

EVENT MANAGEMENT POLICY

Policy
Risk Management
Insurance
The venue
Incident management plan
Firefighting equipment
Public health
Public safety
Event promotion
Debrief

POLICY

Events will be planned throughout the year by the Bass Valley Community Group Incorporated to raise funds for community events and to support the Centre. Volunteers and organisers will find the following policy of assistance in formatting and organising occasions.

SUMMARY

- Decide on an event
- When and where it will take place
- Decide the target market and who the event will attract
- Establish who or what will get the benefits
- Estimated event income and expenditure
- Event requirements – staffing structure, facilities, services, venues, etc

RISK MANAGEMENT

1. Event Place and Time

Name of event ...
Address of event ...
Details of venue ...

Details of how your event will run, including details of all activities:

Estimated number of people expected to attend ...

Date and time set up commences ...
Time event starts or is open to the public ...
Time event finishes ...
Date and time dismantling commences and anticipated conclusion time ...
Day 1 Start ... Finish
Day 2 Start ... Finish ...

1.1. Event Manager Details

Event manager ...

Address ...

Phone (work) ...

Phone (home) ...

Fax ...

Email ...

Contact during event: Phone ...

Mobile...

2. INSURANCE

2.1. Insurance Details

Check your Certificate is current

Name of insurer ...

Address ...

Phone ...

Fax ...

Email ...

Policy number and expiry date ...

Public liability value and asset value

3. THE VENUE

3.1. Potential Hazards

List the identified hazards at the selected site and the action taken to minimise the risk. For all identified hazards plan for signs etc to minimise any incidents.

3.2. Site Plan

Include meeting points for emergency services.

3.3. Contingency Plan

Things that may go wrong for example: rain, heat or wind.

4. INCIDENT MANAGEMENT PLAN

4.1. Incident Control Centre

1. Ensure the Incident Control Centre is clearly marked on the site plan and detail where first aid will be supplied.
2. Ensure exit/evacuation points and fire extinguishers are clearly marked on the site plan.
3. How will communication be conducted on the day of the event with event officials?
4. How will communication be conducted with the public?
5. How will communication be conducted in the event of an incident eg portable handheld radios / mobile phones?
6. If required, who will request further police and other emergency services assistance?

4.2 Incident Management Contact Details

First aid officer 1 name ...

Contact details ...

First aid officer 2 name ...

Contact details ...

Incident officer name ...

Contact details ...

Police name ...

Contact details ...

Ambulance service name ...

Contact details ...

Fire service name ...

Contact details ...

Hospital name ...

Contact details ...

4.3 Fire Fighting Equipment

Portable fire protection equipment needs to be strategically located throughout the venue for initial attack of the fire by the public and/or safety officers. Mark their location on the site map.

4.4 Fire Danger Period

Consider the possibility of a total fire ban day and submit a plan to the fire service if required.

4.5 Lost and Stolen Property / Lost Children

Make suitable arrangements for lost or stolen property and lost children.
Show location on site map.

4.6 Incident Reports

Should an incident occur during the event all incidents are to be recorded in the following format and filling in the Incident Report Form **Appendix xxxxx** which includes:

- Name of event
- Event manager
- Date and time of incident
- Description of incident persons involved (name, address, phone)
- Action taken

5. PUBLIC HEALTH

5.1. List of Vendors

If there will be of any article of food sold at this event list the food businesses and type of food being provided.

- Business/vendor name contact
- Phone during event
- Type of food
- Council registration and event permit numbers

Evidence of the vendor's Council permit for the operation of their stall will also be required.

5.2. Alcohol

If alcohol will be sold at the event, a Liquor Licence may be necessary from the State Government.

5.3. Toilets

How many toilets will be provided at the event?

Male ...

Female ...

Disabled ...

Name of person responsible for cleaning of toilets ...

Contact details during the event:

Name ...

Mobile ...

5.4. Water

Ensure that the location of water is clearly signposted and marked on the site plan.

5.5. Shelter

Describe where shelter will be provided at the event. If necessary, provide sunscreen. Mark on site plan.

5.6. Waste Management

Make arrangements to have extra bins provided for the day and for the rubbish to be removed appropriately on the day.

5.7. Noise

Indicate the activities/ likely to create higher noise levels at your event. Describe how you will monitor and minimise noise levels.

