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Event Management Guide 2013

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Introduction

South Waikato District Council is proud of the dedication its community groups have to ensuring the South Waikato is a fantastic place to live, and aims to provide services and resources to support these organisations.

We have compiled this book to provide information on event planning and within it have developed templates to guide the planning process.

This guide is a basic outline of areas to consider when putting together an event, a separate publication on funding is also available from the Council offices called "The Community Funding Guide" which may be of use.

We have endeavoured to ensure that the information supplied is accurate at the time of publication (January 2007): however please be aware that contact people change regularly and requirements for holding events change from time to time.

If you require any guidance or support in your event planning please make contact with either of the two people listed below who may be able to assist you.

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Throughout this guide you will see references made to www.communityconnect.org.nz. This website will provide an array of valuable resources and tools for your group. Check it out!!

Developing the event concept

It is important when staging an event to be clear and articulate up front WHY it is that you are conducting your event. There may be a number of reasons for conducting an event such as:

- To inform and educate the community about a cause.
- To obtain media coverage for an activity or organisation.
- To raise funds.
- To celebrate a community's strength and cohesiveness.
- An awards or presentation ceremony.

The key questions to ask at this early developmental stage are:

- What is this event for?
- What form will it take?
- When and where will it be held?
- How will the event benefit participants?
- What could be barriers?

Scope of the Event

Organisers should also clarify WHO the event is for. Most events will cater for a variety of interest groups such as:

- The local community.
- A national audience.
- Organisation members.
- Current and potential sponsors.
- Media.
- Potential members.

To some extent the answers to why you want to run the event and who for, will dictate the type of events you will conduct. For example, if you are conducting an event to thank your current members/volunteers for activities throughout the year, you may decide for a small dinner/BBQ/cocktail party. If though, the aim of your event is to thank current members or try and attract new members, you may choose to have a larger, more public event with invitations going to the media as well.

Feasibility of the Event

In helping you to determine the feasibility of your event, some key questions to ask include:

- What physical resources are available (facilities and equipment) or accessible to support the event?
- What are the rough costs? (time, personnel, money).
- How can any potential barriers be overcome?
- Is there sufficient time for planning?

Once it has been ascertained that you do have the necessary resources and it is feasible to undertake the event, planning can begin.

Check the timing of your event does not clash with any other key events.

Planning and Preparation

It is crucial to put the necessary time and effort into planning and preparation for your event to ensure that it is successful.

Event Co-ordination

Regardless of the type and size of your event, you should establish a formal "event committee" consisting of committed members who are clear about their skills and what they are prepared to contribute. One person should lead the project as the Event Co-ordinator.

The Event Co-ordinator will need to be well organised, be a good leader with great communication skills and be able to generate enthusiasm. It is their responsibility to keep track of the event as a whole and to assign tasks to the event committee.

The event committee may consist of other members of your organisation, members of other organisations (if it is a joint event), volunteers and other interested parties. The size of the committee is dependent on the size and complexity of the event.

One person needs to lead and make the final call on all decisions and take the overall responsibility for the event. This should be clear to all those involved with the event. (This should be the Event Coordinator).

Delegation of duties and tasks is crucial. As early as possible, outline the responsibilities of each member, their tasks, their deadlines, the resources available to them, reliance on other members for support and any inter-dependency of tasks. Open and clear communication is necessary to ensure tasks are completed.

Developing the Budget and Monitoring Finances

The development of the budget is usually the responsibility of the Event Co-ordinator, with input from the whole committee. The budget needs to include all essential costs for the running of your event. A budget needs to be developed very early in the event planning phase so all people associated in the event are aware of how much money they can spend on their associated tasks.

Your budget needs to outline expenditure and income for the event. To help you estimate the costs you could:

- Call for quotes.
- Use budgets from previous events.
- Compare notes with someone who has done a similar project.

A budget template (*Appendix 1*) has been included at the end of these notes. Keep in mind that you may not have costs for all the times that are listed in the template, eg, you may not have postage costs if you are delivering invitations to people, you may not have public liability costs if your organisation has existing public liability insurance and it covers events.

