

Event Organisation

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What will we talk about?

- ▶ Rules & Requirements
- ▶ Planning
- ▶ Your Team
- ▶ Communication
- ▶ Sponsors & Trade Vendors
- ▶ Volunteers
- ▶ Post Event



Rules & Requirements

- ▶ Type of Event – Competitive vs Non-competitive; Club, State, National, International
 - ▶ Rules – you need to know the rules for your type of event
- ▶ Venue Requirements
- ▶ Biosecurity Requirements
- ▶ Insurance
- ▶ Risks & Liabilities – Risk Management Plan, Crisis Management Plan
- ▶ First Aid Requirements

Planning

- ▶ The more preparation pre-event, the less stress at the event
- ▶ Event Plan – to do list, communication plan
- ▶ Budget – get quotes, keep it up to date, pay bills on time
- ▶ “Borrow” ideas from other events:
 - ▶ Go to similar events as a spectator or volunteer
 - ▶ Follow similar events on social media
 - ▶ Look at event websites
 - ▶ Talk to other event organisers



Your Team

- ▶ Identify your strengths and weaknesses
- ▶ Build a team to support your weaknesses
- ▶ Roles required:
 - ▶ By the rules – stewards, technical delegates
 - ▶ To enable the event to happen
- ▶ Consider different personalities
- ▶ Be clear about the expected commitment: time, skill-level, purpose



Communication

- ▶ Critical to the success of all events.
- ▶ Marketing and Advertising
- ▶ Everyone must know how event communications will occur.
 - ▶ Email
 - ▶ Whatsapp group/s
 - ▶ Social Media
 - ▶ Website
 - ▶ Noticeboards
- ▶ All communication methods must use consistent information.
- ▶ Communication Plan – component of the Event Plan.



Sponsors & Trade Vendors

- ▶ Remember you are dealing with business people
- ▶ Must agree in writing what sponsors/trade vendors receive for their investment
- ▶ Be clear about when \$\$ must be received (or product)
- ▶ Sponsors & Trade Vendors should help you promote the event – this benefits everyone
- ▶ Looking after:
 - ▶ Honour the agreement
 - ▶ Keep in contact prior to the event
 - ▶ Greet them at the event
 - ▶ Timely thank you immediately after the event, followed by an event report

Volunteers

- ▶ Critical to the success of almost all events.
- ▶ Value them – do not underestimate the power of kindness.
- ▶ Look after them at the event.
- ▶ Bare minimum:
 - ▶ Communicate – everyone needs to know what's expected of them, where they need to be when
 - ▶ Food and drinks – don't forget those in roles that can't leave their post
 - ▶ Thank personally and publicly

Post Event

- ▶ Debrief with yourself
 - ▶ What worked, what didn't, things to keep, things you wouldn't do again
 - ▶ Be brutally honest
- ▶ Debrief with your team
 - ▶ What did they each enjoy and not enjoy
 - ▶ Celebrate the successes
- ▶ Debrief with the venue
- ▶ Feedback from volunteers, competitors/riders
- ▶ Take criticism on social media with a healthy dose of salt

Questions?