

2 Event Concept

- The reason **WHY**
- The **PURPOSE**
- The **TIMING**
- The event **THEME** excites everyone on the committee.

3 Event Feasibility

- The **VENUE/SITE** will meet our needs.
- The **EVENT COMMITTEE** and portfolio managers are on-board.
- All necessary **APPROVALS** and authorisations can be obtained.
- All the major **INFRASTRUCTURE** can be sourced .
- The **PROMOTION & SPONSORSHIP** plan has been approved.
- The **PLANNING BUDGET** has been approved by the events committee .
- The **EVENT BRIEF** has been approved by the event committee.
- I have been given the **GREEN LIGHT** by the event committee to plan and implement the event.

4 Event Plan

- A **SITE PLAN** has been created.
- The **PEOPLE MOVEMENT PLAN** has been created.
- All necessary **APPROVALS** have been applied for and application forms attached.
- The **DEALS LIST** has been approved by the Events Committee.
- An **INFRASTRUCTURE & EQUIPMENT** list has been created.
- The **PROMOTION & SPONSORSHIP** updated and finalised.
- A **VOLUNTEER MANAGEMENT PLAN** has been created.
- EVENT INSURANCE** has been secured.
- An event **TIMELINE** has been created
- The planning budget updated to become the **EVENT BUDGET**.

DO YOU HAVE ENOUGH TIME ?

DO YOU HAVE ENOUGH MONEY ?

5 On The Day

- A **DISASTER MANAGEMENT PLAN** has been created.
- The **COMMUNICATION PLAN** has been created.
- A **MINUTE BY MINUTE** has been created.

6 Event Post Mortem

- The **EVENT POST-MORTEM** has been Conducted.

1

Event Checklist

2

This workbook will lead you through the steps needed to crystallise your concept by examining

- **WHY** your organisation wants to run an event.
- What is the **PURPOSE** of the event.
- What is the best **TIMING** for the event
- What are the **FINANCIAL** expectations of the event.
- What is the **THEME** of the event

The event concept will allow the organising committee to come to a clear understanding of the event they wish to run and to allow an examination of the event feasibility.

WHY?

It sounds like such a simple thing, but if you are struggling to come up with answer to the question, ... "WHY are we running this sations constitution".

EG: Promote the Club, Membership Drive, Raise Funds, end of year celebration.

Purpose

The purpose is a bit more specific than the WHY. Purpose can sometimes be a target and their can be several purposes for running an event. If there are more than one list them in priority order.

1. _____
2. _____
3. _____
4. _____
5. _____

EG: "Raise \$3,000 to paint the clubhouse", "Get 20 new members", "Promote the club through media coverage of the day", "To keep all costs for the event under \$3,000", "To offer our existing members a fun day out", "To reclaim the park for after dark family fun". "To be a model for 'GREEN' events by only using recyclable products and renewable energy".

Budget

The total of all costs associated with the event should not exceed:
(This represents the amount of money that could potentially be at RISK if something catastrophic happens and no costs can be recouped.)

The committee requires this much profit, OR

The committee will subsidize the event by this amount

\$ _____ Total RISK
\$ _____ Profit
\$ _____ Subsidy

event" then you may benefit from a committee brainstorm or consulting the "Objects or Objectives section of the organi-

Timing

Based on previous experience it will take months to organise the event.

Given the other commitments of the club and competing events these are three possible dates for the event

1.

2.

3.

124 Great Event Ideas

- Opera Under the Stars
2. Wearable Arts Festival
3. Motor Fest
4. Bay to Town Fun Run
5. Craft Fair and Expo
6. Country Music Muster
7. Alice in Wonderland Festival
8. Never Never Festival
9. Brass in the Grass Concert
10. Beer Can Regatta
11. Teddy Bears Picnic
12. Desert Harmony Festival
13. Kites for Kids Festival
14. Kidsfest
15. Sea Fest
16. Children's Character Festival
17. Country Fare
18. Wild Foods Festival
19. Good Food and Wine Show
20. Wool, Wine and Wheat Show
21. Sculpture by the Sea
22. Mind, Body and Spirit Festival
23. Combined Churches Children's Brunch
24. Un Wined Festival
25. Festival of Gardens
26. Springfest
27. Seduction by Tastebuds
28. Light Up Christmas Carnival
29. Australia Day Celebrations
30. Vintage Farming Field Day
31. Cool Music + Kites
32. Feel Good Festival
33. Dreams of the Bay Exhibition
34. Festival of Country Gardens
35. Fatherhood Festival
36. Iron Kids Triathlon
37. Fire and Ice Festival
38. Festival of Magic
39. Healthy Life Expo
40. Home and Gardens Inspiration
41. Hot Sauce and Fiery Foods Festival
42. Tales at Dusk
43. Fairness in the Park
44. Grand Kids Day
45. Philosophy, Science and Theology Festival
46. Drive Back In Time Festival
47. Elvis Revival Festival
48. It's a Dad Thing
49. Blessing of the Harvest Festival
50. Blessing of the Fleet
51. Dirt and Dust Festival
52. Heritage Farming Weekend
53. Good Vibrations Festival
54. Taste the Harvest
55. Midsummer Feast
56. Multi Cultural / International Festival
57. Envirofest
58. Harmony Day Celebration
59. A Jazzy Lunch
60. Little Hands Children Festival
61. Mad Hatters Morning Tea / Festival
62. Sun Dance Festival
63. VegFest: Festival for Vegetarians
64. Food on a Stick Festival
65. All Organic Festival
66. Lunar Film Festival
67. BookFest: Writer's and Reader's Festival
68. Flowers Festival
69. Jazz & Heritage Festival
70. 2 Hot 2 Handle
71. Adventure & Wilderness Festival
72. Buskers by the Bay
73. Jailhouse Rock Festival
74. Grape Expectations Festival
75. Coast to Coast Foot Race
76. Ute Muster
77. Dive and Surf Festival
78. Seaside Song and Dance Carnival
79. Palate of Passions
80. Festival of Romance
81. Kids festival and Youthopia
82. Festival of Disability Arts & Culture
83. IMAGE-in: A photography and Imaging Festival
84. Drive Back in Time Festival
85. Idea Festival
86. Beertopia
87. Motorcycle Spectacular
88. Beaut Ute Festival
89. Words in Winter
90. Book-a-rama
91. Feral Food Festival
92. Annual Town Garage Sale
93. WETA (We Encourage the Arts) Festival
94. Sea, Sky and Bushwalk event
95. Fringe Festival
96. Tastes of the Neighbourhoods
97. WOW Festival
98. Festival of Body Arts
99. Winter Solstice Fire Festival
100. Midwinter Carnival
101. Fine Food & Wine Festival
102. Riverfest
103. Spring Time on the Mountain
104. Jazz and Blues Festival
105. Old Wheels in Motion
106. Festival of Cultures
107. Victoria Week
108. Bloomin Tulips Festival
109. 50's Festival
110. Medieval Fayre and Tourney
111. Garden Designfest
112. Cruelty Free Living Festival
113. World Buskers Festival
114. Rock 'n' Roll Festival
115. Fella Festival
116. Awesome Festival
117. Festival of Wind
118. Man from Snowy River Bush Festival
119. Festival of Funk
120. Art is Everywhere Festival
121. Wine and Fine Living Festival
122. Baby Boomers and Country Living Festival
123. Breakfast with the Birds
124. Beer Can Regatta

3

This workbook will lead you through the steps needed to assess the feasibility of your event by addressing:

- Venue/Site
- Event Committee Structure
- Legal Approvals and Licences
- Infrastructure and Equipment
- Promotion
- Sponsorship
- Planning Budget

Completing this workbook will create the **EVENT BRIEF** for submission to the Event Committee.

