

HELLO!

I am Jess Adamson-Bourne

I'm the Event Coordinator at the Guild!

I'm responsible for planning and delivering Guild events. Working closely with the VP-A and student reps to produce appealing events on campus to a diverse range of student groups.

My role fits within the Student Experience team, alongside Clubs and Reception. I lead our team of casual event staff. 😊



HOW TO EVENT GOOD

WHERE TO START

Event objectives... Do people want this event?
What are you trying to achieve?

Feasibility... Do you have enough resources to run an event (human, financial and other). Events take time and energy.

Budget... How much are you willing to spend?
Are you trying to break even or raise funds?
What financial risk do you need to consider?

Target market... Who's likely to come? Who do you want there (members only / open to all). How will you reach that target market?



HOW TO EVENT GOOD

EVENT PHASES

- **Planning:**

- Objectives
- Resources
- Health & safety
- Bookings & permits
- Marketing & promotion

- **Delivery:**

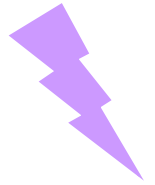
- Bump-in
- Show day!
- Bump-out

- **Evaluation**

- Collect feedback
- Evaluate

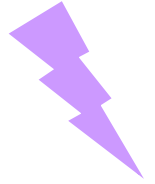


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- **Create timelines / due dates for tasks** – Use software to assist e.g. Trello or Asana. Make sure you consider time to promote the event / sell tickets / timelines of third parties (i.e. room bookings).
- **Consider the risks** – Health and safety risks determined by the scale of event, activities, personnel. Financial risks will effect your club and future endeavours. Covid safety and having a “Plan B” for large scale events.
- **Consider your stakeholders** – Club members, Guild, Curtin community (security, H&S, EM).
- **Delegate tasks** – Don’t double up, don’t leave it all to one person.
- **Communicate with your team regularly** – Set meetings, use email or Facebook (written communication is best).
- **Track your spend** – Use a spreadsheet or Google docs.
- **Be realistic and resourceful** - Consider number of attendees, look for cheaper alternatives, don’t over cater.
- **Start small** – Do not attempt a large-scale event straight off the bat. Start off small, see what type of events your members engage with most. Bigger does not always = better.

HOW TO EVENT GOOD

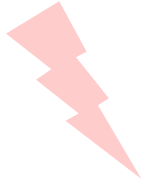


- **Venue** – on campus/off campus, capacity, style of event
- **Entertainment** – bands, DJs, aux cord, circus performers, board games, crafts
- **Infrastructure** – tables, chairs, marquees
- **Theming & signage** – table decorations, photo backdrops, entry signage, directional signage, promotional signage
- **Catering** – alcohol/non alcohol, Subway platter, BBQ, buffet/cocktail
 - *Does the event style, including venue / entertainment etc. match your event objective, budget, scope, target market? Or is it just something you like?*

TIPS FOR CHOOSING SUPPLIERS

- Shop around!
- Ask others for recommendations to make sure you're getting a good deal. Ask us, or fellow clubs!
- Reliable
- Request a quote (and compare quotes)
- Make sure you have ALL the information (e.g. delivery, supervisor required, GST, additional equipment)

HOW TO EVENT GOOD



- **Confirm bookings** – Make sure that you provide all of the details in written form to any suppliers/performers/contractors. Provide a map and delivery instructions prior to event day!
- **Site contact** – Who will be present throughout the event for contractors to reach – give mobile number to call/text. Delegate this task to 1 or 2 people.
- **Bump-in / bump-out** – When will you / your suppliers set-up and pack-down.
- **Mapping** – Where does everything go.
- **Equipment** – Who is bringing it, who's setting it up, does it require power?
- **Create run-sheets** – Who is doing what, at what time on the event day. Consider breaks, have back-ups.
- **Follow run-sheets** – Unexpected incidences will occur, you have to have some flexibility. Make sure you communicate with your team so everyone is in the loop. It's helpful to have one 'Event Manager' who oversees the event and is confident to take charge.
- **Show day!** – Try to avoid doing anything that could be done pre-event to the day of the event (i.e shopping). Give yourselves more than enough time to set-up, don't leave it until the last minute. Have printed / digital runsheets ready for your team including key contact numbers. Have a team briefing before the event starts. Stay hydrated and try to avoid becoming overwhelmed – enjoy what you have created. 😊

HOW TO EVENT GOOD



POST-EVENT EVALUATION

- **Post-event debrief** – With organising committee (SWOT analysis). What would you repeat next time? What would you alter? What would you cut all together?
- **Survey** – Consider surveying attendees to find out what you can improve on and what went well from an attendee's POV.
- **Summarise** – For future committee members to run a more successful event in the future. Provide feedback to your stakeholders if necessary – i.e. the venue, Guild, performers.
- **Keep all records / documents** – Receipts, invoices, supplier contacts, permit forms etc.



HOW TO EVENT GOOD

WORKING WITH US

- We are often looking to work with clubs on broader Guild or University events!
- You may be contacted by myself, Carla (Student Experience Assistant and all-round star★) or a Faculty/Equity Rep if we think a particular event / opportunity may appeal to your club, may share similar audiences, or you have a skill which we would like to contract you to showcase / perform.
- Let the Clubs Team or VP-A know if you are interested in being involved in broader Guild events throughout the year - include what your club is looking for from this involvement, what you bring to the table / skills possessed within the club and types of events which may interest you.



QUESTIONS?

