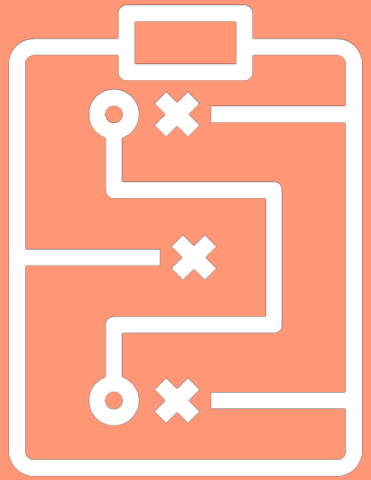
How do I get started?



Planning an event

What is involved?

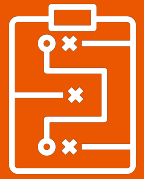
Idea

Venue

Date

Goals

Plan



Pricing

Listing

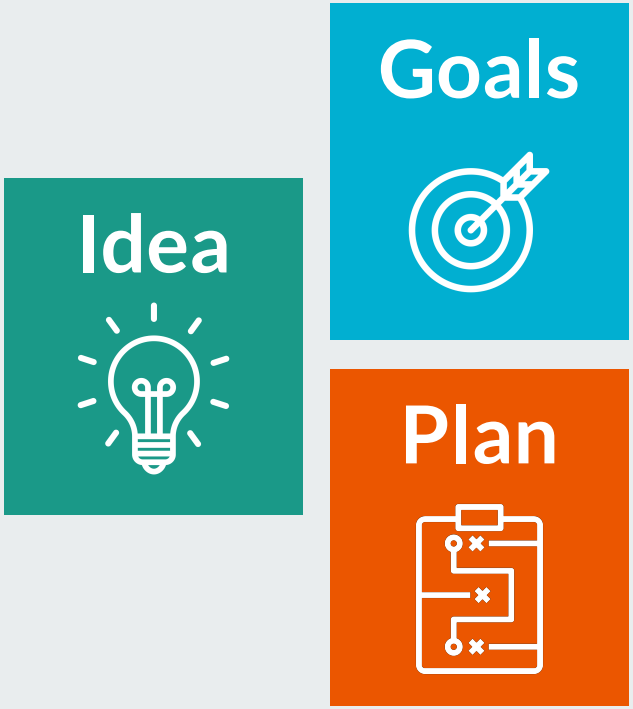
Promote

Comms & Prep

Run It

Wash Up

Planning an event



Start with your goal or objectives…

➔ “Get the community together to celebrate the neighbourhood…”

Work backwards…

➔ What are the **qualities** your event needs to meet the goals?

Example - Union Street Party

Example - Union Street Party

Unmet needs

Joy & Adventure

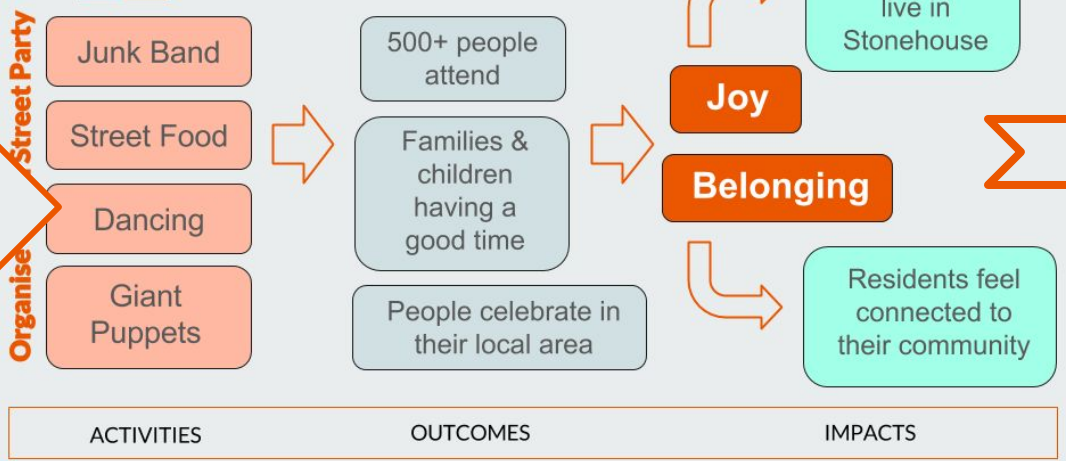
Connection & Belonging

Safety, Security & Protection

Symptoms

discouraged
insecure
reluctant
lonely

Example - Union Street Party



Medium & Long Term Impact

Changes in
behaviour?
decisions?
social action?