6. PUBLIC SAFETY

6.1. Security and Crowd Control

Outline a security and crowd control plan and attach with this event plan.
Describe the type of security which has been selected for the event.
If a security firm has been contracted, provide details.

USEFUL CONTACT NUMBERS

Name of company ...	Licence details ...		
Contact details...			
Phone/mobile...			
Number of security personnel...			
Police contact			
Name ...	Station...		
Station ...	Phone ...	Mobile ...	

Put members of committee or other numbers of interest, caterers etc

6.2. Public Assembly

If you will you be fencing off the boundary of your event, restricting access and egress you will need to lodge a council application form.

6.3. Lighting and Power

If an evening function you may require emergency power and lighting. Describe the emergency power and lighting systems.

It is recommended that an electrician be available for the event.

- Name of certified electrician ...
- Contact details during the event ...
- Location of lighting control – mark on site plan
- Location of mains power control – mark on site plan

6.4. Temporary Structures

Will there be temporary structures at the event? YES / NO (details)

Stages and platforms YES / NO

Break-away stage skirts YES / NO

Seating YES / NO (How many?)

Marquees/tents YES / NO

Has a permit or permits been sought or sighted for temporary structures? YES / NO

Permit name ...

Permit number...

Permit date...

Description of structure...

Building surveyor ...

Contact details...

6.5. Gas Cylinders

List all vendors who will be using portable gas cylinders.

Name of vendor...

Number of cylinders ...

6.6. Fireworks and Pyrotechnics

Will there be fireworks and pyrotechnics at the event? YES / NO

Has a permit been obtained? YES / NO

Permit number ...

Person responsible for fireworks...

Contact details during event...

Phone ...

Mobile ...

Ensure restricted zones are marked on site plan.

7. EVENT PROMOTION

7.1. Ticketing

Are there tickets for the event? YES NO Pre-sold, at the gate or both

Will the tickets provide information about the event? YES / NO

7.2. Signage

The following signage will be installed, as per the site plan, at the venue -

- Phones
- Parking
- Entrances
- Information/communication/Incident Control Centre
- Exits
- Rules relating to alcohol consumption
- Toilets
- Lost and found
- Water
- Public transport pick up/set down
- First aid posts
- Security
- Camping areas and facilities
- No smoking
- Signage will be - corflute or aluminium
- Laminated

PROMOTION

7.3. Promotion

What, when and where will advertising be conducted?

- Photography
- Flyers
- Mobile app
- Printing
- Signs
- Maps
- Schedule
- Software
- Badge printing
- Signage
- Thank-you gifts
- Workshop materials
- Sponsors
- Thank-you gifts
- Activities-entertainment
- Music/DJ

APPENDICIES

- a) **Event action planning template**
- b) **Break even calculator**

- A site/venue map
 - Equal opportunities policy
 - Health and safety policy
 - Ethical practices
 - OH&S
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- c) **How to Market Using Technology**
- d) **Incident Report**

..... **APPENDIX X**
..... **APPENDIX XXXX**



HOW TO MARKET USING TECHNOLOGY



On a web page place a compelling description: Clearly indicate the topic, time, place and who should attend. The description should include specific benefits for each type of attendee. Have a prominent **“register now” button**: Without a clearly visible button and a call-to-action, you might not get any action.

BEFORE THE EVENT. Email marketing list needs to be compiled if not available. You could also ask partners, speakers, or friends to mention the event in their emails.

a. Subject line. Subject lines that inspire awe, anger, or anxiety lead to higher open rates. Try a subject line such as *“10 things you miss if you don't come to this event”*

b. Send during the weekend. When people see it on a weekend, they may feel less stressed for time and more willing to commit a few hours to your event. They may even invite a friend.

c. Social proof. If you have positive feedback from previous events use them as a quotes in your emails.

d. Send and send again. Plan to send an event marketing email several times. For large events, email one month in advance to announce discounts for early payments. Finally, send an email a few days before with reminders of time date and place.

PRE-EVENT SOCIAL ACTIVITY.

Links in social media bios. Usually Twitter and Face book will link to your website

Find relevant people on Twitter. Use Twitter Advanced Search to find people who are interested in your topic and live nearby. Mention them in tweets or tweet to them directly with a friendly invite.

Twееееееet! Unlike email, most tweets are missed. So tweet often and early. Here are some example subject lines:

Registration opens

Early-bird registration is ending soon

Countdown: “Just X days until the event!”

