

‘Preparing Your Event’



Preparing your Event - Checklist

The success of an event is, mostly, the result of careful and thorough project planning. However, this takes time and effort, often a luxury in the busy schedules of family life and work. This pack is designed as a basic checklist, to help you with your planning, and includes:

- **Project Management**
- **Venue**
- **Accessibility**
- **Health & Safety**
- **Insurance**
- **Facilities**
- **Performers/Speakers/Guests**
- **Equipment**
- **Costs & Budgets**
- **Publicity**
- **Preparing a Press Release**
- **Evaluation**
- **Useful Contacts**

Project Management

Planning an event is really a timetabling exercise where the various tasks are laid out against their deadlines. Preparing a timetable will give you a good visual overview.

If you are planning this event with others, make sure that everyone knows their roles and responsibilities throughout the planning exercise and on the day.

If you are on your own, try to delegate tasks to others in your group or organisation and ask them to let you know the outcome.

Ensure that communication within your group is clear and regularly updated. Don't assume that others can read your mind!

Venue

Confirm booking early and in writing.

- Date, time, exact room, who will be in attendance and when you need to vacate.

Make sure you confirm:

- Full address, contact person and phone numbers.
- That you will be able to use the building for the intended activity (e.g. private room for massage, dressing rooms for fashion show...)
- The numbers of chairs, tables and other items available, type of lighting, layout of rooms.
- Hire cost and what you will get for your money (tables and chairs arranged...)

Details of Council owned buildings and the booking procedure are available at <http://www.kirklees.gov.uk/community/halls/halls.shtml>

Accessibility

Discuss accessibility issues with the venue manager such as:

- access for wheelchair users (ramp, lift)
- disabled parking
- hearing induction loop

Do you envisage participants with any accessibility needs e.g.:

- Support workers for participants with disabilities.
- British Sign Language interpreter
- Language support (Urdu, Punjabi, Gujerati). If so, ensure that you allow for this cost in your budget.
- Will you need to provide transport to facilitate access to some participants (e.g. older people)? If so, ensure that you allow for this cost in your budget.

For any information and advice on Community Language and BSL Interpreter contact:

Community Language 01484 223326

abid.hussain@kirklees.gov.uk

Health & Safety

- Ensure that you have access to a first aid kit.
- Ensure that you are aware of where fire exits are situated.
- Ensure you know how to reach the caretaker or duty manager easily in case of an emergency.

For first aid cover for outdoor or indoor events contact:

Neil Marsay, St John Ambulance 01924 262726

www.swy.sja.org.uk

Insurance

Public liability insurance will cover you in the event that a member of the public is injured and the accident is deemed to be your fault. The hirer / organiser must provide evidence of Public Liability insurance. It is up to the organiser to assess the insurance risk associated with other providers that are 'subcontracted' such as performers, therapists, sports/exercises trainers, etc...

- Voluntary & Community Groups should have their own public liability cover to cover their activities.

- Commercial stalls, registered as a business and trading at the event, need to have their own public liability insurance.
- Therapists and practitioners need to have their own public liability insurance.
- Performers (such as a stilt walker) need their own public liability insurance.
- Artists such as singers, poets, musicians should really have cover and they would be advised to take it out/ see if they have cover via their household policy. The risk in this instance will be very low and they may be happy to take the chance.
- Individuals who are trading may have public liability insurance on their household contents policy and they should check with their insurer to ascertain if this is the case. If not they are strongly advised to take out cover.
- The council will provide cover for liabilities arising from their own building defects and any negligence exhibited in its organisation. Kirklees will accept any liability if its technicians set anything up incorrectly and this leads to an accident. The authority cannot provide liability cover to individuals.

For quotes on required cover, please contact insurance providers such as Zurich Municipal, Ecclesiastical...

Community Trading Services Ltd can also give general advice on insurance matters, 020 7837 7887

<http://www.communitymatters.org.uk/services/insurance.htm>

Facilities

Childcare

Crèche facilities are popular as they allow parents/carers to fully benefit and enjoy the activities/performances. However when booking childcare services, do so from registered organisations, check their requirements and budget the costs.

For any information & advice contact Child Information Services 01484 223041/2 Email: CFIS@kirklees.gov.uk

Children welcome

Some events cater for the family and therefore welcome children, however make sure specific activities are laid on for the children.

Refreshments

Refreshments are a sign of conviviality and are always welcomed by participants. You can make a small charge per drink to cover the cost.

Food

Most venues will allow you to bring food on the premises, however for food safety reasons new regulations are progressively being implemented.

- Check with the venue managers that you are able to bring food into the building.
- Ask about kitchen facilities and access (hob, microwave, boilers, sink & taps, hand washing...).
- Ensure you are aware of the basic food hygiene and temperature control regulations.

For any information & advice contact Food Safety Section, 01484 226452 Email: environmental.health@kirklees.gov.uk

Performers/Speakers/Guests

Book early and confirm booking closer to the date:

- Send in writing details of venue, map, time, content of performance / lecture / etc, fee if any.
- Check your guest/speaker/performer requirements such as equipment, sound, lighting, refreshments, transport etc.
- Always ask for written confirmation on any mail you may have sent or verbal agreement made.

Equipment

- Check what equipment is available to you, the booking procedure and if there is a cost involved e.g. computers, overhead projectors, data projector, cassette/CD player, etc.

- Check you are able to bring equipment into the building. Any electrical equipment that you provide may need to be checked by a certified person prior the event, for safety reasons.

Costs and Budgets

It is important to keep detailed accounts of your event so you can have a clear picture of where your money is going. If you have obtained funding for your event, detailed accounts, invoices and receipts are essential so the funding body can monitor it. Find below a few examples of cost items.

