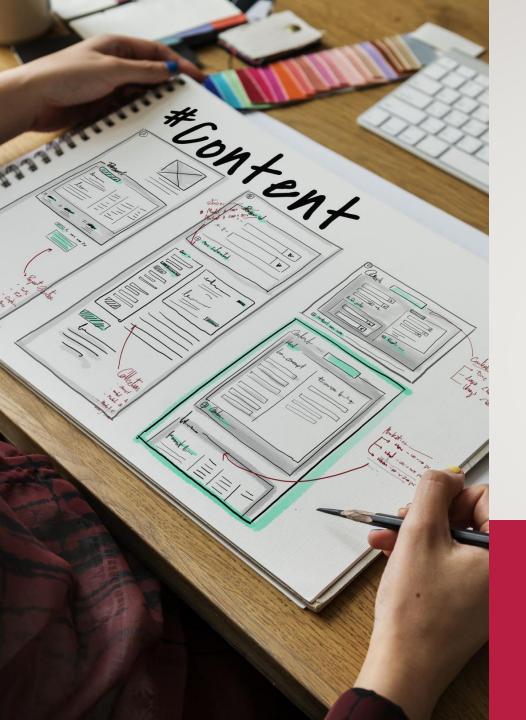
Event Planning Committee Training 2022



10/27/2022



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: <u>sports@su.arts.ac.uk</u>
- Next deadlines are Monday 14th November and then Monday 5th December
- Deadlines are once a month
- Societies contact: <u>societies@su.arts.ac.uk</u>

DEFINETHE 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 & SAVETHE 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