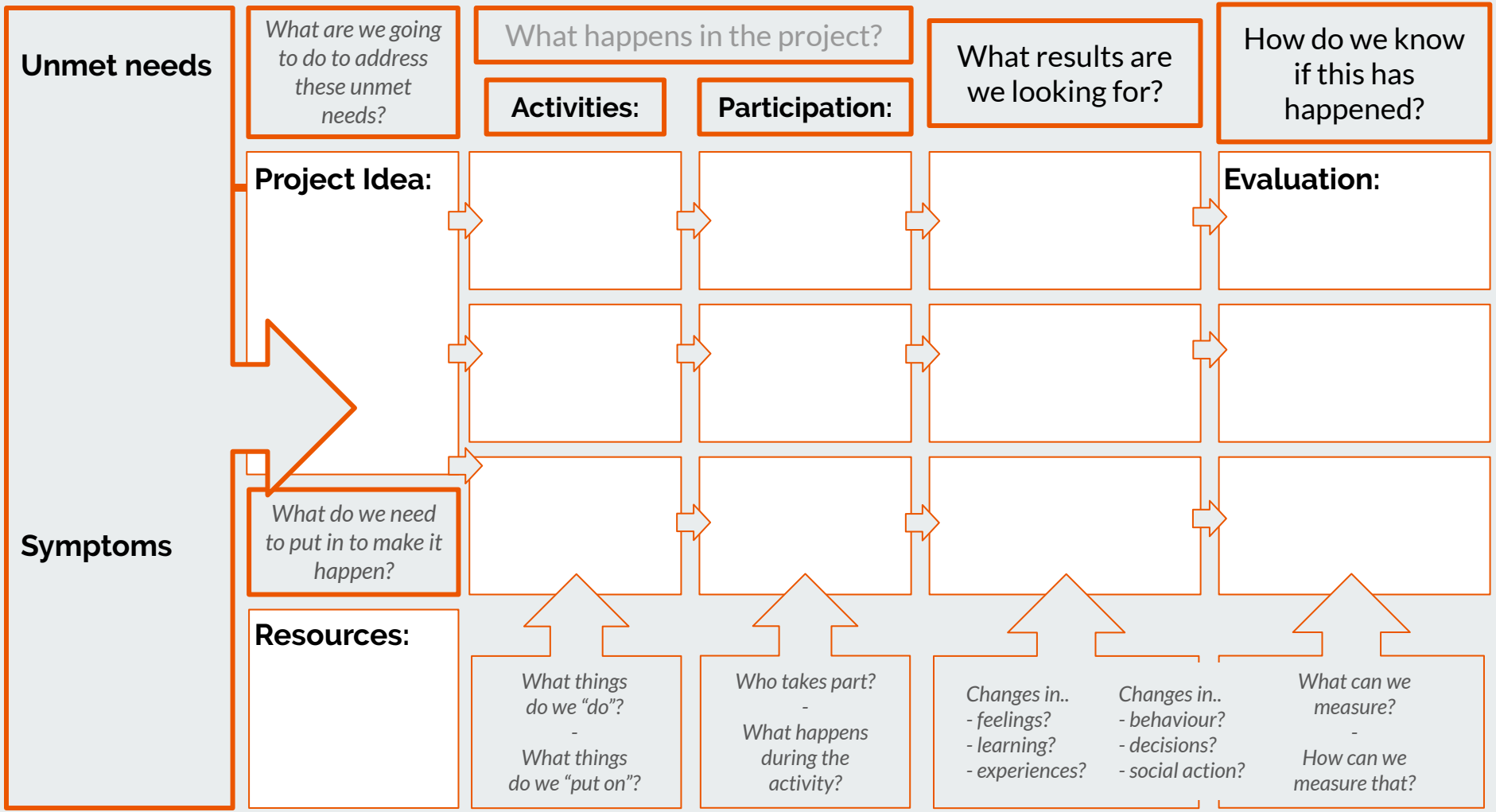
Changes in
conditions...
social?
civic?
economic?
environment?

What do we put in?