Events Budget	
ITEM	AMOUNT
Rent	
Equipment	
Contributors/ Trainers	
Publicity	
Crèche	
Transport	
BSL Interpreters	
Language support	
Support workers	
Refreshments/ Food	
Other	
Total	£

Publicity

What we can do to promote the event?

- Distribute this publicity material to a wide range of outlets.
- Advertise your event in the bi-monthly What's On guide
- Advertise your event on the Kirklees website - <http://www.kirklees.gov.uk/events>

What can you do to promote your event?

Advertise your event on the Kirklees website by going to <http://www.kirklees.gov.uk/community/localorgs/eventlogin.asp>

and entering the details of your event as instructed

This will get your event publicised FREE on the Events pages of the Council Website and, subject to space, a FREE listing in the bi-monthly What's On guide which is published in conjunction with the

Huddersfield Examiner and Dewsbury reporter Series and is distributed to a readership of over 150,000.

If you want to attract a large audience you may want to take out a small advertisement in this guide to give your event a higher profile in which case see

<http://www.kirklees.gov.uk/events/advertise.asp>

for details of sizes and costs.

How to let people know about your event?

DON'T expect people to flock to your event if you rely on a poster and some leaflets displayed at the venue.

WHY? You will only reach a small audience and miss the opportunity of attracting more people to your event.

DO get information about your event out into the community.

WHY? Think of all the people who pass through the following buildings/organisations in your area every day:-

- Post office
- Doctors, family clinics
- Nursery groups
- Churches/mosques
- Local shops, hairdressers
- Youth clubs
- Community centre / Village halls
- Women's Organisations

Think of all the people who read local newsletters, such as:-

- Tenants & Residents Association newsletters
- Local community newsletters
- Parish Council bulletins

Bear in mind that these publications will all have deadline dates for print, some may be monthly, others may be bi-monthly etc. It is advisable to find out in advance what deadline date by which they require information.

Specific Guidelines when producing your own publicity material

Use of Plain English

- No jargon
- No abbreviations
- No acronyms

People need clear information that tells them WHAT, WHERE and WHEN.

Use of inclusive language

- Phrases such as 'all welcome' 'come along with a friend' 'to find our more information contact.....' and 'all welcome'.

State facilities/access

- Can parents bring young children?
- Is there wheelchair access?
- Will there be refreshments?

Use of images

If you use images of people, use positive images that reflect your target audience i.e. multicultural, disabled, young/old, male/female etc. Most importantly however, you should obtain the consent from the subjects concerned before using their photograph for public release.

Key inclusions in posters/flyers

- Name of the event
- Venue
- Date and time
- Contact number
- Access facilities
- Entrance fee, if any

Sounds obvious, but often vital information is missed.

Preparing a Press Release

There are perhaps three main types of local story – News, Features, and Listings

News

A news story is one that is usually linked to a new piece of information, a one off event, or a story linked to a specific date
Examples: a forthcoming event, opening a new building or facility, launching a new service, a problem affecting local groups, a celebrity visiting/endorsing a local event.

Features

There are perhaps two different types of feature – human interest and analytical:

Human Interest

A profile of a “special” person, a personal story, a family’s experience, anything that is central to the experiences of people that other people can relate to. Typical themes cover, success, triumph over tragedy, record breaking, oldest, youngest, longest, shortest etc.

Analytical

Articles, which are survey based, research based or statistically based and which can be approached from a factual or opinionated viewpoint.

Listings

A listing is sought when you want to promote a forthcoming event in the “diary” or “events” section of the media.

Features are perhaps more difficult to achieve than news, as you have to capture the imagination of the editor to convince that it is something they can develop to interest their readers.

News is more obvious and immediate, but there is still an art to selecting the newsworthy angle.

If you want an event covering, then the media need to know in advance so they can send a reporter. They are much less likely to cover an event in retrospect.

Some pointers

- Head your page “Press Release”
- Cover all the basic details by answering the questions Who What Why

Where When and How

- Don’t bury the story – make your newsworthy points in the opening paragraph and expand later
- Use plain English – NO jargon, NO abbreviations
- Try and limit your release to one side of A4 – follow up with background information if necessary under the heading “Notes to the Editor”
- Use acronyms only after you have first used the full title followed by the acronym in brackets
- Keep your layout as simple as possible – use double spacing and wide margins if you can
- Always include contact name, address, email address and telephone number

- Date your release and always (if appropriate) make sure any embargo date is clearly stated.
- Send relevant photographs if at all possible (Don't expect them to be returned)
- Try and get another person to proof read your press release, preferably an "outsider" – if they don't understand it, then it is unlikely anyone else will.

Evaluation

If you have obtained a grant from Kirklees Council for this event then you will have to provide an evaluation/assessment of your event to the funding body. It is always easier to collect evidence as and when the event takes place rather than afterwards.

- Visual Evaluation

You can collect visual evidence such as photographs or video. However make sure that you ask permission before taking photos or filming participants.

- Written Evaluation

You can collect written evidence through a comment board or book. If you wish to do so, ensure you have thought of the equipment needed, where to place the board/boxes and remind people before they go. In a large event, you would need somebody by the door to catch participants as they leave.

- Audio Evaluation

You can collect audio comments, by going round with a tape recorder, which can then be edited in text.

Useful Contacts

The Kirklees Directory of Voluntary and Community Organisations is full of useful contacts. All libraries have a copy which lists address and telephone details as well as a brief description about each organisation.

Also available on the Kirklees website

<http://www.kirklees.gov.uk/community/localorgs/localorgs.asp>