When the Event Committee consider the Event Brief they will be required to give the **GREEN LIGHT** before the event can be progressed to detailed planning.

Venue Plan

Ask the Building Manager or your Council as they may have a plan of the site you could use.

Draw a rough plan of the site or a floor plan of the building you intend to use. Mark on the plan the following:

- Power Points
- Water Points
- Toilets
- BBQ's
- Overhead power lines
- Parking
- Pedestrian access
- Vehicle access
- Emergency Vehicle access
- Existing pathways
- Areas that may get boggy when wet
- Any hazards
- Environmentally sensitive areas

Scale

0m _m _m _m

Legend
P Power
W Water
T Toilets

For outdoor events don't make your crowd face the rising or setting sun when they are watching a stage. Separate your Front of House (where the public are) from your Back of House (where public are not allowed). Consider the neighbours when positioning your stages or sideshows.

You can also access maps from  just type in the address of your venue and 'zoom in'.

Is the Venue/Site suitable for the type of event you plan to run? Yes No

Committee Portfolios

Organising an event is a group effort, map out here how you are going to structure the organising committee

Choose the portfolios that suite your event, a portfolio may be assigned to one person or a sub-committee depending on how complex it is):

- **Volunteers** (to gain, train and retain all the volunteers needed for the event)
- **Finances** (to manage the budget and pay all bills and manage petty cash)
- **Venue "Bump In" and "Bump Out"** (to set up the venue, infrastructure & equipment and disassemble the venue)
- **Merchandise** (to sources, sell and account for all merchandise)
- **Entertainment & Program** (to source, programme and organise)
- **Approvals** (to ensure that all approvals are sought from police, council etc and to liaise with these agencies)
- **V.I.P.'s** (to organise VIP's and look after them on the day)
- **Event Plan** (the Event Manager should always keep charge of developing and managing the event plan)
- **Transport** (to move events staff, equipment, VIP's and goods from place to place during the event)

Are there sufficient people and skills on the committee to organise and implement the event?

Yes No

Does the budget exist to 'BUY IN' any skills that are lacking?

Yes No

Approvals and Permits

Temporary Food Permit

(See the Health Department at your local Council)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Temporary Road Closure

(Police, Department of Main Roads and Council)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Raffles

(Office of Liquor Gaming & Racing, ask about The Charitable and Non-Profit Gaming Act 1999)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Alcohol Sales

(Office of Liquor Gaming & Racing, also chat to Council)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Fireworks

(Only use Licensed Contractors see Dept Mines & Energy for a list)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Boats & Waterways

(Try Department of Transport or Maritime Safety Queensland)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Use of Park

(see Local Council)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Performance or projection of copyright material

(see <http://www.apra-amcos.com.au>)

Contact Person

Number

Needed ?

How Much does it Cost

How long does it take to issue ?

Notify Insurance Company (let your insurance company know what you are doing)
Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Notify Fire Brigade (Particularly if you are putting up a big tent as there may be special requirements)
Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Police
Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Notify Neighbours (Some Councils may require a letter Box drop to neighbouring homes if event is noisy)
Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Notify Taxi Company (licensed events can require extra taxi's at closing time)
Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Contact Person _____ Number _____

Needed?
How Much does it Cost _____ How long does it take to issue? _____

Event Feasibility Workbook

Can you source all the needed permits and licences in time?

Yes No

Infrastructure & Equipment List

Stage Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Portable Toilets Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

P.A System Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Food Vendors Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Size: _____ long, _____ wide, _____ high. Is it available?
Contact Person /Company _____ Number _____

Cost _____ Is it PICK-UP or DELIVERED
How long does it take to set up? _____

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Size: _____ long, _____ wide, _____ high. Is it available?
 Contact Person /Company Number

Is it PICK-UP or DELIVERED
 Cost How long does it take to set up?

Event Feasibility Workbook

Can your source all the major infrastructure and equipment you need?

Yes No

Designing your Promotion Plan

Target Audience

Re-read **Why are you running your event ?**

Who are your target audience

Promotional Message

Re-read the **Purpose of the event:**

What is your message

Coverage

Determine the catchment area for your target audience, (e.g.: a building, a neighbourhood, a street or a town ?)

What coverage do you need

Timing your Efforts

To get the **TIMING** right for your message consider the following

Is your purpose to use the event to promote your message to a wide audience (whether they are at the event or not), in which case you want just enough crowd to make the event 'work' but you want to focus your effort on getting maximum media coverage of the day and consequently coverage for your message. In this case you will **PROMOTE** the event to get a crowd and try for maximum Media Coverage on the day (see the *Maximising your Media Coverage Checklist* see page 16).

Your plan should include a promotion plan AND Media Coverage Plan for the day

OR

Is your purpose simply to get the most people, or a particular age group, or particular neighbourhood to your event and you don't really care about the wider audience that did not attend the event, in which case you want to promote your event to a specific audience and not be too concerned about media on the day.

Choosing the right Media

Which Medium will best carry your message to your audience

More than anything else, coverage determines the best media for you, if you are only seeking people from a single building perhaps an e-mail gives best coverage, if you wish to cover a single street or neighbourhood then a 'letter box drop' coupled with posters could do the trick. If you wish to draw people from the whole town then you may need to use mass media such as newspapers, radio and T.V..

Regardless of your needs talk to people and get media advice and you will avoid wasting a lot of time and money. Try the promotions officer from your local council or any big government departments in town, a *cheeky* phone call looking for some free advice can often pay dividends.

Television & Radio

- Paid adverts
- Chat shows
- Free Community Bulletin Boards

Newspapers, magazines, catalogues

- Special Features
- Inserts
- Paid ads, advertorials
- Community service announcements
- News articles

Online

- Blogs
- e-mail messages, web pages

Other

- Phone around
- Letter box drops
- Shop's bulletin board

Promotion Plan

Target Audience: _____

Message: _____

Coverage: _____

ACTIVITY		MONTH			MONTH			MONTH		
		DEADLINES								
1	\$									
2	\$									
3	\$									
4	\$									
5	\$									
6	\$									
7	\$									
8	\$									
9	\$									
10	\$									
11	\$									
12	\$									
13	\$									
14	\$									
15	\$									
16	\$									
17	\$									
Total Cost		\$								
Mark Known Deadlines Here										

Event Feasibility Workbook

Designing your Sponsorship Plan

STEP ONE:

Save up all the flyers, catalogues newspaper features, community magazines etc that you can for a week, spread them out on the floor and look at who is paying for advertising at the moment.

Target Audience

STEP TWO:
List the companies that seem to be targeting the same audience as you.

Promotional Message

STEP THREE:
Which companies have a message that is the same as, or complimentary to yours, rate them from closest to most distant.

Circle: Good Will, Exposure, Market Access Contra Cash

Circle: Good Will, Exposure, Market Access Contra Cash

Circle: Good Will, Exposure, Market Access Contra Cash

Circle: Good Will, Exposure, Market Access Contra Cash

Circle: Good Will, Exposure, Market Access Contra Cash

Circle: Good Will, Exposure, Market Access Contra Cash

What's for sale ?