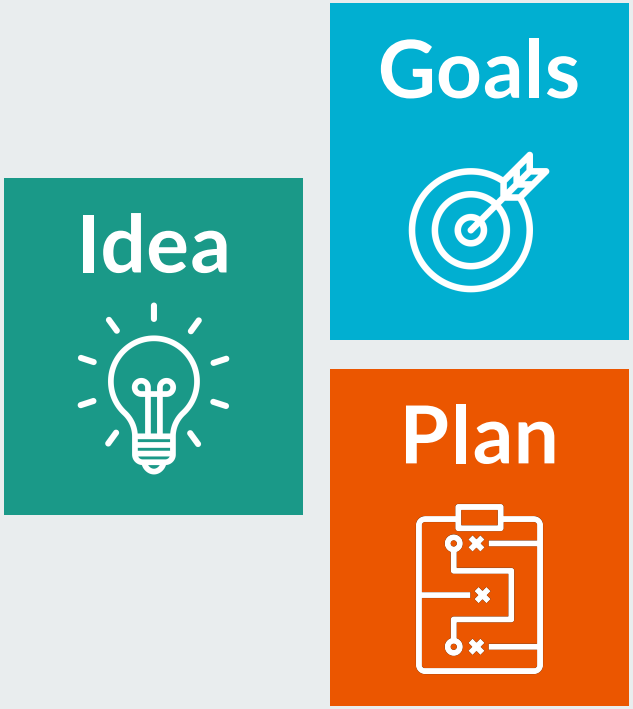
Activities & Participation?

What results are we looking for?

How do we know if this has happened?


Unmet needs
Symptoms
What are we going to do to address these unmet needs?
What happens in the project?
Activities:
Participation:
What results are we looking for?
How do we know if this has happened?
Project Idea:
Evaluation:
What do we need to put in to make it happen?
Resources:
What things do we "do"? - What things do we "put on"?
Who takes part? - What happens during the activity?
Changes in.. - feelings? - learning? - experiences?
Changes in.. - behaviour? - decisions? - social action?
What can we measure? - How can we measure that?

Planning an event



Start with your goal or objectives…

➔ “Get the community together to celebrate the neighbourhood…”

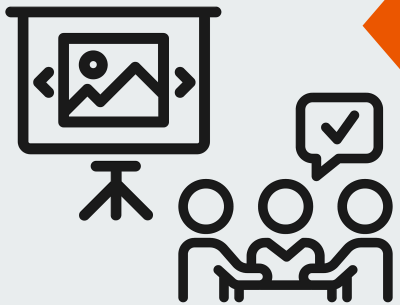
Work backwards…

➔ What are the **qualities** your event needs to meet the goals?

Example

“During the event, we want people to be out on the street feeling joy & happiness...”

Add things that bring joy!



What would people enjoy?

Meet basic needs first

Happy people at the street party

Choosing the best idea...

How will I know if my event is successful?