Your budget should include an amount for "contingency" dollars for unexpected expenses (normally 10-15% of total budget expenditure).

Don't forget to include the possible income for your event. All sponsorships should be noted as income. Also include any costs incurred in obtaining the sponsorship.

Possible Event costs to Consider in your Budget

Wages/Salaries	Travel costs of VIP's/guests	Graphic Design Costs – invitation/programme
Accounting/audit fees	Accommodation/food, etc, of VIPs/guests	Printing costs – invitation/ programme
Public liability	Personnel such as ushers/car parking	Postage/couriers
Advertising		

Drawing up a cash flow budget is also advised. A cash flow budget estimates when money is to be received and when it is to be paid out. Plan ahead for income to be received in time to pay for incoming accounts. Some accounts may need to be paid before revenue begins to flow into your account, so ensure that you have made the necessary arrangements to deal with this start-up phase.

As a safety measure, you may wish to nominate a cut-off date when a final decision is made to proceed with the event or not. If income is not going to be sufficient to cover expenses, it may be advisable to cancel the event.

Identifying Tasks and Associated Responsibilities

Main tasks for the event must be identified, and individuals on the event committee appointed against each task. You may also like to assign milestones to particular tasks that will help the Event Co-ordinator monitor the progress of the event and catch possible trouble spots.

You may choose to assign particular event committee members to one or more tasks, dependent on their availability to assist and their particular skills and expertise. The tasks and actions listed below are not necessarily definitive and there may be crossover or inter-dependencies that you will need to consider. Some tasks may require a team of people to ensure their completion, so there may be a need for sub-committees to be formed around a particular task.

Take into consideration all the resource requirements to complete each task and ensure you have allocated enough time, money and people (be they paid staff or volunteers) to complete each task.

Listed below are possible tasks for your event and possible associated responsibilities or considerations for each task. You may not need to provide all of the items listed below, but they still need to be considered in the context of your event.

Programme

- How long should the event run for?
- Do you need to produce a programme for your event?
- Do you need an MC – if so, who would be appropriate?
- Is entertainment required/appropriate? What sort of entertainment is appropriate? Can you afford to provide entertainment?
- Should you leave time for networking?
- Gifts or acknowledgement for presenters or entertainment.

- who is going to set up your event and who is going to do the clean up?
- Will you sell tickets? Who is doing ticket sales? How much?
- Equipment requirements for entertainers.
- Parking for VIPs, sponsors and entertainers.
- Do you need to provide transport?

Facilities and Equipment

- Where will you hold your event? How big/small will the venue/location need to be?
- Will it be indoors, outdoors or both?
- If an outdoor activity, will you need to ensure there is adequate shade from the sun or from possible rain?
- If outdoors, do you need power?
- Site decorations?
- Traffic management and reserved parking?
- Site layout - what will the floor plan look like?
- Waste management - are there adequate toilets for the number of people attending? Clean up of the site. Are there enough bins?
- What equipment do you need for the event, eg, microphones and amplifier tent, podium, audio visual, etc?
- Seating requirements - particularly for elderly?
- Parking and public transport - how will people get there?
- Will you require overnight security, if it is an event that runs for more than one day, to look after equipment?
- Will you require security on the day of the event? Do you require any Council permits for your event?
- Will you require St John Ambulance to be there?
- Does the facility have disability access?
- Do you require a permit? Do you need to let the Police or the Council know you are conducting an event? Do you require street closure, etc?
- Will you need to provide childcare? Is there space for that?
- Will you need baby changing rooms/parent's rooms?

Promotion/Marketing

- Do you need to advertise your event more broadly than your organisation? If so how will you do it?
- Do you want to have a consistent look and feel to your event?
- Do you want the media at your event?
- Do you require media prior to the event, on the day, post-event or all of the above?
- How 'fancy' do the invitations/programmes etc need to be? Should you use a graphic designer? Do you have the resources to get professional graphic artist?
- Do you want to consider selling merchandise, eg, T-shirts, badges, etc?