Reminder of time and location

Thank your sponsors (mention sponsors)

“See you at the event!” (Mention registrants)

“Thanks for registering! See you there!” (Mention registrants]

Post the event on Face book, LinkedIn and Google+ Make sure that the image from the event page appears. Mention speakers, encouraging them to share it with their networks.

REGISTRATION THANK YOU PAGE. On the thank you page after registration process, offer to let them share the event on social media..

Registration auto-response Email. Once people register, send them an email of confirmation.

Write a pre-event blog post. A week in advance. This could be an interview with one or more of the speakers. Just send a list of questions and post the answers when the speaker sends them back.

Invite speakers to write guest posts. Speakers will recognise the value of their name.

Photo and video partners. If you don't have the money to hire professionals, offer free admission or a table in the event space to a pro photographer in exchange for services.

Standardise presentations. Create a standard PowerPoint template and share it with your speakers. It may only be two slides but it will have fonts and colors that match the event theme. This will help things look good later, when you share the presentations after the event.

Pre-written tweets. Don't just encourage your sponsors, partners and speakers to help with promotion, *make it easy for them*. Write a list of compelling tweets and send them along in an email.

Check with local media outlets. Many media sites let you post events. Find these by searching Google for "event calendars" in your city.

Contact industry associations. Industry and trade associations may also allow you to submit. If the event is relevant to their audience, ask if they will accept post or promote events from outside organisations. Chambers of Commerce are often happy to promote events relevant to their members, especially if the organisers are members themselves.

Let the press know. There are possibly journalists who cover local events. Contact them with an invite to cover the event. This could be an interview with a speaker or post from you for their website.

Search Engine Optimize Your Event Page. People may be looking for your event right now! Get the instructions to optimize the event webpage.

Target a keyword. First, we need to choose a relevant keyword. The target keyword should *combine the event topic, the word "event," and the name of your city*. Examples: "trivia night for enthusiasts," "biggest breakfast for the lucky ones" or "vegan cooking event in Corinella."

Title tags and headers: Use a title tag and header that include your target keyword. In the title tag, it's best to put the name of the event last, so the keyword appears first. This helps indicate relevance to Google. *For example, an event for fishermen in Coronet Bay may benefit from a website with a title tag such as "Fisherman Event in Coronet Bay."*

Search-friendly description: The event page should have a nice, detailed event description, which includes the keyword several times. If it's long, break up the text into short, concise paragraphs. Use lots of formatting, including headers, sub headers, internal links, and bullet lists, etc.

Linking: Links are important for search engine rankings, so make sure to link to the event page from other pages on your site including older blog posts. This will guide visitors to the page, but also help search engines know that the page is relevant.

DURING THE EVENT

Share pictures: Make sure to take pictures of people, speakers and attendees, as things are happening and share them on Twitter. Mention people and use the hash tag.

Hold a contest or drawing: Even if you're giving away something small, like a book or a gift from a sponsor, use this as an opportunity to gather email addresses (with permission of course) and then share a picture of the winner holding the gift on the social networks.

Post-Event Blog Post

Event recap blog posts are often easy and fun to write. Post them on the event site or submit them as a guest post to a relevant blog or local or industry / association website.

Summary of presentations: These summaries can include quotes of positive feedback from a follow up survey. Always check for permission.

Speakers' presentations: As with the photos, it's ideal if the presentations are embedded into the event site.

Gallery of event photos: Ideally, these galleries are embedded into the event site or recap blog post.

List the speakers, sponsors and attendees: This is a very social way to build lists and have them on your website.

Post-Event Email. The email follow-up to registrants is a way to say thank you, share important links and keep a bit of buzz going.

Invite registrants to be notified of the next event. Some of your registrants may not have subscribed yet. Link to your email signup form to grow your list and promote your email marketing.

POST-EVENT SOCIAL ACTIVITY. Now it's time to share stories, say thank you and stay connected

Thank you tweets, Show your gratitude after the event by thanking the speakers, sponsors and attendees in follow up tweets and posts. This is good for networking.

Post photos. Put a few of your best photos on Face book and Google+. Be sure to tag and mention people.

Keep sharing. In the days after the event, listen for tweets, mentions and blog posts from others. When you see these mentions, share them!

APPENDIX XXXX

INCIDENT REPORT

Look up Worksafe or develop our own
