



Whitsundays Marketing & Development

‘Event Concept Planning Template’

Everything you need to get started on your event!

How to use this guide

Everything you need to get started on your event!

The development of this volunteer handbook seeks to assist organisers in developing their event from an idea to a reality. This handbook is a valuable tool for events in developing the concept of an event, identifying areas of the event that must be acknowledged and using it to delegate duties and responsibilities.



When Whitsunday Marketing and Development Logo (WMDL) symbol is seen throughout the document click on the logo and you will be able to download the template that accompanies the information in that section.

Event Checklist

- | | |
|---|---|
| <input type="checkbox"/> Stakeholders in the event identified | <input type="checkbox"/> Audio, Visual and Technical Requirements determined |
| <input type="checkbox"/> Date/s of event determined | <input type="checkbox"/> Security Plan developed |
| <input type="checkbox"/> Key Timings determined | <input type="checkbox"/> Waste Management Plan developed |
| <input type="checkbox"/> Location/venue for event booked | <input type="checkbox"/> Risk assessment completed |
| <input type="checkbox"/> Venue Plan/ Site Map completed | <input type="checkbox"/> Emergency Management Plan/ Risk Management Plan developed |
| <input type="checkbox"/> Event Contact List developed | <input type="checkbox"/> Ticketing/Registration Plan developed |
| <input type="checkbox"/> Food & Beverage/ Vendors List created | <input type="checkbox"/> Alcohol Management Plan developed |
| <input type="checkbox"/> Licenses approved | <input type="checkbox"/> Parking Plan and Traffic Management Plan overviews developed |
| <input type="checkbox"/> Target audience determined | <input type="checkbox"/> Media plan developed |
| <input type="checkbox"/> Message determined | <input type="checkbox"/> Evaluation criteria established |
| <input type="checkbox"/> Objectives set | |
| <input type="checkbox"/> Event listed through Australian Tourism Data Warehouse | |
| <input type="checkbox"/> Merchandise ordered | |

Example Event Concept Planning Template

Use this example template to outline the 'concept' of your event

Note this template is an example – to view the 'editable' version, click the WMDL logo.



Name of Event	Whitsunday Fun Day
Date of Event	14 - 15 August 2013
Time of Event	Saturday: 9.00am – 10.00pm Sunday: 9:00am – 1.00pm
Location of Event	Various events across Bowen, Airlie Beach, Proserpine, Collinsville
Organising Organisation	Whitsunday Fun Day Committee
Event Coordinator/Contact Person: <i>Include best contact details</i>	Mary-sue Smith Marysue.smith@whitsundayfunday.com.au
Event Description: <i>Give a brief overview of the event</i>	The event will celebrate all things fun in the Whitsunday region.
Target Audience (Who): <i>Who is this event targeted at?</i>	Families

Message (What):

What does the audience need to know?

What do you want the audience to know?

What will hold their interest?

Name of Event, dates, location, individual event timings, raising funds to a charity, sponsor logos must be included in marketing material, contact details.

Dedication to supporting local charities, clubs, etc.

Objectives (why):

What are you trying to achieve by holding this event?

- Hold an event that the whole family can get involved in;
- Promote the Whitsunday region as a family friendly area with activities for the whole family;
- Provide a fundraising opportunity for local clubs and organisations.

Finance (How):

How do you plan on financing the event?

Do you know how much the event will cost?

Have you created a budget for this event?

Will you be trying for Grant Funding and/or Sponsorship?

- The event will generate income through ticket sales, sponsorship, potential grant funding, merchandising, site fees (for on-site stall holders).
- The budget has been created with a predicted profit.
- A value of \$100,000 worth of sponsorship will be required
- Grant Funding for strategic planning and marketing will be applied for to the value of \$30,000

Risk Assessment:

Identify the potential risks involved in the event and develop strategies to minimize risks.

E.g. Collapse of staging area



A risk assessment template can be downloaded by clicking here.

* Please see Risk Assessment/ Risk Management Plan

Or list the risks involved with this event – e.g. Lack of Sponsorship dollars will affect the success of the event, power failure, injured participants, etc.

Evaluation criteria established:

Did we achieve what we set out to do?

Did it come in on budget?

What were the intended/unintended outcomes?

How do we measure effectiveness?

What tools do we use to measure our success?