- Invitations - who will get invited? Who do you want to attend - VIPs special guests?
- Don't forget to include an RSVP on invitation.
- Aim to have invitation out at least two weeks prior to event.
- Do you require a plaque/certificate to acknowledge an opening or launch?
- Do you require a photographer/someone to video tape?

Catering

- Do you provide catering for this event?
- Do you provide a full meal or finger food?
- Will you have to hire crockery and cutlery if you're providing catering?
- Is it appropriate to have alcohol?
- Vegetarian's special dietary requirements.
- Will you require catering staff to serve?
- Will you require a kitchen?

Finance/Budget

- Assign a person to take responsibility for the budget.
- Details on budget elsewhere in this guide.
- Ensure all committee members that are responsible for tasks are aware of their budgets.
- Ticket sales, how much?
- Sponsorship – can you get some form of sponsorship?
- Ensure people keep receipts.

Insurance/Risk Management/Contingency Plans

- Do you have/require public liability insurance?
- Does your public liability cover you for this event?
- Do you need to do a risk assessment for this event (information on risk assessment later in this guide)?
- Do you have contingency plans if things go wrong?

Volunteer Management

- Will you require extra volunteers above and beyond the event committee, both in preparation for the event, and on the day?
- If so, how will you recruit volunteers?
- Ensure your insurance policy cover volunteers.
- How will you recognise and thank them?

Developing a Task List

It may be useful to prepare a task list for each task or job that outlines project timelines and the people responsible for tasks. At this early stage it is very important to be clear about what

your expectations are of each committee member to ensure that both tasks and actions are completed in both a timely and effective manner.

The task list can be developed by the event coordinator in conjunction with the appropriate event committee member or the whole committee. An example below:

Task: Prepare event programme			
Action	Responsibility	When	Resources required
Finalise event programme	John and committee	Finalise 6 weeks prior to event	
Obtain quote from designer and printers	John and Printers	5 weeks prior to event	Time required 3 hours
Get sign off on quotes and design	John and committee	4 weeks prior to event	250 invitations (50 spare) budget of \$500
Printing of invitation	John and printers	Final copy to printers 3 weeks prior to event	1 hour
Distribution of invitations	John	Mailed out 2 weeks prior to event	2 volunteers x 2 hours for mail out Postage and envelopes 200 x 60 cents = \$120

When creating task lists keep the following points in mind:

- Set realistic dates, times and deadlines.
- Don't forget to assign the number of people required to complete the action.
- Be aware of inter-dependency of tasks.
- Take into account possible delays.
- Consult with committee members and other interested parties for input.
- If there are delays or problems with your tasks, do let the appropriate people know - they may be able to help.

Managing Event Volunteers

Some organisations may already have a Volunteer Policy in place. Managing volunteers for events is different, in that volunteers are usually required short term, as opposed to the long term commitment you may already have from other volunteers within your organisation.

A thorough assessment of the number of volunteers required, the commitment in terms of time and the type of tasks they will be undertaking, is required.

If you find that you require a number of new or additional volunteers to assist with the planning and preparation of the event, and to be present at the event, then a Volunteer Co-ordinator may need to be appointed.

A Volunteer Co-ordinator works like a Human Resources Manager. They will need to:

- Create job descriptions.

- Recruit, select and place all volunteers.
- Keep records of all volunteers.
- Provide necessary and appropriate orientation to your organisation and the event.
- Ensure there is a an understanding of relevant issues such as orientation and training, uniforms, attendance and rosters, out of pocket expenses, transport issues, health and safety, insurance, food and drinks, rest breaks, complaints and grievances.
- Conduct a Volunteer Debriefing following the event.
- Ensure there is formal volunteer recognition throughout the event and post event.

A volunteer's recruitment tool can be found on www.communityconnect.org.nz. Adverts can be placed by any South Waikato Not-for-profit organisation on the website.

