

# Preparing Your Event

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## Checklist

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The success of an event is, mostly, the result of careful and thorough project planning. This pack is designed as a basic checklist, to help you with your planning, and includes:

- **Project Management**
- **Venue**
- **Accessibility**
- **Health & Safety**
- **Insurance**
- **Facilities**
- **Performers/Speakers/Guests**
- **Equipment**
- **Costs & Budgets**
- **Publicity**
- **Preparing a Press Release**
- **Evaluation**
- **Useful Contacts**

## Project Management

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- Lay out your event planning tasks against their deadlines and prepare a timetable
- Ensure everyone involved knows their roles and responsibilities throughout the planning and on the day

## Venue

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- Confirm booking early and in writing:
- Date, time, exact room, who will be in attendance and when you need to vacate
- Full address, contact person and phone numbers
- That you will be able to use the building for the intended activity
- The numbers of chairs, tables and other items, type of lighting, room layout
- Hire cost and what you will get for your money (tables and chairs arranged...)
- Details of Council owned buildings and the booking procedure are available at <http://www.kirklees.gov.uk/community/halls/halls.shtml>

## Accessibility

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Discuss accessibility issues with the venue manager such as:

- access for wheelchair users (ramp, lift)
- disabled parking
- hearing induction loop

Do you envisage participants with any accessibility needs:

- Support workers for participants with disabilities.
- Transport needed to enable access for some participants (e.g. older people)?
- British Sign Language interpreter
- Language support

For information and advice on Community Language and BSL Interpreter contact:  
Community Language Tel: 01484 223326 Email: [languages@kirklees.gov.uk](mailto:languages@kirklees.gov.uk)

## Health & Safety

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- You have access to a first aid kit
- You are aware of where fire exits are situated
- You know how to reach the caretaker or duty manager in case of an emergency

For first aid cover contact: St John Ambulance Tel: 01924 262726

## Insurance

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Public liability insurance will cover you in the event that a member of the public is injured and the accident is deemed to be your fault.

The hirer / organiser must provide evidence of Public Liability insurance. It is up to the organiser to assess the insurance risk associated with other providers that are subcontracted such as performers, therapists, sports/exercises trainers, etc...

- Voluntary and community groups should have their own public liability cover
- Commercial stalls registered as a business and trading at the event need to have their own public liability insurance
- Therapists and practitioners, performers (i.e. a stilt walker) need to have their own public liability insurance
- Artists such as singers, poets, musicians would be advised to take out cover or see if they have cover via their household policy
- Individuals who are trading may have public liability insurance on their household contents policy and they should check with their insurer. If not they are strongly advised to take out cover
- The council will provide cover for liabilities arising from their own building defects and any negligence exhibited in its organisation

Kirklees will accept any liability if its technicians set anything up incorrectly and this leads to an accident. The authority cannot provide liability cover to individuals. For quotes on required cover, please contact insurance providers.

## Facilities

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When booking childcare services (ie. crèches), use registered organisations, check requirements and budget costs. For information and advice contact Family Information Service Tel: 01484 414887 Email: [FIS@kirklees.gov.uk](mailto:FIS@kirklees.gov.uk)

If your event welcomes children make sure specific activities are laid on for them

Most venues will allow you to have food / refreshments on the premises, however for food safety reasons new regulations are progressively being implemented

- Check with the venue managers that you are able to bring food into the building.
- Ask about kitchen facilities and access (hob, microwave, boilers, sink & taps, etc)
- Ensure you are aware of the basic food hygiene and temperature control regulations

For information and advice contact Food Safety section  
Tel: 01484 414739 Email: [food.safety@kirklees.gov.uk](mailto:food.safety@kirklees.gov.uk)

## Performers/Speakers/Guests

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Book early and confirm booking closer to the date:

- Send in writing details of venue, map, time, content of event, fee (if any)
- Check your guest/speaker/performer requirements such as equipment, sound, lighting, refreshments, transport etc
- Always ask for written confirmation on any mail you may have sent or verbal agreement made

## Equipment

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- Check what equipment is available to you, booking procedure and any costs involved e.g. computers, projectors, sound systems, etc.
- Check you are able to bring equipment into the building. For safety reasons, electrical equipment you provide may need to be checked by a certified person

## Costs and Budgets

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Keep detailed accounts. If you have obtained funding for your event, detailed accounts, invoices and receipts are essential so the funding body can monitor it.