STEP FIVE List what you are **willing** to sell: (Eg naming Rights, exclusive rights, logo's on posters etc)

Flick back to your promotion plan and infrastructure list for ideas on what you can 'sell'.

Item	Value to Sponsor
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Coverage

STEP FOUR: Refine your list by rating those who have the same coverage as you higher up the list.

Sponsors Needs ?

A sponsor will want to buy either "Good Will", "Exposure" or "Market Access". Good Will is effectively a donation whereby they can be seen as supporting a worthy event. Exposure means that you will help make people aware of their product or service. Market Access means you give them the opportunity to sell (for example Pepsi may sponsor your main stage if you allow them to be the exclusive beverage supplier on the day.

STEP SIX: Decide for each sponsor what their need is:

Contra or Cash

Decide what you want from each potential sponsor. This could be "Contra" where the local butcher supplies meat for the BBQ in exchange for including his 'specials' list in your letterbox drop or cash where the local bank pays for all your posters in exchange for naming rights of the event. 'Cash' is extra revenue and 'Contra' reduces your costs.

STEP SEVEN: Decide if you want Cash or Contra from each sponsor.

Sponsorship Plan

Creating and Delivery Great Events—Garry Humphries

Sponsorship Target

Cash: \$ _____ Contra: \$ _____

Sponsorship Details	MONTH			MONTH			MONTH		
	DEADLINES								
Company									
Offer:									
Return:	\$								
Company									
Offer:									
Return:	\$								
Company									
Offer:									
Return:	\$								
Company									
Offer:									
Return:	\$								
Company									
Offer:									
Return:	\$								
Company									
Offer:									
Return:	\$								
	Mark Known Deadlines Here								

Event Feasibility Workbook

Your **APRAOCH** is very important, at the very least you should approach with a phone call and then follow up quickly with a letter that outlines, the event details, the organisers expertise in staging great events, what you are trying to achieve and who your target audience is, why you need their support (the return) and how they may benefit (the offer).

It can sometimes take a sponsor several weeks to say yes because they may have to get approval from a board or committee.

Have you forgotten anything?

Unplanned expenditure can cripple an event, use the check list below to see if you have forgotten to include anything in your budget.

Event Site/Facility	Decorations	Media Kit	Rain Plan Cost
Rental Fee	Event Décor	Registration Packets	Canopies/Tents/
Permit's)/License	Stage Décor	Posters	Coverings
Labour	Stage Backdrop	Flyers	Misc. Costs
Rentals	Centrepieces/Table Décor	Invitations	Accounting
Heat/Air	Flowers/Plants	Tickets	Legal Counsel
Furniture	Candles	Letterhead/Envelopes	Office Supplies
Tables	Balloons	Specialty Items	Office Equipment
Registration Tables	Speciality Linen	Duplicating/	Phone
Chairs	Chair Covers	Photocopies	Ticket Sales Fees
Pipe & Drape	Signs	Logo	Warehouse
Carpeting/Flooring	Props	Program	Mileage
Props	Super Supplies	Misc. Printing/	Parking
Tents/Canopies	Misc. Charges	Specialities	Extra Supplies
Staging (skirting, stairs)	Labour	Menus	Event Photographer
Risers	Entertainment	Maps	Event Videographer
Stanchions/Ropes	Music	Sponsor Signs	Coat Check
Labour	Talent	Special Area	Volunteer
Food Services	Celebrity	VIP Area	(Appreciation Activity/
Food	Speaker's Fees	Name Tags/holders	Gifts)
Beverages	Models	Place Cards	Complimentary Tickets
Bartender fees	Labour	Awards, Recognitions	Local, state, federal
Catering fees	Utilities/Waste Manage-	Engraving	taxes
Equipment	ment	Certificates	Misc. Gratuities
Tables/Chairs	Water Hook-up	Prizes	Specialized Labour
Supplies-Linens, China	Restrooms/Port a Loos	Frames	Postage/Shipping/
Glasses, Utensils	Trash/Dumpsters/	Thank You Cards	Storage
Labour/Staff	Receptacles	Transportation/	Postage
Health Permits	Disposal Service	Parking	Postage
Personnel/VIP/Guests	Setup Crew	Limousine/Car Rental	Bulk Mail/Permits
Audio-Visual	Cleanup Crew	Valet Area	Mail House
Television Monitors	Supplies	Shuttle	Freight
Video Players/Recorders	Misc.	Mileage Reimburse-	Delivery Service
Cameras	Promotion/Advertising	ment	Drayage
Overhead Projectors	Newspapers	Labour/Personnel	Income
Projectors/Carts	Magazines	On-Site Transporta-	Event Income
Slide & Film	Radio	tion	Booth Space Sales
Screens	TV	Truck/Van Rental	Ticket Sales/
Lecterns/Podiums	Show Signs	Carts/Hand Trucks	Admission
Microphones	Street Signs	Special Vehicles	Sponsors/Underwriters
Reel-to-reel Tape Record-	Directional Signs	Labour	Donations
ers	Banners	Travel/	Merchandise
Disc Players	Printed Photos	Accommodations	Raffle
Sound System	Promotional Items	VIP Travel	Auction
Walkie-Talkies	Radio/TV/Video Produc-	Limousine/Car Rental	Bar
Pointers/Marking Pens	tion	Hotel	Ad Program
Flip Charts	Security	Personnel	
Blackboards	Facility	Event Manager	
Computer Interfaces	Private	Show/Event Staff	
Technical Staff	Insurance	Additional Staff	
Labour	Gen. Liability Insurance	Overtime	
Electrical	Rider	Host/Hostesses	
General Lighting	Specialized	Registration	
Special Lighting	Design & Printing	Consultants	
Generator	Designer	Public Relations	
Extension Cords	Business Cards	Emergency	
Video Production	Brochures	Medical	
Rentals		Ambulance	
Labour			

Planning Budget

Income

Budget from Committee	\$
Sponsorship Cash	\$
Ticket Sales	\$
Site fee for SideShows	\$
“% of take” from Food vans	\$
Other	\$

TOTAL INCOME \$ _____

Venue Costs

Hire Charges	\$
Cleaning Bond	\$
Sub Total	\$

Committee Costs

Audit fees	\$
Administration cost	\$
Sub Total	\$

Approval/Permit Costs

Food Permit	\$
Raffles License	\$
Alcohol booth licence	\$
Sub Total	\$

Infrastructure Costs

Tents	\$
Stage	\$
Generators	\$
Lights	\$
Port-a-loos	\$
Sub-Total	\$

Volunteer Costs

Volunteer Meals (20 @ \$6)	\$
Volunteer T-Shirts (25 @ \$7)	\$
Sub Total	\$

Insurance Costs

Extended Volunteer Cover	\$
Pluvius Insurance	\$
Sub-Total	\$

Event Management Costs

Walkie Talkie Hire	\$
Petty Cash	\$
Copying	\$
Phone Calls	\$
Management fee	\$

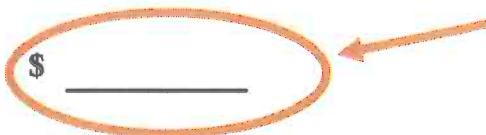
Promotion Costs

Posters	\$
Flyers	\$
mail-out	\$
Sub-Total	\$

TOTAL EXPENDITURE \$ _____

PROFIT LOSS \$ _____

The Financial RISK



Event Feasibility Workbook

Monitoring Feasibility

If the event is profit making then the CRISP formula is an easy way of determining if there will be a profit. The formula can be quickly changed as sponsorship deals evolve and the event is fully costed and most importantly you can establish if the ticket price can be set at a reasonable level.