Choosing the Location of the Event/Possible Venues

The location of your event is crucial. The type of event you plan to conduct and the number of people that will attend will obviously influence the location. Listed below are facilities located in the South Waikato that allow for venue hire. This is not a definitive list. Contact schools, churches, theatres, motels etc directly to enquire about the possible hiring of their families.

Halls and Conference Rooms for Hire

Name	Seating	Location	Kitchen	Contacts	Stage	Phone	Licensing
Tokoroa							
Amisfield Full Primary School		Moffat Road	No			886 5968	No
Apostolic Church		Cnr Maraetai Road and Thompson Street	No	LM		886 4970	No
Axeman's Clubrooms	50	Memorial Sportsground	No		No		No
Catholic Parish Hall (School Kitchen Only)	300	Mossop Road	Yes	Kevin Cody	Yes		Yes
Cricket Pavilion	100	Mossop Road	Yes	Grant Hall	No	8867709 (answerph one) 886 9446	Yes
East Bowling Club	160	Memorial Sportsground	Yes	Donna Quirk	No		Yes
Elim Pentecostal Church		Balmoral Drive	No	Lyle Bryant		886 5577	No
Forest View High School	400	Baird Road	No	Karen Watkins	Yes	886 5219	No
Masonic Hall	100	Cnr Papanui and Bridge	No	Alex Shaw	No	886 7625 885 0721	No

Name	Seating	Location	Kitchen	Contacts	Stage	Phone	Licensing
		Streets					
Netball and Tennis Pavilion	50	Memorial Sportsground	No	Gayle Clark	No		No
Samoan Community Welfare Hall	450	8 Giles Street (Behind KFC)	Yes	Mr Letoa	Yes	886 6147	Yes
Senior Citizens Hall	110	Papanui Street	No	Lyn	Yes	886 0813	No
Scout Hall	250	36 Kauri Street	No	Carmel Middlebrook		8865198	No
South Waikato Education Centre	Varies	Braeside Avenue		Dean Gittings	No		
South Waikato Pacific Island Health Centre Trust	100	Maraetai Road	Yes		Yes		No
Southern United Rugby Football Club	350	Memorial Sportsground	Yes	Yvonne Charlie	Yes		
South Waikato District Council	various	Torphin Crescent	Yes	Executive Assistant	No	885 0741	
St Johns Ambulance Hall	150	Logan Street	No	Phillipa	Yes	886 8365	No
St Lukes Pacific Church Hall	400	Maraetai Road	Yes	Charlie Turia	Yes		
Te Wananga o Aotearoa Conference area (constraints for weekends and evenings)	800	Ashworth Street	Yes (depends on numbers and catering needs)	Roka Pahewa	No	886 0500	
- Boardroom	50		See above	Yes	No	Yes	
Tokoroa Club	150	Chambers Street	Yes	Manager	No	886 4911	Yes
Cosmopolitan Club	50	Balmoral Drive	Yes	Margaret		886 4066	Yes
Tokoroa High School (Hall - Hall/Gym)		Billah Street	No	Janita Poko	Yes	886 6109	
- Marae http://www.tokoroahigh.school.nz/po		Billah Street	No	Janita Poko	Yes	No	

Name	Seating	Location	Kitchen	Contacts	Stage	Phone	Licensing
<hr/>							
Tokoroa Little Theatre	100	Manaia Street	No	Doug Blair	Yes	886 8302	No
Tokoroa Old Boys Rugby Football Club	120	Memorial Sportsground	Yes	Lloyda and Gaynor Ngapo Rita Kaeo	No		
Putaruru/ Arapuni							
Bridge Club		Kensington Street					
Central North Island Kindergarten Assn	Various	Glenshea Street	Yes			883 8787	
Golf Club		Back of Lichfeld Road	Yes	Philip Bell			
Masonic Hall		Overdale Road		Roy Robbins			
Overdale Community Centre		12 Overdale Street		Margaret Orr		883 8771	
Puketurua Hall		Arapuni Road					
Putaruru Arms Motor Inn			Yes	David Simpson			Yes
Putaruru District Services Memorial Club Inc		Buckland Street	Yes		No		Yes
Putaruru College		Junction Street		Principal		883 8323	
Putaruru Hotel		Cnr Arapuni Road and Princes Street					Yes
Putaruru Sports Stadium		Taupo Street					
St Johns		Overdale Street					
St Pats Hall (call St Mary's as hall is unattended)		59 Kensington Street		Principal		885 1006	No
St Pauls Co-operating		64-66 Kensington					

