less likely to want to attend a busy nightclub, or those with children are likely to want provisions for this.
* Is the venue accessible? When considering this do not just consider is it physically accessible but also consider invisible disabilities, mental health and those who don’t drink.
* How many people are attending?

It is also important to consider the purpose of the event, for example you shouldn’t book a room with stationary furniture for a dance show.

Use the planner below to iron out any details.

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| **Participants**  Include number and needs |
| **Venue requirements** |
| **Event registration**  Do you need to send numbers to the venue/when, do you need to send confirmations etc. |
| **Set Up**  Is the equipment working? Are decorations needed? Is there signposting? |
| **Hosting details**  Do you need a meet and greet? Do you need to announce housekeeping? |
| **Event close**  Who is responsible for clearing up? |

**Additional services and requirements**

It is likely when you are planning your event you will require some additional services or equipment. This may include a photographer, DJ, decorations, awards etc.

One of the first things which you should consider is what it is you need and how much you are looking to spend. The budgeting form should help you do this. What you are looking for and want to do will determine what you will spend and how you will go about sourcing this.

It is always worth considering what is the best way to do things; for example, you could swap services. You might offer to promote a florist all year if they will provide flowers for your event – this is a service-based sponsorship. Similarly, if you are looking for dancers to perform you may reach out to a student group or society to support you with this.

If your budget is tight you may consider making your own decorations and putting on a craft session; if you are running a revision session you may put together your own resources to support students.

Below is a list of things which you might want for different types of event, use this to help determine what services you need.

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| **Ball/Party/Awards** |
| * DJ * Decorations * Entertainment * Trophies * Recognition for organisers * Ticket print outs * Catering (this can be costly so it is important to factor this in) * AV |
| **Revision/Study Session** |
| * Module information * Study Skills material * Destress materials * Learning tools * Computer equipment |
| **Games Night** |
| * AV * Games equipment/new games * Trophies * DJ * Catering * Decorations |
| **Fundraiser** |
| * Charity materials * AV * Bake sale equipment |
| **Speaker/Panel Discussion** |
| * AV * Ticketing * Catering * Decorations |

**Promotion**

When planning an event it is important to put together a comms plan – this is the plan for publicising the event and engaging students in the event.

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| --- |
| **Social Media**  Social media can be used in many ways including creating a hype around the event before launching it. You can utilise channels such as Facebook, Twitter and Instagram to push the event and get people to share it. |
| **Students’ Union Website/ Moodle**  Both the Students’ Union, and Moodle for academic events, are useful tools for promoting events which are going on and getting word out to students. You can list events via the website or your course office. Tickets can be added to the SU website. |
| **Word of Mouth**  Lecture shout outs, talking to students, playing games etc are great ways to get word out and get students talking. Consider how you can do this. |
| **Flyers and posters**  Posters and flyers can be put up on boards around the University – consider using this to promote events. |

It is useful to make a plan and schedule your comms so you know what is being promoted and when and this can increase in intensity as the event approaches.

**Ticketing and registration**

If your event requires ticketing be sure to complete a ticket request form here: <https://www.citystudents.co.uk/surveys/ticketrequestform/>

This can take up to five working days to turn around so consider this when asking tickets to be listed.

You don’t have to charge for tickets, they can also be used to register interest and manage numbers which is always beneficial.

**Risk Assessments**