

Event Planning Committee Training 2022

Arts
Students'
Union



EVENT PLANNING GUIDE

BY FIZA MURTAZA
EVENTS & INVOLVEMENT COORDINATOR
(COMMUNITIES TEAM)

RESEARCH & PLANNING BEFORE SUBMITTING THE GRANT APPLICATION

- Please ensure you plan your event before submitting a grant application. This means starting the planning in advance, prior to grant application deadlines
- It can take at least 6 weeks to plan an event. The larger the event, the sooner you should start planning
- These Grant Applications are for Societies and not Sports Clubs
- For Sports events please contact: sports@su.arts.ac.uk
- Next deadlines are Monday 14th November and then Monday 5th December
- Deadlines are once a month
- Societies contact: societies@su.arts.ac.uk

DEFINETHETHE EVENT

- **What is the event for? A quiz night, picnic, meet-up, cultural event/celebration etc.**
- **What type of event is it?
Academic, cultural, community etc.**
- **Are there any particular goals or objectives? E.g. if it is a competition or educational event
(You will need to mention this in the grant application)**

WHO, WHAT, WHERE, WHEN, HOW?

- **Who is the event for? Only society members, all students?
Also confirm event capacity.**
- **What is the name of the event?**
- **Where? Choose the location. There are many UAL options from class-rooms to theatres, which may be the most affordable option. UAL booking notice can be between 4-8 weeks depending on venue.**
- **When? Time & date**
- **How is it being organised? Confirm responsibilities of team members**
- **Have an "access statement" - consider accessibility logistics**

BUDGET

- **Prepare your event budget**
- **The grant application includes a Word document and an Excel document. The Excel document is for the budget breakdown. Please be as detailed as possible with costs to avoid us having to ask further information.**
- **Basic budget components can include:**
 - Venue**
 - Refreshments**
 - External bookings e.g. Speakers, Guests**
 - Or, event tickets**
 - Transport cost**

OTHER ELEMENTS TO CONSIDER

- **Some events may require more elements which need to be considered, for example, themes, decoration or give aways**
- **Shop around to get good quotes**
- **Try to use sustainable options and be considerate of wastage**
- **Utilise vouchers and codes where possible, e.g. student discount**
- **Be considerate of accessibility and inclusivity**

TICKETED, NON TICKETED?

- **Will it be ticketed or non-ticketed?**
- **Sometimes even free events can be ticketed in order to confirm attendee numbers**
- **Grant funding from us may cover some or all of the cost – price tickets accordingly**
- **Tickets can be put on the Arts SU website though our Communications team**

MARKETING & COMMUNICATION

- **Marketing includes design, so any posters or artwork needed for the event.**
- **Communication refers to spreading the word. How will people know about this event taking place, how will they purchase tickets or book a free space? Arts SU website and Communications team (newsletter, social media) can also be used but will require sufficient notice.**
- **Where would you want to post about the event, e.g. social media platform of your society?**
- **For exclusive events, ensure you have confirmations from attendees.**

REGISTRATION, CHECKING-IN, KEEPING COUNT

- Prepare a guest list prior to the event
- Decide how you want people to register for the event, e.g. confirm spaces via email?
Using a ticketing platform?
- Double check attendee numbers on the day to see how successful your registration process was
- *This is particularly important for events that have strict numbers, e.g. workshops, sports events, ticketed pre-booked events**

EVENT MANAGEMENT TOOLS, RISK ASSESSMENT, EVALUATION

- **Utilise event management tools to ensure organisation of the event**
- **E.g. a working document that all those involved in organising the event can keep updating**
- **Using Excel spreadsheets is useful**
- **Having an event flow chart is also helpful**
- **Please complete a Risk Assessment if applicable – the initial society Risk Assessment may not cover separate events**
- **Consider doing an event evaluation and gathering feedback to help future events run even smoother, for record keeping and for general good practice**

ENJOY & SAVE THE MEMORIES!

- **Enjoy the event and have a great time!**
- **Remember to arrange to have the moments captured if you want. Arrange a team member to take pictures etc.**
- **If you are taking photos or recording the event, please let attendees know (e.g. include a sentence in the tickets or event communication)**
- **If anyone is not comfortable with having photos/videos of them uploaded, accommodate them**