The CRISP formula is still of use in not-for-profit events, in this case P is '0' and the committee may wish to set a cost per head limit so that they are fully aware how much they are subsidising the event for

CRISP Formula

- C** = Cost of the Event
(assume you are paying for all Contra)
- R** = Registrations or Crowd Size expected
(be realistic, use the minimum number)
- I** = Income expected
(except Ticket sales and Sponsors)
- S** = Sponsorship expected
(Contra & Cash)
- P** = Profit you would like

$$\frac{(C + P) - (S + I)}{R} = \text{Ticket Price or Cost per Person}$$

Event Feasibility

- Does the Committee agree with **WHY & PURPOSE** ? YES NO
- Is the proposed **TIMING** still suitable ? YES NO
- Is the **THEME** suitable ? YES NO
- Will the **VENUE** meet your needs ? YES NO
- Does the Events **COMMITTEE** have the Skills & Time ? YES NO
- If Not can you afford to buy extra help ? YES NO
- Can **APPROVALS** be purchased in time ? YES NO
- Is the needed **INFRASTRUCTURE** available ? YES NO
- Is all the key **EQUIPMENT** available ? YES NO
- Can you afford to **PROMOTE** the event ? YES NO
- Can **SPONSORSHIP** targets be met ? YES NO
- Is the Financial **RISK** acceptable to the committee ? YES NO
- Does the **CRISP** meet the committees expectations ? YES NO
- Does your parent organisation need to give **APPROVAL** ? YES NO
- DO YOU HAVE A GREEN LIGHT TO PROCEED TO ORGANISE THE EVENT ?** YES NO

10 Ideas for Maximising Media Coverage

This checklist is designed to help you get maximum media coverage on the day of the event. First of all you should decide if you want maximum media coverage on the day. To help decide refer to your sponsorship checklist.

1 Production Schedule

Ask your local media when you have the best chance of reporter and photographer visiting your event. It is no use trying to get 6 o'clock news coverage for your event if you plan to start it at 6.30pm.

2 Photographs

Photographs of your event are a must so ask the newspaper if they will accept photo's that you will take and ask what format they would like (black and white, colour, digital, negatives etc). Also ask there advice on what they would like to see in your events photo.

3 Identities

Local identities attract media so invite the editor of the paper or the anchor of the news to judge some part of your event but schedule the judging to match their schedules.

4 Re-Broadcast

When your program is finalised notify the radio and TV of any acts that may be suitable for broadcasting either because they are high quality or because of the 'cute' or novelty factor. **YOU MUST GET YOUR PERFORMERS PERMISSION TO BROADCAST THEIR ACT.**

5 Content Quality

Sound and visual quality is vital to both performers and media producers so ask both what they need with regard to lighting (no rear lighting for television cameras), Sound (radio can sometimes plug into your mixing desk), technical (striped shirts do not work well on TV), the only way you will know what to look out for is to ask the performers and the media producers.

6 Focus Event

Identify what is '*THE*' image for the event. This should be something that best conveys your message, is on at a time suitable for local media schedules and will deliver the quality necessary for re-broadcast and is able to be delivered as a 30second segment.

7 Capture Attention

Media have a multitude of competing interests so you have to attract their attention and fire their imagination. The more enthusiastic you can get them about your event the better will be the quality of coverage. I have had invitations delivered written on the side of a brick and heard of a children's choir singing the staff of a local newspaper in through their front door early one morning

8 Synergies

Who in the community shares your target audience and has a similar message, invite them along to the event, co-operate on promotion work together to give broader appeal to the media.

9 Just cause it is old doesn't mean it is tired

Cliché images are not always bad, Mayors still kiss babies and get their photo in the paper, Parliamentarians still wear hard hats and dig with shovels to get their photo I the paper and Business Leaders are still photographed doing charity work. Its not just the new idea that gets attention more often then not it is an old idea done well.

10 Work with Sponsors

Your sponsors can often have great idea to appeal to the media and it is in both of your interests to work together. I have seen a container company sponsor an event and then build a three storey venue with containers, food outlets can create worlds longest sandwiches at your event.

4

This workbook will lead you through the steps needed to create an event plan, many of these steps are simple refinements of tasks already undertaken in determining the event feasibility.

- Site/Venue Plan
- People Movement Plan
- Approvals Schedule
- Infrastructure & Equipment List
- Deals List
- Volunteer Management Plan
- Event Insurance
- Promotion & Sponsorship Plan
- Event Timeline
- Event Budget

The event concept will allow the organising committee to come to a clear understanding of the event they wish to run and to allow the examination of the event Feasibility.

Venue Plan

Mark on your plan the major elements of your event such as parking, stage, front of stage 'crowd zone', mosh pit, food stalls, sideshows, generators, first aide, fire extinguishers, emergency evacuation points

This plan will be used by everyone associated with your event, to brief volunteers on emergency procedures, to show food stalls where to set up, to brief car park attendants

(Some Rules of Thumb)

In front of a stage 1 person requires 1.5m² (moshpits are 1m²/person)

People should be allowed to walk 6 abreast (6m) wherever possible

There is a limit to the maximum number of seats allowed in a row, see your Council for details and failing better advice have no more than 15 seats side by side before you have a walkway.

People STOP at cross roads and T sections so make these areas wider to prevent choke points.

Each car will hold 3 people

Designated car parks hold 1 car

Street side car parking provides 1.5 cars per house front

Have a dramatic entry (people have to feel as though they have "Arrived")

If your site is fenced seek advice on exist location, exit widths and number of exists

Fence and screen your back of house, generators, distribution boards. Anythin dangerous should be out of sight to protect it from ratbags.

People Movement Plan

Mark on your plan how you will manage:

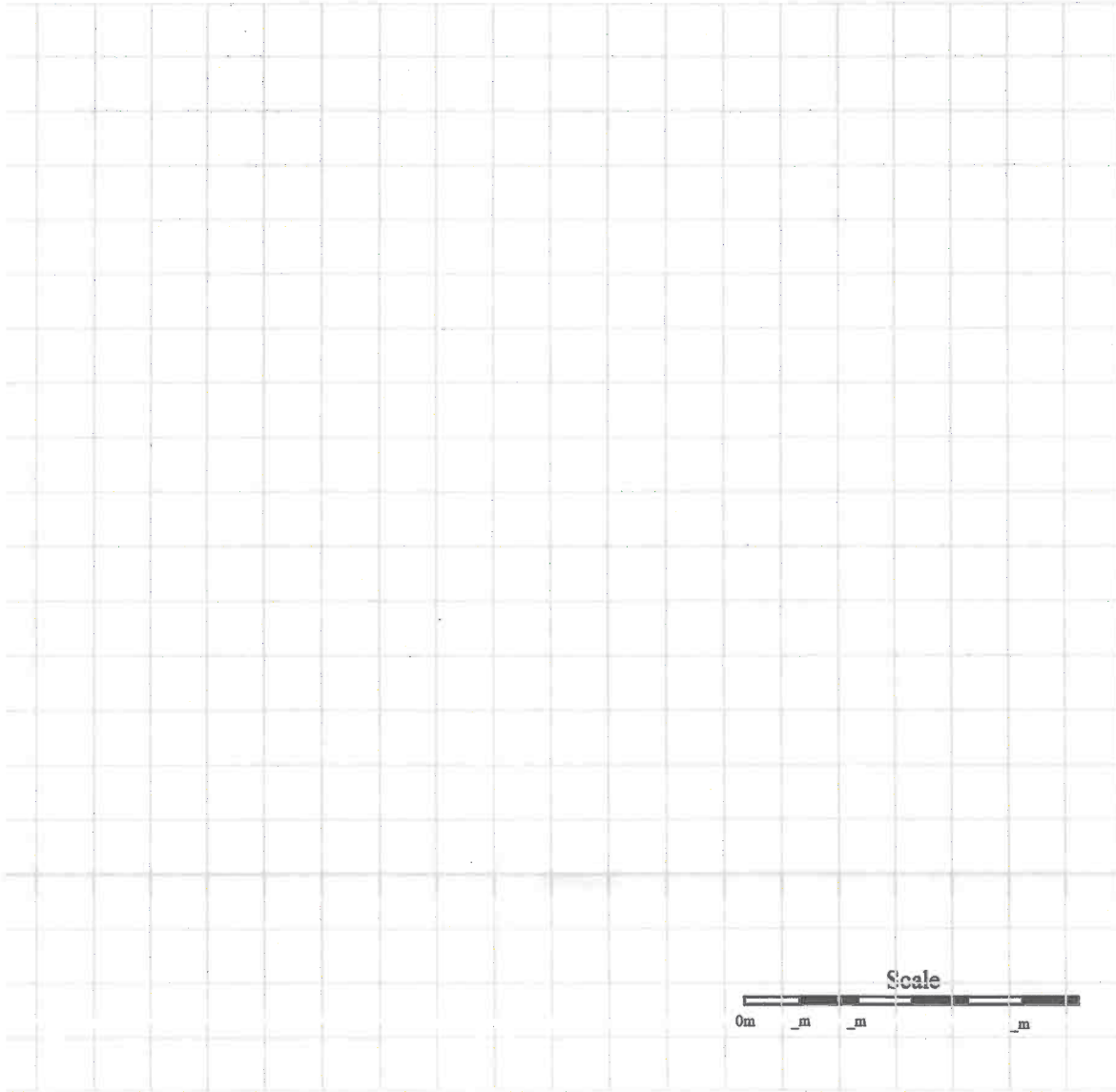
People moving from the street to the car park,

People moving from the car park to your site.

People moving from public transport to your site.

HOW PEOPLE WILL EVACUATE THE SITE IN CASE OF EMERGENCY

Event Plan Workbook



Legend

- P Power
- W Water
- T Toilets

Approvals and Permits Secured

Name of Approval

Contact Person

Number

Name of Approval

Contact Person

Number

Name of Approval

Contact Person

Number

Name of Approval

Contact Person

Number

Name of Approval

Contact Person

Number

Name of Approval

Contact Person

Number

Name of Approval

Contact Person

Number

Deals List

Deals are small arrangements such as; "You can sell T-Shirts as long as you give us 5 T-Shirts to be used as prizes on the main stage" etc. All deals should be confirmed in writing and when you collect on deals take the club treasurer with you so there can be no accusations of 'enticements being offered to you', having a Deals List, such as this, is also useful in this regard.

Nature Of Deal

Contact Person

Number

Nature Of Deal

Contact Person

Number

Nature Of Deal

Contact Person

Number

Nature Of Deal

Contact Person

Number

Nature Of Deal

Contact Person

Number

Nature Of Deal

Contact Person

Number

Nature Of Deal

Contact Person

Number

Infrastructure List

Piece of Infrastructure

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Infrastructure

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Infrastructure

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Infrastructure

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Infrastructure

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Infrastructure

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Equipment List

Piece of Equipment

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Equipment

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Equipment

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Equipment

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Equipment

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Piece of Equipment

Contact Person /Company

Number

Being Delivered/Picked Up
Location

Date

Time

Event Plan Workbook

Promotion Plan

Target Audience: _____

Message: _____

Coverage: _____

ACTIVITY		MONTH			MONTH			MONTH		
		1	2	3	1	2	3	1	2	3
		DEADLINES								
1	\$									
2	\$									
3	\$									
4	\$									
5	\$									
6	\$									
7	\$									
8	\$									
9	\$									
10	\$									
11	\$									
12	\$									
13	\$									
14	\$									
15	\$									
16	\$									
17	\$									
	Total Cost \$									

Finalised Sponsorships

Sponsorship Target

Cash: \$ _____ Contra: \$ _____

Sponsorship Details	MONTH	MONTH	MONTH
	DEADLINES		
Company			
Offer:			
Return:			
Company			
Offer:			
Return:			
Company			
Offer:			
Return:			
Company			
Offer:			
Return:			
Company			
Offer:			
Return:			

Event Plan Workbook

Volunteer Management Plan

Volunteer Co-Coordinator

Volunteer Orientation will occur:

Emergency Training for Volunteer will occur:

Team Name:	Number in Team	<input type="text"/>
Role:		
Co-Coordinators Name:	Phone:	E-Mail:

Team Name:	Number in Team	<input type="text"/>
Role:		
Co-Coordinators Name:	Phone:	E-Mail:

Team Name:	Number in Team	<input type="text"/>
Role:		
Co-Coordinators Name:	Phone:	E-Mail:

Team Name:	Number in Team	<input type="text"/>
Role:		
Co-Coordinators Name:	Phone:	E-Mail:

Team Name:	Number in Team	
Role:		
Co-Coordinator's Name:	Phone:	E-Mail:

Team Name:	Number in Team	
Role:		
Co-Coordinator's Name:	Phone:	E-Mail:

Team Name:	Number in Team	
Role:		
Co-Coordinator's Name:	Phone:	E-Mail:

Team Name:	Number in Team	
Role:		
Co-Coordinator's Name:	Phone:	E-Mail:

Volunteers will be acknowledged in the following way:

Event Insurance

Talk to your Broker/Insurer, in some instances simply formally notifying your insurer in writing that you are running event will be enough. In other instances you may wish to seek specific insurance. Ask About:

Public Liability Insurance: covers claims made about injury or property damage arising from negligence.

Professional Indemnity: covers when there has been an error/omission or neglect in the conduct of duties.

Director Liability Insurance: covers committee being sued by their own organisation for acts of negligence.

Personal Accident Insurance: provides income for players officials who are unable to work due to sickness/injury.

Workers Comp.: covers wages and medical bills if someone is hurt at work.

Property Insurance: covers losses resulting from theft, fire, storm vandalism etc.

Building Insurance: covers buildings owned by organisations against fire, storm, vandalism etc.

Travel Insurance: covers organisations for risk arising due to travel.

Volunteer Insurance: is a form of personal accident insurance.

Pluvius Insurance: a fancy name for rain insurance and covers loss of income from events that are washed out.