Name	Seating	Location	Kitchen	Contacts	Stage	Phone	Licensing
Parish		Street					
Theatre Players		Overdale Street					
The Plaza - South Waikato Arts Centre	Auditorium up to 530 Pavilion seating various	50 Kensington Street Putaruru	Yes - 2		Yes	883 8596	Needs a special licence
Timber Museum		State Highway 1	Yes	Margaret Johnson			
Te Waotu Hall		RD 1					
Tirau							
Kuranui School		66 Waiomou Road, RD 2		Principal		883 4866	
Tapapa Hall		SH 5		Norm Barker		883 1839	
Tirau Co-operating Parish		Main Road		Mary Tidbury		883 1405	
Golf Club		State Highway 27	Yes			883 1423	Yes
War Memorial Hall		Main Road		Tirau i-site		883 1202	

Ground Hire

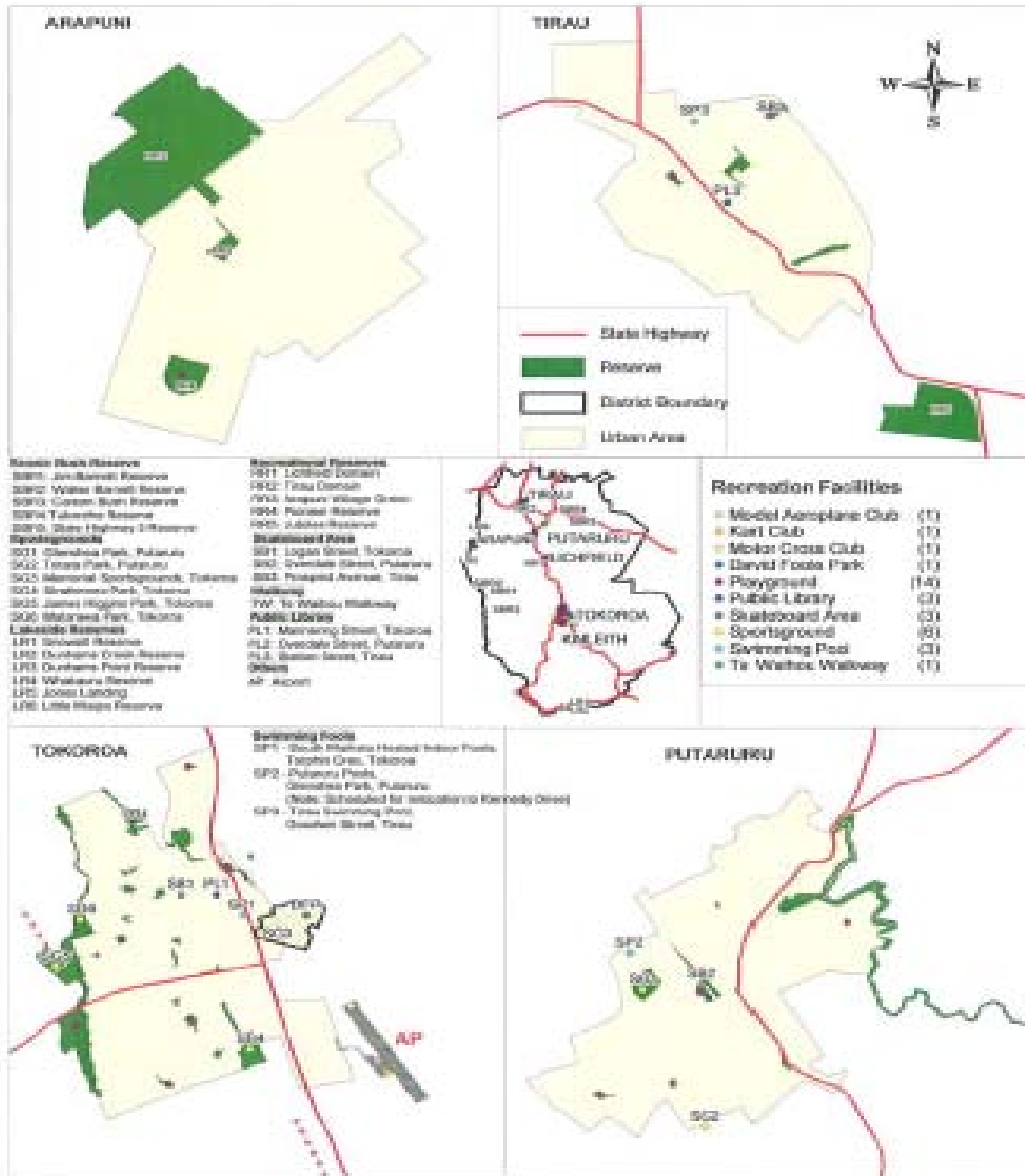
The South Waikato District Council manages a number of public spaces. Some are home to a number of clubs over both the summer and winter seasons. These areas are available for hire for small groups, clubs and organisations. There may be a minimal charge or bond. To book or discuss reservations you can contact Gilly Alexander, South Waikato Sports and Leisure Board to use the Tokoroa Memorial Sportsground on 886 4445.