Events Budget	
ITEM	AMOUNT
Rent	
Equipment	
Performers / trainers	
Publicity	
Crèche	
Transport	
BSL interpreters language support	
Refreshments / food	
Other	
<b>Total</b>	<b>£</b>

## Publicity and promotion

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Advertise your event for free on the Kirklees website \_

<http://www.kirklees.gov.uk/events>

Enter details via <http://www.kirklees.gov.uk/community/localorgs/eventlogin.asp>

Get information about your event out into the community:

Post office, local shops, hairdressers Doctors,  
family clinics

Nursery groups

Community centre / village halls, youth clubs, churches / mosques

Consider: Tenants & Residents Association newsletters

Local community newsletters

Parish Council bulletins

These publications will all have deadline dates for print. Find out in advance deadline dates by which they require information. Use Plain English; no jargon, abbreviations or acronyms. Provide clear information: WHAT, WHERE and WHEN

State facilities/access: Can parents bring young children?

Is there wheelchair access?

Will there be refreshments?

If you use images of people, use ones that reflect your target audience i.e. disabled, multicultural, young/old, male/female etc. Important: you should obtain the consent from the subjects concerned before using their photograph for public release.

Key inclusions in posters/flyers:

- Name of the event
- Venue
- Date and time
- Contact details
- Access facilities
- Entrance fee (if any)

## Preparing a press release

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There are perhaps three main types of local story – News, Features, and Listings.

A news story is one that is usually linked to a new piece of information, a one off event, or a story linked to a specific date e.g. Examples: opening a new building or facility, launching a new service, a problem affecting local groups...

There are perhaps two different types of feature – human interest and analytical:

- Human Interest
  - A profile of a “special” person, a personal story, a family’s experience, anything that is central to the experiences of people that other people can relate to.
  - Typical themes: success, triumph over tragedy, world record, oldest, youngest...
- Analytical
  - Articles, which are survey based, research based or statistically based and which can be approached from a factual or opinionated viewpoint

A listing is sought when you want to promote a forthcoming event in the “diary” or “events” section of the media

Features can be more difficult to achieve than news; you have to capture the imagination of the editor to convince that it is something they can develop to interest their readers.

News is more obvious and immediate, but there is still an art to selecting the newsworthy angle. If you want an event covering, then the media need to know in advance so they can send a reporter. They are much less likely to cover an event in retrospect.

- Head your page “Press Release”
- Cover basic details: Who, What, Why, Where, When and How
- Don’t bury the story – make newsworthy points in the opening paragraph and expand later
- Use plain English; no jargon, or abbreviations
- Limit your release to one side of A4 – follow up with background information if necessary under the heading “Notes to the Editor”

- Use acronyms only after you have first used the full title followed by the acronym in brackets
- Use simple layout - use double spacing and wide margins if you can
- Include contact name, address, email address and telephone number
- Date your release and (if appropriate) make sure any embargo date is stated
- Send relevant photographs if at all possible (don't expect them to be returned)
- Try and get another person to proof read your press release, preferably an "outsider" – if they don't understand it, then it is unlikely anyone else will

## Evaluation

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If you have received funding, you may need to provide an evaluation/assessment of your event. Try to collect evidence as and when the event takes place rather than afterwards.

- Visual evaluation such as photographs or video - make sure that you ask permission before taking photos or filming participants
- Written evaluation through a comment board or book - ensure you have the equipment needed; paper, comment box

## Useful Contacts

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Useful contacts are available on the Kirklees website

<http://www.kirklees.gov.uk/community/localorgs/localorgs.asp>