Insurer:

Policy Number

Agent:

Phone:

E-Mail:

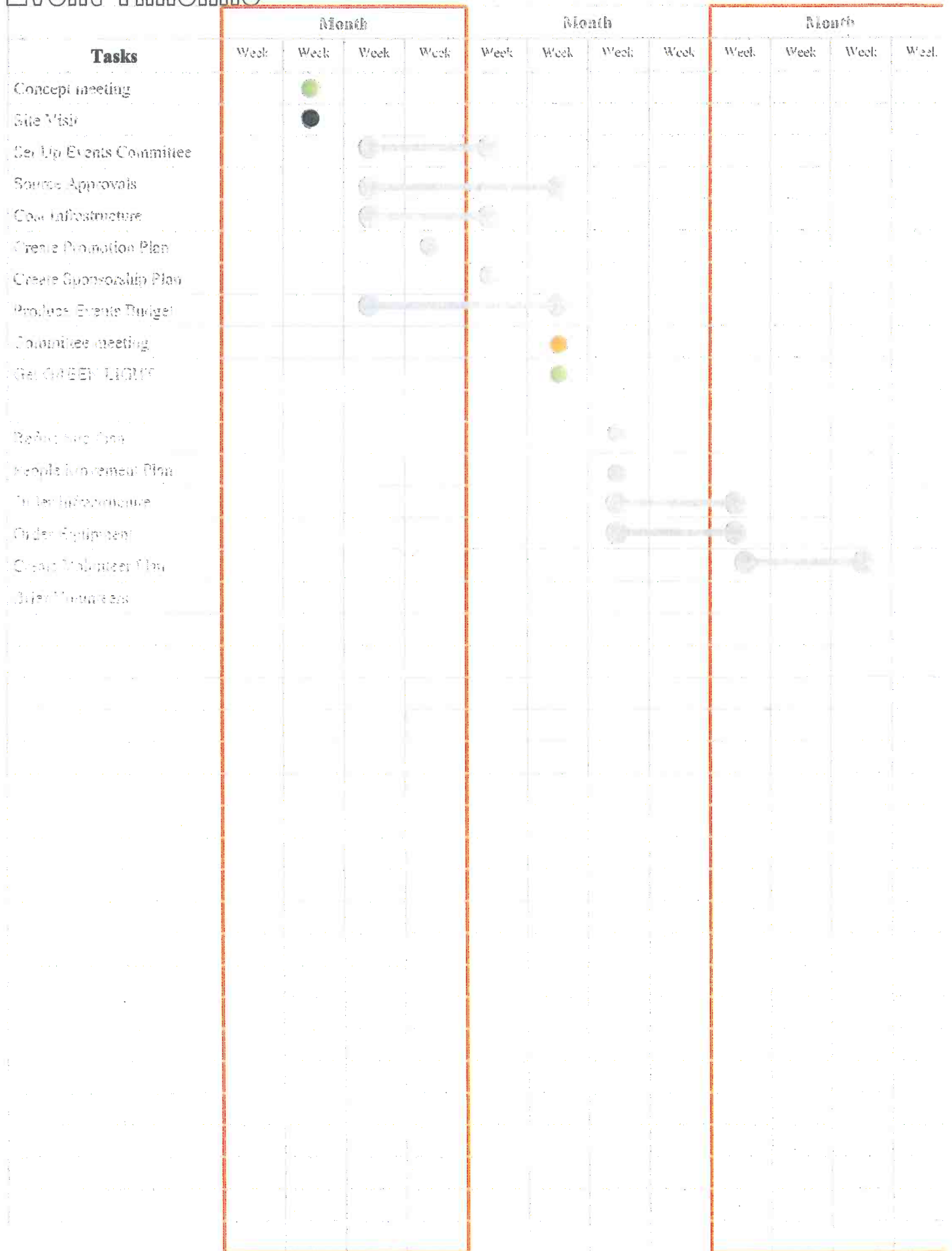
It is a good idea to obtain a "Certificate of Currency" from your insurer, this is simply a letter saying that you are fully paid up and what types of cover you have. Many venues and other agencies such as Councils will require a

How much insurance should you have:

Severity Level	Consequences Types ¹					
	Profit reduction	Health and Safety	Natural environment	Social/cultural heritage	Community/Government/reputation/media	Legal
V	US\$10M- US\$100M	Multiple Fatalities, or significant irreversible effects to >50 persons	Very Serious, long-term environmental impairment of ecosystem functions			Significant prosecution and fines Very Serious litigation including class actions
IV	US\$1M – US\$10M	Single fatality and/or severe irreversible disability (>30%) to one or more persons		On-going serious social issues. Significant damage to structures/items of cultural significance	Serious public or media outcry (international coverage)	Major breach or regulation Major litigation
III	US\$100 000- US\$1M	Moderate irreversible disability or impairment (>30%) to one or more persons	Serious medium term environmental effects		Significant adverse national media/public/NGO attention	Serious breach of regulation with investigation or report to authority with prosecution and/or moderate fine possible
II	US\$10 000- US\$100 000	Objective but reversible disability requiring hospitalization	Moderate, short-term effects but not affecting ecosystem function	On-going social issues. Permanent damage to items of cultural significance	Attention from media and/or heightened concern by local community, Criticism by NGOs	
I	<US\$10 000	No medical treatment required	Minor effects on biological of physical environment	Minor medium-term social impacts on local population. Mostly repairable	Minor, adverse local public or medical attention or complaints	Minor legal issues, non-compliances and breaches or regulation

¹ Extract from "Guidelines for Managing Risk in Sport and Recreation" HB 246-2004 Standards Australia.

Event Timeline



Event Budget

Income

Budget from Committee \$
 Sponsorship Cash \$
 Ticket Sales \$
 Site fee for Side Shows \$
 “% of take” from Food vans \$
 Other \$
TOTAL INCOME \$

$$(C + P) - (S + D)$$

R = Ticket Price or Cost per Person

Venue Costs

Hire Charges \$
 Cleaning Bond \$
 Sub Total \$

Committee Costs

Audit fees \$
 Administration cost \$
 Sub Total \$

Approval/Permit Costs

Food Permit \$
 Raffles License \$
 Alcohol booth licence \$
 Sub Total \$

Infrastructure Costs

Tents \$
 Stage \$
 Generators \$
 Lights \$
 Port-a-loos \$
 Sub-Total \$

TOTAL EXPENDITURE \$ _____

PROFIT LOSS \$ _____

Volunteer Costs

Volunteer Meals (20 @ \$6) \$
 Volunteer T-Shirts (25 @ \$7) \$
 Sub Total \$

Insurance Costs

Extended Volunteer Cover \$
 Pluvius Insurance \$
 Sub-Total \$

Event Management Costs

Walkie Talkie Hire \$
 Petty Cash \$
 Copying \$
 Phone Calls \$
 Management fee \$

Promotion Costs

Posters \$
 Flyers \$
 mail-out \$
 Sub-Total \$

Sign:

Committee Treasurer _____ Event Manager _____

Date _____

5

This workbook will lead show you the key phases of any event and prompt some ideas on how to make the day run smother and safer by examining:

**The DISASTER Management Plan
The COMMUNICATIONS Plan
The MINUTE BY MINUTE.**

Disaster Planning

Disaster Plans are useless unless they are communicated to everyone who is working on the site. Everyone should know three things:

Their Immediate Action.
Who they should Notify.
What they should do next.