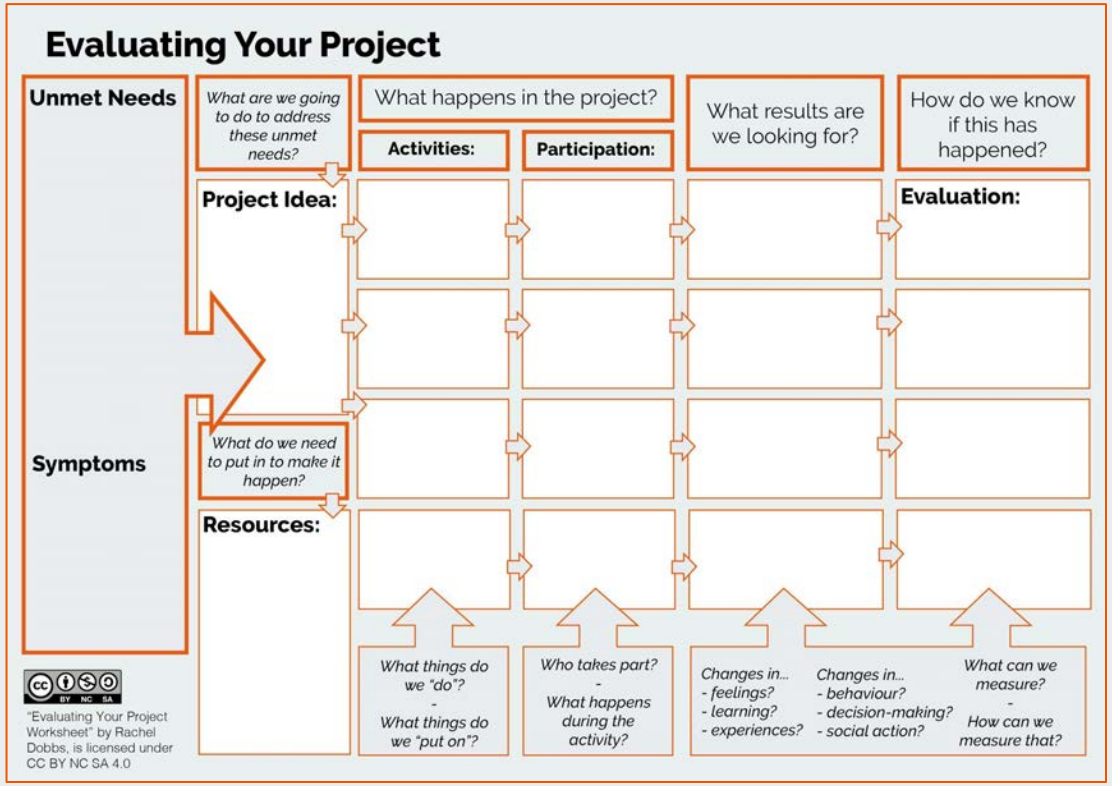
Use your aims as a guide

- ➔ Activities & participation
- ➔ what happens during the activity?
- ➔ who takes part?
- ➔ what results or changes are you looking for?

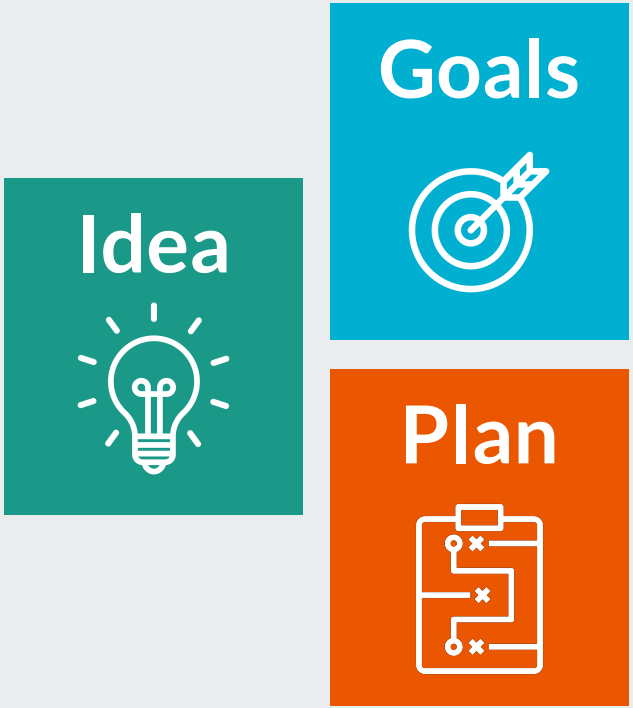
Assessing the impact of your project - your turn...

Try out these ideas...

➔ Use the worksheet to apply these ideas to your own project



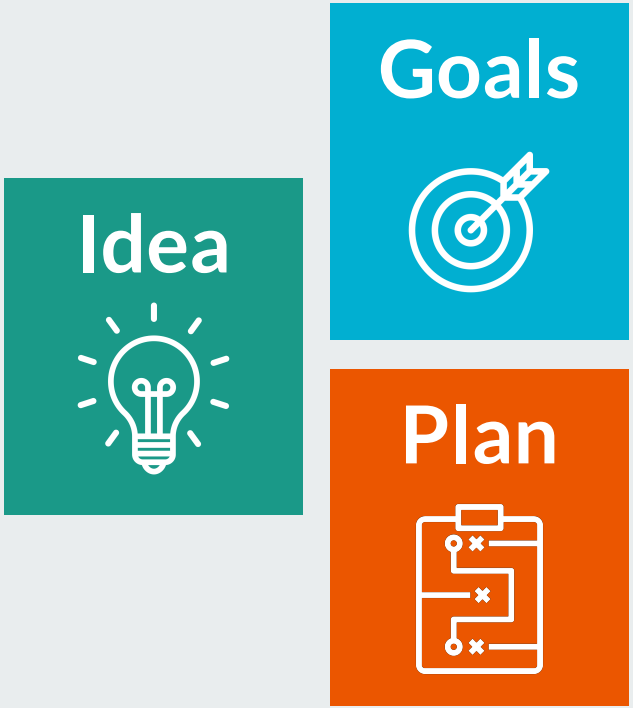
Planning an event



How long should the event be?