- De-briefing sessions will be organised with relevant stakeholders.
- A survey will be distributed to as many participants as possible with an incentive to increase response level.
- Budgets will be reviewed to see if the event met the financial targets.
- A review of the planning processes will be completed to assess the areas of success and those requiring improvement.

Early Event Planning Template

Use this template to delegate duties to stakeholders. This template is generic and many fields can be revised, expanded, or removed to suit your event's needs.

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Event Planning	Comments/Action	Person Responsible	Date to be completed
Event Planning			
<input type="checkbox"/> Organise event dates	Contact Whitsunday Marketing and Development or local Information Centre to see whether there are any other events on the proposed date.	Mary-sue Smith	31 st August 2012
<input type="checkbox"/> Develop Pre-event/event/ post-event run sheet			
<input type="checkbox"/> Develop Organisation Structure			
<input type="checkbox"/> Distribute run sheet to relevant stakeholders			
<input type="checkbox"/> Strategic plans developed <i>I.e. marketing plan, business plan, volunteer management, risk management plan, etc.</i>			
<input type="checkbox"/> Identify Event Milestones			
<input type="checkbox"/> Develop surveys to assess planning success			
Budget			
<input type="checkbox"/> Financial Goals and Objectives Identified			
<input type="checkbox"/> Grant Funding Sources Identified			
<input type="checkbox"/> Sponsorship			
<input type="checkbox"/> Break-even point established			
<input type="checkbox"/> GST accounted for			
Invitations/Registrations			
<input type="checkbox"/> Distributions list identified			
<input type="checkbox"/> Registration Process Developed <i>Is there software available to reduce time spent?</i>			
<input type="checkbox"/> Invitation/Registration design developed			
<input type="checkbox"/> Invitations sent/Registration open <i>*Host online registration form on website</i>			
<input type="checkbox"/> RSVPs/ Registrations Compiled			

Catering

- Identify Food/Menu
- Contact Food Suppliers
- Collect supplier's insurance/ licenses
- Complete Alcohol License
- Organise Catering Staff/Self-service
- Identify Equipment required
I.e. tables, chairs, napkins, etc.
- Collect/ Consider Dietary requirements

Logistics

- Develop Site Map/ Course Map
- Develop Traffic Management Plan
- Complete Council and Venue Approvals
- Contact Department of Transport contacted
- Complete Police permits
- Complete Aquatic Permit
- Apply for temporary food premises permit
- Notify Police, Ambulance, Fire Brigade, Taxi and Bus services of event information
- Infrastructure
I.e. fencing, tents, barriers, signage, etc.
- Identify Power requirements
I.e. for entertainment, food vendors, etc.
- Contact Waste Management services
- Develop Set up/ Pack up run sheet

Entertainment

- Confirm timings of entertainment
- Book entertainment
- Organise rehearsals
- Confirm entertainment requirements
- Audio/Lighting organised

Marketing & PR

■ Design Marketing Collateral I.e. logos, poster, flyers,			
■ Write Media Releases			
■ Website designed and live			
■ Optimise website			
■ Advertising organised I.e. Television, radio, print			
■ Develop Social Media Campaign I.e. Facebook, twitter, LinkedIn, Instagram, blogs, etc.			
■ Design and distribute E-newsletters			
■ Submit event to <u>ATDW</u> and online calendars			

Volunteers

■ Develop Volunteer Management Plan			
■ Contact potential volunteer providers I.e. lifesaving club, Lions club, police recruits, etc.			
■ Develop Volunteer Position Description			
■ Develop volunteer Position Map			
■ Develop volunteer information			
■ Develop volunteer database			
■ Develop volunteer survey			
■ Evaluate volunteer survey			

Collateral/Ceremonies

■ Identify Collateral required I.e. pens, duct tape, zip ties, sunscreen, etc.			
■ Organise trophies, medals, novelty cheques, prize money			
■ Organise Portable Radio's			
■ Organise Generators/ Back up power			
■ Organise merchandise	Design, number of each item, approve and order		

Sponsorship

- Develop sponsorship levels and packages
- Sponsorship proposal developed
- Identify & contact potential sponsors
- Monitor sponsorship satisfaction and promises
- Develop sponsorship survey
- Evaluate sponsorship survey

Risk Management

- Develop contingency plans
I.e. wet weather, low attendance, etc.
- Organise First Aid Officers
- Organise medical equipment required
- Organise security
- Consider crowd control
- Consider cash control