Parks and Reserves

To book any parks and reserves in the South Waikato contact Greg Shaw, South Waikato District Council 07 885 0729. Another resource available from Council is the "Working Safely in Public Spaces" brochure that may be of use when utilising parks and reserves for your events.

Note: Many of these venues have kitchens but are not registered. It all depends on what you require the kitchen for.

Special licenses are needed for Liquor



Permits / Public Liability Insurance

Trader Information/Expression of Interest

Some events offers traders an opportunity to participate, including market stalls, food vending. There are often extended trading permits required by existing South Waikato traders. Phone the South Waikato District Council (07 885 0340) if you require a temporary liquor licenses or permit for your event.

Other Possible Permit Requirements

There are a range of other permits and issues that will need to be considered by your event committee, particularly if your event is large and outdoor. Listed below is the issue/permit type and the appropriate contact within Council:

Signage

Temporary signage is not to be erected without prior written approval from Council. Contact Traffic Management Group

Parking and Traffic

Will you require road closure, contact the Traffic Management Group – Southtech on 885 0769 or for Council, Infrastructure Manager.

Liquor and Licensing

Environmental Health Officer.

Public Liability Insurance

Insurance – Why do you need it? One of the major risks faced by any organisation is its exposure if someone gets hurt. An organisation is liable when it is found to have breached a requirement by acting improperly or not acting. Financial penalties may attach to the liability.

It is prudent to seek out insurance coverage to suit your particular needs, as even the most well-planned and effective organisation cannot foresee and prevent all accidents and incidents. These situations may leave event organisers, members, directors and individuals personally liable for actions in cases where negligence can be proven.

Insurance cover is the encompassing component to complement a risk management plan for an event, its attendees, staff and event organisers. A thorough and rigorous process of assessment and procedures can minimise potential claims. This includes an honest assessment of the required insurance cover to suit the specific event.

What does public liability insurance cover? A public liability insurance policy is necessary for an organisation to protect itself against negligent claims made by a third party in respect of bodily injury or property damage arising out of the operation of the organisation's business, injuries may arise from things like workplace hazards or, a special event. Even if your organisation has public liability it may be worth checking if your event is actually covered by your policy.

Risk Management

Risk Management is the process of thinking systematically about all the possible risks, problems or disasters associated with your event and setting up procedures that will avoid the risk, minimise or cope with its impact. Risk Management is assessed in terms of the consequences of identified risks and the likelihood of them taking place. The consequences need to be considered in terms of human injury, financial loss and property damage.

