

Event Management

Organising a sport or recreation event can be a daunting task, particularly when planning an event for the first time. While the scale of events can vary dramatically, the principles of event management remain the same.

Planning and preparation

Effective planning and preparation are important in ensuring the success of an event. There are a number of steps involved in planning and preparation.

The organising committee and event manager

Usually more than one person is involved in the organisation of a sport or recreation event. In many cases it is useful to establish an organising committee and assign roles and responsibilities to the committee members.

An event manager who has overall control of the event and is ultimately responsible for the major decisions and directions of the committee should also be appointed.

Purpose of the event

When planning an event it is important to understand why the event is being held, who it is for and who it will benefit. Having a clear focus and defined objectives will help direct the planning process.

Timing and location of the event

When and where an event takes place can have a significant impact on its overall success. When considering the best time of the day, month or year to hold an event, it is important to consider existing events that may compliment or compete with the event you are organising.

When selecting a location, it is important to consider factors such as the availability of facilities, accommodation and transport, as well as the support of local stakeholders.

Event checklist

It is useful to compile an event plan, or checklist, to ensure that all aspects of the event are considered and adequately addressed in the planning stages. The checklist should include all aspects of the event such as venue, equipment, staffing, communication, catering, garbage, toilets, money handling, medical, hospitality, transport, prizes, trophies and ceremonies.

See the example event checklist at the end of this document to help organise an event.

Finances and budget

When preparing for an event, it is important that all sources of income and all costs are accounted for, including hidden costs and in-kind support. A specific event budget should be developed to capture this information. Completing the event checklist first will help to identify all the costs that should be considered in the budget.

Current as at August 2019



The event manager or organising committee should work closely with a financial manager or club treasurer to ensure the event follows the relevant financial procedures.

Risk Management

During the planning process it is important that any potential risks involved in delivering the event are identified and analysed. Risks should be rated according to how likely they are to happen and what the impact would be. Where possible strategies to minimise or eliminate the likelihood or impact of the event should be identified.

Further information on risk management can be found in the Risk Management Toolkit on the Communities, Sport and Recreation website.

Sponsorship

Once the event manager and organising committee have a clear understanding of the budget, they may wish to seek sponsorship for the event.

Any attempt to secure sponsorship should be based on a definite sponsorship strategy that targets specific organisations and tailors the approach to each organisation. A general mail out requesting sponsorship from many different organisations is generally unsuccessful.

It is important that the organising committee has a clear idea of what it is that they would like from potential sponsors (for example, money, free publicity, discounts, goods or services). The committee must also be clear about what the event can offer potential sponsors (for example, free advertising, publicity, naming rights, media coverage or exposure for new products).

Developing an event profile, including a brief history of the event, the expected number and type of participants, likely media coverage and publicity can help the committee identify relevant sponsors and highlight the benefits of supporting the event.

Promotion and publicity

Regardless of the size of the event it is important to consider the level of publicity and promotion required. While some events may require minimal publicity or promotion (depending on the aim, target audience and existing profile), in most cases event organisers will aim to maximise the profile of the event through promotion (controlled and paid for by organisers) and publicity (media coverage).

Unfortunately, it is not uncommon for this aspect of the event organisation to be overlooked or left to the last minute, which can result in poor exposure of the event, a poor turn out of participants and unsatisfied sponsors.

Having a clear understanding of the reason for undertaking publicity and promotion (for example, increasing awareness and participation or increasing exposure of sponsors) will help in determining the approach taken.

If you wish to engage the media, it is important to consider the various forms of media (print, radio, online and television) and different ways to manage each of these. There are numerous guides available to help format information for a media release in a way that is understandable and attractive to media sources.

Approvals and legal requirements

When organising an event in a public facility, or on land owned by someone other than the organising group, it is crucial to get approval and any permits or licences required by the property owner or land manager.

It is common for land and facility managers to ask for evidence of insurance and risk management procedures from the event organiser before approval or permits are granted.



It is advisable that the organising committee, or organisation responsible for the event, be an incorporated body in order to limit potential legal liability of individual members. If in doubt, the event manager should seek professional legal advice in this area.

Implementation and evaluation

Event delivery

If sufficient time and effort has been put into planning and preparation, the event should run smoothly. The event manager should have a checklist of tasks with time frames to keep the event on track.

Effective communication is essential to ensure the event goes to plan. There will always be minor difficulties and challenges. Hopefully most of these will have been considered in the risk management plan and there will be contingency plans to address problems as they arise.

During the event it is important to take the time to publicly acknowledge the contribution of staff, volunteers and sponsors.

Post event

After the event has been held, the following should occur:

- Formally thank all those involved in organising and running the event.
- Provide sponsors with a report on the event and thank them for their involvement.
- Contact the media with any final results and media releases.
- Pay any outstanding accounts.
- Review the event and keep an accurate record of the organising committee's methods and activities in order to learn from any mistakes and to make the process of organising future events easier.

Need more information?

The event checklist below can be used as a guide to help manage your event.

Communities, Sport and Recreation has produced a suite of guidelines and checklists designed to assist organisations to conduct events that are both welcoming and accessible to people with disability. These resources can be accessed on our website

www.communities.tas.gov.au/services/people-with-disabilities

Event Management Checklist



Planning

- Event overview
- Event plan
- Event manager and staff
- Event description
- Event objectives
- Timeline
- Budget
- Identify targeted audience

Operations

- Event overview
- Police contact
- Permits
- Public Liability
- Insurance
- Security
- Health and safety permits
- Emergency access
- Ambulance and first aid
- Venue cleaning
- Parking
- Transport
- Risk management

Consultation with stakeholders

- Consultation register
- Planning meeting
- Briefing – before event
- Debriefing – after event

Planning for the event

- Selection of a venue
- Site plan
- Noise
- Inclement weather contingency plan
- Information centre and communication
- Catering, food and water
- Lighting and power
- Toilets
- Fencing

Entry and exit details

- Vehicle access
- Disability access
- Seating
- Ticketing
- Contract suppliers
- Develop run order or event schedule

Publicity and promotion

- Pre-event promotion: newspapers, radio
- Media releases and media kits
- Invitations
- Programs
- Posters
- Flyers and postcards
- Signage
- Website

Sponsorship and merchandise

- Sponsorship strategy
- Potential sponsors
- Evaluation of a sponsorship program
- Merchandise

Management of alcohol

- Permit conditions
- BYO and non-BYO events
- Responsible Service of Alcohol (RSA)
- Minors
- Beverage options
- Beverage containers
- Trading hours
- Alcohol consumption areas

Compile a file

- Documents to be kept