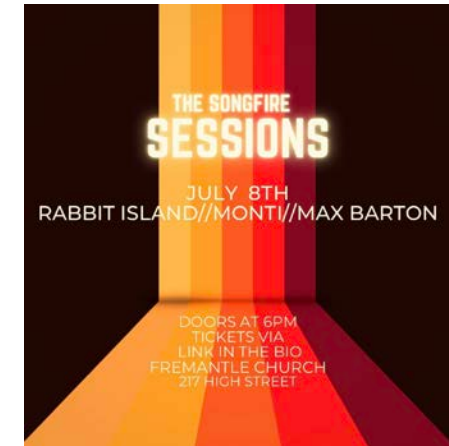# CLUB EVENT PLANNNG

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Hi, I'm Shelley

I'm Shelley, my pronouns are she/her and I'm the Clubs Officer at the Student Guild supporting and overseeing over 100+ clubs at Curtin.

I also sit within a small Student Experience team where I also provide support in planning, and delivering major events alongside the full-time event staff in the Event portfolio when required but more specifically when clubs are the core focus of our events.

My Event Experience Includes:
- 9+ years Major Event Experience
- Night Markets and festivals over 10,000
- Music Festivals, Balls & Entertainment/Stage Management
- High level stakeholder engagement for logistics production, budgeting, risk management, staff supervision, scheduling and more.
- Planning & acquiring approvals with local Government, police, University department heads etc.
- Artist liaison & freelance event production for Life Drawing, Fringe Festival, Live Music Fundraisers and more….

THE SONGFIRE SESSIONS

JULY 8TH
RABBIT ISLAND//MONTI//MAX BARTON

DOORS AT 6PM
TICKETS VIA
LINK IN THE BIO
FREMANTLE CHURCH
217 HIGH STREET

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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?

Event Phases

EVENT PHASES

- **Planning:**
  - Objectives
  - Resources
  - Health & safety
  - Bookings & permits
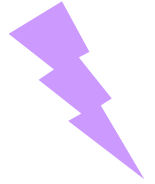 - Marketing & promotion
- **Delivery:**
  - Bump-in
  - Show day!
  - Bump-out
- **Evaluation**
  - Collect feedback
  - Evaluate

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Event Planning

- **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)

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Event Planning
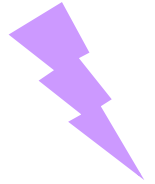
Start Small: Do not attempt a large-scale event straight off the bat. Start off small, see what type of events your members engage with most. Bigger does not always = better.

1. **Check lead-in time**
    *   Guild event notification: Check lead in time and booking/approval process required from Guild. We can also help you identify if you require additional permits and deadlines each permit requires (i.e. alcohol, food, camps, high risk physical activities, major infrastructure set-up on-campus requiring induction training etc).
    *   Promotion: Ensure you have time to promote your even, sell tickets, get attendance.
    *   Consider timelines required by third parties (including Guild as above, other venues or companies you may have booked /engaged with.
2. **Delegate tasks using software** for planning and provide access to all clubs staff included in the event planning, marketing and delivery team with high level responsibilities or anyone who needs to be assigned tasks.
    *   Don't double-up, don't leave to one person. Communicate regularly, set meetings and ensure decisions are in writing (TidyHQ is good for this).
    *   Software programs we recommend are Trello, Asana or TidyHQ Projects. In all programs, you can assign tasks to committee members, track progress and jump in when something gets missed. TidyHQ is best for keeping all club related projects in one place for smoother handovers year-to-year.

Event Planning
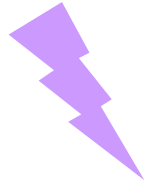
3. Choosing an event date

Check for possible conflicting events,

Consider staff availability, target market availability, stakeholder availability or their approval timelines - how to assess this.

4. Create event plan & consider any contingency plans (plan B solutions for bad weather if outdoors, lack of ticket sales, location issues and alternate options etc).

- Develop Budget & Track Finances:
  - Be realistic and resourceful - Consider number of attendees, look for cheaper alternatives, don't over cater.
  - Use budgets in TidyHQ – agree with committee before proceeding.
  - For actual expenses, invoices, deposits and income (such as ticket sales) this is best done directly in TidyHQ rather than another format such as Excel to avoid double handling as finances are mandatory to be entered in TidyHQ for Guild Club renewal, your AGM reports.
  - Always ensure additional expenditure is agreed upon in writing.

5. Develop risk assessment – Guild Club Support can help/do this on your behalf. However, it's best you at least consider many possible event risks (including financial) to help you plan your event. A final risk assessment can be created once all event plans are in place to assist with a safe delivery.

Final Planning & Delivery

- **Mapping** – Where does everything go. Check out the site and double check space.

- **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!

- **Create run-sheets** – Who is doing what, at what time on the event day. Consider breaks, have back-ups. 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.

  - **Site contact** – Who will be present throughout the event for contractors to reach. Delegate this task to 1 or 2 people. Including all other key contact numbers for suppliers, stakeholders security etc.

  - **Bump-in / bump-out** – When will you / your suppliers set-up and pack-down.

  - **Equipment** – Who is bringing it, who's setting it up, does it require power?

- <u>**Show day!**</u> – Have printed / digital run sheets ready for your team. Do a staff briefing. Stay hydrated and try to avoid becoming overwhelmed – enjoy what you have created. ☺

- **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.

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Evaluation

- **Post-event debrief** – With organising committee. 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.

CURTIN STUDENT GUILD

Working With Guild

Guild Event Team & Student Reps

- We are often looking to work with clubs on broader Guild or University events!

- You may be contacted by our event team, Jess & Carla (full-time experienced staff) 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.

Working With Guild

Club Support Team

Gain Guild Approval

Any event, workshop, meeting, activity or function you run under the name of the club requires Guild approval.

This applies to both on and off-campus activities. The reason for this is so that the Guild can:
- Assess risk & provide liability insurance coverage,
- Provide clubs with updates on Government and University requirements for the running of safe events,
- Issue Guild approval,
- Lodge venue booking with the University, their venue booking T&C's and accept liability alongside the club,
- Provide an opportunity for event advice/guidance if necessary such as COVID safety management based on government update we stay-up-to-date with, review any off-campus venue contracts, draft/provide risk assessments for your event team to follow, provide templates for things like run-sheets, budgets etc.

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Working With Guild

Club Support Team

Current Approval Process

To gain Guild approval, clubs must:
- Check the notice requirements for submitting an application when planning events.
- Prepare all event information.
- Submit an event application: http://guild.curtin.edu.au/clubs/events/

Coming Soon

Process Changes are being implemented now, with trials already underway. In Sem 1, clubs can expect:
- To gain access to Curtin's room booking system to select their own venues.
- To book Guild venues via an online booking calendar.

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Working With Guild

Club Support Team

Book a meeting for Event Support
https://guild.curtin.edu.au/clubs/events/

Guild Club Support

Need support? Book a meeting with the very experienced Guild club support staff. Need training? RSVP for workshops, tutorials & group planning sessions. Need a quick answer? Call 9266 2927 or email clubs@guild.curtin.edu.au

Event Planning - Group Workshop // 19 April ▶

Overview: This is an informal workshop which will cover some basics on event planning before delving into your ideas with the group to help provide advice on how t...

Club Support - 15 Minute Chat ▶

Need to run an idea by us, brainstorm a thought, get some quick answers? Book a drop-in chat Clubs are welcome to call, drop-in and email the Club Support Team (S...

Club Support - 30 Minute Meeting ▶

Club Support - 1 Hour Meeting ▶

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QUESTIONS?