- How long does it take to **engage with** the activities?
- How much time will people remain **engaged** in the activities?
- Quick wins?
- Variety & choice?

Planning an event



How in depth should the event be?

- ➔ Easy to take part
- ➔ What do people already know / feel comfortable with?
- ➔ Different levels
- ➔ What do you need to do to make sure every participant can have a good time?

Planning activities during your event

What do you need to think about?

Quick recap

What will the participant be able to do during the event?

- ➔ Think about the **experience** of being there
- ➔ Work **backwards** from the ideal experience you want people to have
- ➔ What things do you need to put in place to give the ideal experience?

What is involved?

Idea

Venue

Date

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Pricing

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Promote

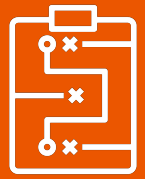
Comms & Prep

Run It

Wash Up

Make your event plan

Plan

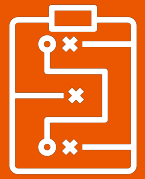


Scheduling & timing

- Morning, afternoon or evening?
- Weekday or weekend?
- After a full workday?
- **Who is your audience?**
- What else do they do with their time?
- How much time can they spend at your event?
- One-off or series?

Make your event plan

Plan



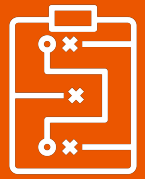
Example Evening event - 6:30 - 9pm

Time	Activity	Notes
17:30 -18:30	Setup & prep	
18:30 - 19:00	People arrive & mingle	
19:00 - 19:15	Welcome - “Hi Everyone…”	
19:15 - 20:45	Main activities	
20:45 - 21:00	Closing - “Bye Everyone…”	
21:00 - 21:45	Pack down & close up	

Your event plan

Breaking down each section...

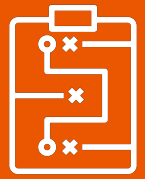
Plan



Time	Activity	Notes
18:30 - 19:00	**People arrive & mingle** • People arrive, check-in & hellos - someone to greet everyone as they come in • Somewhere to leave coats & brollies? • People help themselves to drinks & nibbles • Do people know each other? Someone to help with introductions? • Have running order for event on show so people know what's going on...	

Make your event plan

Plan



Repeat - adding detail to each section...

Time	Activity	Notes
17:30 -18:30	Setup & prep	
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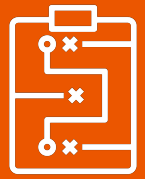
Make your event plan

Plan



What materials & resources will you need?

- ➔ Note these as you go along
  - ◆ People, Furniture, Space, Refreshments…
- ➔ What else will you need to prepare?
  - ◆ Signage, Clean Up Materials, First Aid...

Make an outline event plan

What do you need to think about?

Quick recap

What time will things happen at during the event?

- ➔ What do people **need to do** when they arrive? And at each stage of your event...
- ➔ How **long** will each part of the event take? Does it feel long enough / too long?
- ➔ What things do you need to put in place to give the ideal experience?

What is involved?

Deciding on a venue & date

Venue 

Date 

What kind of **space** will you need for your event?

- ➔ What's **available** in your local area?
- ➔ How much does it **cost**?
- ➔ How do you **book** it?
- ➔ Making a list of essential & desirable qualities

Deciding on a venue

Venue 

Example
Tea Dance

Essential	Desirable
• Large Space - for up to 75 people • Happy to host “noisy” activities • Refreshments • Equipment provided - lighting / sound? • Toilets • Parking nearby & access to public transport • Wheelchair access	• Help with promoting the event • Regular bookings?

Deciding on a venue & date

Venue 

Date 

When is the **space** available?

- ➔ Does this give you enough time to **prep** & **promote** your event?
- ➔ Will you be able to **gauge interest** in your event beforehand?
- ➔ What are the terms for **cancelling** a booking?

Deciding on a venue & date

Venue 

Date 

Thing are looking good!

- ➔ Right dates / times for me & my target audience
- ➔ Right price
- ➔ Right facilities
- ➔ Go ahead & book it!!

What is involved?