The venue you are using may already have disaster plans in place, in which case use the existing plan.

You should plan for two types of Emergencies:

Those that you can handle in house, such as lost children, lost property fights that can be dealt with by your security, ejecting people from the site, power failure, rain, minor first aid etc.

Those that require an evacuation of the site or the use of outside Emergency Service Professionals.

On your site plan mark the following:

Escape points

Areas where people will be asked to assemble outside the site
the place where you will meet emergency services

The location of dangerous equipment such as generators.

The location of flammable material such as petrol, gas bottles etc.

Key Contact Numbers

Disaster Plan

If in Doubt Call 000
Event Managers Mobile:
Security Mobile:
First Aide Mobile:
Lost Property Mobile:
All media enquiries should be directed to Event Manager

INCIDENT	IMMEDIATE ACTION	NOTIFY	ACTION
Small Fire	Use Extinguisher	Event Manager	Stay at location
Large Fire	Call FIRE FIRE FIRE	Call 000	Call Event Manager
Minor Injury	Check area is safe	Call onsite First Aide	Help injured person
Major Injury	Call 000	On site first aide	Call Event Manager
Suspicious Parcel	Call Security	Event Manager	Obey Security
Lost Child	Stay with Child	Lost Property	Stay at Location
Lost/Found valuable	Take to Lost Property		
Fight	Call Security	Event Manager	Obey Security
Black Out	Stay where you are		Reassure Public

Communication Plan

A simple method of making sure that your communication on the day works is to laminate a pouch clip it to a lanyard and fill it with rosters, contact details for key staff and volunteers and role descriptions.

During volunteer training and emergency procedure training orient everyone to the contents of their information kit.

Every person on site should get a copy of the disaster plan and a verbal brief on what is expected of them.

Information Kit

Disaster Plan

Assembly Area

Food

STAGE

Petrol

Ev

If in Doubt Call 000

Event Managers Mobile: 0412 123456

Security Mobile: 0412 345678

First Aid Mobile: 0412 567890

Loss Property Mobile: 0412 789012

All media enquiries should be directed to Event Manager

INCIDENT	IMMEDIATE ACTION	NOTIFY
Small Fire	Use Extinguisher	Event Manager
Large Fire	Call FIRE FIRE FIRE	Event Manager
Minor Injury	Check area is safe	Call onsite
Major Injury	Call 000	On site first aid
Suspicious Parcel	Call Security	Event Manager
Lost Child	Stay with Child	Loss Property
Lost/Found valuable	Take to Lost Property	Event Manager
Light	Call Security	
Black Out	Stay where you are	

STAFF

free sports expo

Ann. Ray Co.

**Toowoomba Royal Show
DLGSR Sports Expo
Staff Rosters**

Flying Squad		Monday, 26 March 2008	Tuesday, 27 March 2008	Wednesday, 28 March 2008
From	To	Roles		
8.30 am	6.00 pm	Team Coordination	Nigel Fanning	Nigel Fanning
		Public Relation	Heather Smith	Heather Smith
		Club Demonstration Coordinator	Dana Bradow	Dana Bradow
		Floater	Anita Wilson	Anita Wilson

Morning Shift 8.30 am - 1.00 pm		Monday, 26 March 2008	Tuesday, 27 March 2008	Wednesday, 28 March 2008
8.30 am	10.00 am	Entrance	Jo Merrell	Neal Ames
		Kanga Kages	Danny Nearhos	Damon Meadows
		MAC	Andrew Allpass	Jim Grassick
		Stadium	Barb Freeman	Andrew Allpass
10.00 am	11.00 am	Entrance	Jo Merrell	Neal Ames
		Kanga Kages	Barb Freeman	Damon Meadows
		MAC	Danny Nearhos	Andrew Allpass
		Stadium	Andrew Allpass	Neal Ames
11.00 am	12.00 pm	Entrance	Danny Nearhos	Damon Meadows
		Kanga Kages	Andrew Allpass	Jim Grassick
		MAC	Barb Freeman	Andrew Allpass
		Stadium	Jo Merrell	Janet Addison
12.00 pm	1.00 pm	Entrance	Danny Nearhos	Neal Ames
		Kanga Kages	Damon Meadows	Jim Grassick
		MAC	Andrew Allpass	Andrew Allpass
		Stadium	Barb Freeman	Janet Addison

Afternoon Shift 1.00 pm - 6.00 pm		Monday, 26 March 2008	Tuesday, 27 March 2008	Wednesday, 28 March 2008
1.00 pm	2.30 pm	Entrance	Tammy Williams	Neal Ames
		Kanga Kages	Ben Lorraway	Damon Meadows
		MAC	Neal Ames	Jim Grassick
		Stadium	Ben Lorraway	Andrew Allpass
2.30 pm	4.00 pm	Entrance	Tammy Williams	Neal Ames
		Kanga Kages	Tony Williams	Damon Meadows
		MAC	Tammy Williams	Ben Lorraway
		Stadium	Neal Ames	Michelle Hoffman
4.00 pm	6.00 pm	Entrance	Ben Lorraway	Neal Ames
		Kanga Kages	Ben Lorraway	Neal Ames
		MAC	Ben Lorraway	Neal Ames
		Stadium	Ben Lorraway	Neal Ames

Staff Member	Work Mobile
Nigel Fanning	0417 742 480
Dana Bradow	0418 750 286
Anita Wilson	0409 007 640
Heather Smith	0448 732 318
Neal Ames	0457 834 063
Garry Humphries	0448 738 826
Andrew Allpass	0407 638 782
Damon Meadows	0469 751 884
Ben Lorraway	0448 624 048
Tammy Williams	0408 773 630
Tony Williams	0407 172 445
John Carleton	0428 880 838
Mat Kaganic	0457 637 589
Danny Nearhos	0428 102 973
Barb Freeman	0418 018 280
Jo Merrell	
Janet Addison	
Michelle Hoffman	
Neil Ames	

**Sports Expo
Role Descriptions**

Role	Requirements
Team Coordinator	<ul style="list-style-type: none"> Coordinate with Show Society Coordinate Rock Climbing Wall Coordinate Bungee Trampolines Staff Related Matters/Queries Assist Public Relation Coordinator as required
Public Relation Coordinator	<ul style="list-style-type: none"> Master of Ceremony (PA systems) Coordinate Tent Displays Music Selection (Tent) Photography
Club Demonstration Coordinator	<ul style="list-style-type: none"> Coordinate Club/Organisations with participation displays Assist Floater with relieving rostered staff rest breaks Assist Floater with supervision of WII
Floater	<ul style="list-style-type: none"> Supervise WII Coordinate rotation of rostered staff at required intervals Ensure rostered staff receive rest breaks Assist rostered staff with supervision on equipment as required
Entrance	<ul style="list-style-type: none"> Welcome visitors Hand out merchandise Answer general queries (list follow up question on template) Visitor count
Kanga Kages	<ul style="list-style-type: none"> Supervise 2 x Kanga Kages
Mobile Activity Centre	<ul style="list-style-type: none"> Supervise MAC Rescue ball drowning kids from ball pit
Stadium	<ul style="list-style-type: none"> Coordinate activities as per time table

Minute by Minute

The 'Minute by Minute' is a run sheet for the event that covers what is happening (or scheduled to happen) every minute of the day. If you are dealing with a televised event you may be required to produce a second by second.

