



Event Management

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**Prior Planning Prevents Piss Poor
Performance**



3 Stages



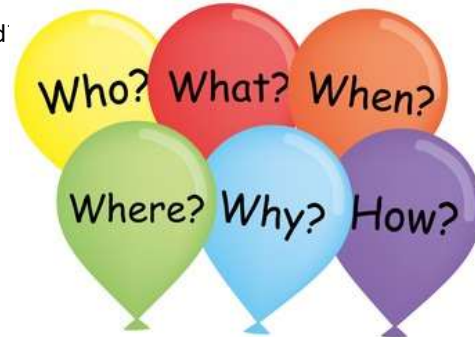
- Preparation
- Execution
- Review



Preparation – Basic Questions



- What type of event?
- What activities will be completed?
- When will it be?
- Where will it be?
- Who will do what?



What type of event



- **Identify the nature of the event so that you can decide what activities will be necessary.**
- **Eg. Meeting, online training, Firelighting session, social gathering, awards ceremony**
- **Activities**
 - **Create a list of activities to be completed**
 - **Prepare a equipment and materials list for each activity**
This will help in budgeting and securing resources
 -

When will it be?



- **Date (Is there an alternative date)**
 - **At the planning stage it is important to have at least one alternative date.**
- **Time (Start, End, times of breaks)**
 - **The time of day and the duration of the event will have implications for access, security and who will be targeted to attend/participate**
 - **Breaks should always be factored into planning.**

Where will it be



- **Venue**
 - **Alternatives**
 - **Access**
 - **Security**
 - **Bathrooms**
 - **Transportation to the location**
 - **Cost of location**
 - **Impact of weather on location (indoors/outdoors)**
 - **Emergency Procedures**

Who will do what?



- **Who is the target for the event? (When will they know about it and when do they have to confirm participation? What is the invitation/registration process?)**
- **For each activity identify who will do what**
- **How will the event be staffed? Do you need volunteers?**
 - **How will they be sourced? (see volunteer request form)**
- **Do you have to bring in external persons to complete a section? When do you need to confirm with them? Is there a fee?**
- **A time-keeper, an event lead/manager, first aider, ...record-keeper**

*For this it is important to have a back up person for each activity. In addition you should always have someone who will be in charge of time-keeping to keep on track with the plan. Also an emergency/first responder should be in place

Other Important considerations



- **Catering and Meals**
 - **Will it be catered or brown bag?**
 - **Is there a cost?**
 - **Are there any special dietary requirements?**
 - **Which breaks are being considered?**
- **Branding**
 - **Can the brand be attached to the event?**
 - **Should other brands be included?**
 - **What rules apply?**
- **Communications**
 - **Is there a communications plan in place to share information internally & externally?**
- **How to dress**
- **Emergencies and Accidents**
 - **Where are the emergency exits?**
- **Insurance**

*A site visit will usually help with the matter of emergency exits and procedures. What is the emergency contact for the place and the persons attending.

Execution



- Arrive early to ensure that all is in place
- Have a running order for the event
- Stick to the plan as far as possible
- Have a time keeper to keep this flowing as scheduled.
- Have a way to communicate with the team members without interrupting proceedings.
- HAVE FUN!!

Review



- Always review your event!!!!
- [Evaluation form](#) or informal discussion with attendees/participants
- Make notes of success moments and challenges and how they can be overcome the next time.



Timelines & Deadlines – Set and keep your deadlines along the way. If you have to adjust don't wait until too late

Checklists - Reference the checklist to help you create your own.

Backup plans – Always have a plan B

Communication - Keep communication channels open with your team members.



Questions/ Comments/ Ideas/ Feedback