Some event organisers use the Minute by minute strategy as their main planning tool, they start off with a "Month by Month" which has the major tasks, then as the event gets closer the "Month by Month" is refined to a "Week by Week" then on to a "Hour by Hour" and then "Minute by Minute".

Regardless of the method used it is helpful to break the event up into a number of phases, think about how your crowd will act during each of the phases and what the organisational needs are and direct your team accordingly.

PHASE	KEY ACTIONS
1 BUMP IN Phase	Set up site infrastructure and install all equipment in preparation for "switching on the event"
2 Switch on.	This can be as literal as switching on the power and it effectively means that everything you have installed can now be turned on and you are ready to accept a crowd. Immediately prior to, or immediately after Switch on is a good time to do a safety walk around of the site, before the crowd builds up.
3 Gates Open	Your crowd now starts to arrive and build, your efforts should be focus on last minute 'trouble shooting'. Energy at the site will start to build, people will be focused on food, drink, where to sit and also focused on " <i>OOOH what's that going on over there</i> ". Consider Disney's 6 Points of Interest Rule to control your crowd.
4 Crowd Build-Up Phase	Your crowd grows to capacity, during this time you need to monitor the crowd growth because depending on the event and site you may have to close the gates and turn people away.
5 Crowd Peak	For all day events you can sometimes have two or three crowd peaks. It is useful to be aware of your crowd peak because it is at this point that you can start moving volunteers between different roles. Gate staff can go and help food service, extra toilets may need to be opened up. Everything will now be working at capacity so break downs in equipment and people are likely to happen during this phase.
6 Crowd Taper	People now start to leave, their attention is no longer on food and drink but on souvenirs and merchandise and that last visit to the loo before they drive home. As the crowd starts to taper you can start to shut-down food stalls and other infrastructure.
7 Finish Time	At your finish time you may help the last people to leave and you can start to shut-don the site in earnest.
8 Switch Off the site	Shutting off the power and locking the gates can involve handing over a site to security or the need to transport cash or secure valuable.
9 BUMP OUT Phase	This is dismantling the site and returning it to the state it was when you found it.
10 Project Shut Down Phase	This is the reporting back, event post mortem, volunteer thank-you functions etc.

6

This workbook will lead you through the process of conducting an event post mortem:

Event Post Mortem

The post mortem should be conducted with as many key people associated with the event as possible. Ask each of these questions in turn and encourage brief constructive comment.

Did the event achieve the **PURPOSE** ? YES NO

Was the **TIMING** correct ? YES NO

Was the **THEME** suitable ? YES NO

Did the **VENUE** meet your needs ? YES NO

Did the Events **COMMITTEE** have the Skills & Time ? YES NO

Were all **APPROVALS** complied with ? YES NO

Was the **INFRASTRUCTURE** suitable ? YES NO

Was the **EQUIPMENT** suitable ? YES NO

Did the **PROMOTION** get the desired crowd size ? YES NO

Were **SPONSORSHIP** targets met ? YES NO

Were **FINANCIAL** targets met ? YES NO

Notes:

Issues from the Day

Bump In Phase

Switch On Site

Start Time

Crowd Build-Up

Crowd Peak

Crowd Taper

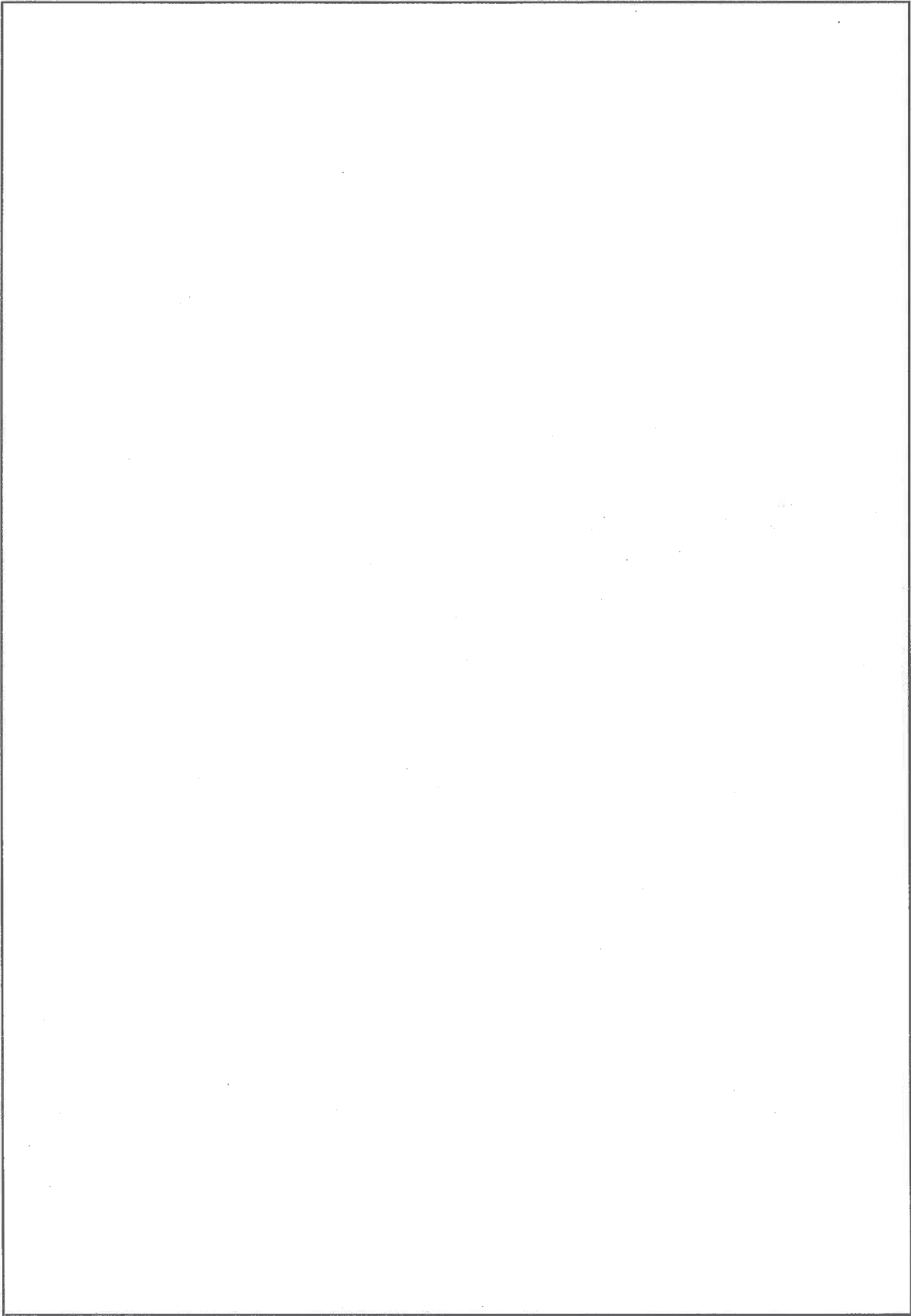
Finish Time

Switch Off Site

Bump-Out Phase

Event Post Mortem Workbook

Lessons Learnt for Next Time

A large, empty rectangular box with a thin black border, occupying most of the page below the title. It is intended for students to write their reflections and lessons learnt.