Aspects of Risk Management include:

- Risk Identification.
- Risk Assessment.
- Risk Reduction.

If the event you are conducting is being held on a Council site you may need to provide a Risk Management Plan. It will be dependent on the scope of the event. Regardless of whether or not you are required to submit a Risk Management Plan or not, it would be advisable to undertake some sort of Risk Assessment of your event prior to it taking place. Information about Risk Management can be found on the South Waikato community website – www.communityconnect.org.nz

Marketing

The marketing of your event needs to be considered in the context of the marketing of your organisation in general. This event in itself is a marketing or promotional tool for your organisation. Successful marketing of the event will take into account your event objectives and your target audience (their habits and the media they watch or listen to).

If your objectives are to thank members of your organisation, then your marketing may not be as public and complex, though if part of your objective is to raise awareness of a cause then your marketing may include media releases, radio interviews and advertisements.

The timing of your marketing is also crucial; it is no use getting a story done after an event if you are trying to attract people to attend. Drawing up a timeline that outlines what sort of marketing/publicity you will conduct and the timing of it will be useful to ensure everything is done at the appropriate time.

Consider 'branding' your event. Do you want a consistent look and feel to the publicity/promotion/marketing? Consider this early on in your planning and try to incorporate it in all your marketing such as brochures, invitations and website development.

Your Marketing Plan Should Take Into Account

Publicity (Also known as uncontrolled media)

Publicity is the coverage given to the event by the media and there is usually no guarantee that it will be taken up. It is free and you usually target the editor or a local journalist to do a story for you. It is objective and is usually seen as providing third party endorsement of your event. Types of publicity to consider include:

Preparing a Media Release

- Feature stories.
- Provide photographs with captions.
- Radio/TV public service.
- Media kit.
- Interviews.
- Community notices – print and radio.
- Tips to columnists.

Promotion and advertising (also known as controlled media)

This is publicity that is paid for in order to have control of the communication message. Promotion and advertising should inform audiences about key details of the event (where it is, when, how much, why is it being held, contact information). Paid promotion is often expensive, so it is worthwhile being creative with options. Options include:

- Brochures.
- Flyers/posters.
- Annual reports.
- Exhibits and displays.
- Paid advertisements.

- Direct mail.
- Websites and Internet.

Sponsorship

Sponsorship is an excellent way of obtaining resources or help for an event. Not only are 'in-kind' arrangements possible (prizes for a raffle), sponsors can also offer cash or discounted leasing of premises (room hire discount). Some options include:

- Having a radio station or a relevant magazine as a sponsor.
- Involving a school or institute which may design advertising material for the event as a course assignment.
- Sponsorship from a printing company who would then be featured on the promotional material (it is important to remember all sponsors should be featured on promotional material).

Media Types

Take into account your target audience when you are writing your story or deciding on your media campaign and target your story to the appropriate media. Where do you want your story to appear? For example print media, local papers only, daily papers, specialist journals and magazines, Council publications, radio.

Radio

- Does your target audience listen to the radio? If so which station?
- Contact the programme producer and pitch your story.
- News bulletins run every hour.
- If they are interested, find out how they want their information - fax, email or hard copy.
- Tailor your information to the particular radio station, different targets, and different spin on the information.
- Send your information and follow up.
- Speak directly with the producer about the interview/story opportunity.

Television

- For a news story, speak to the chief of staff or producer.
- Fax through story opportunity.
- For a programme, speak to the producer or researcher and pitch your story.
- If they are interested, follow up with a written proposal in the format they request.

Press – Daily's

- Ideally, when do you want your story to appear, pre-publicity, on the event, post events – or all?
- Speak to chief of staff/editor for news story.
- Speak to individual journalists or section editors.
- Fax your media release through, ring to see they have received it and to see if they are interested in doing a story and/or photo shoot.

Press – Locals

- Ideally, when do you want your story to appear, pre-publicity, on the event, post event – or all?
- Pitch your story no less than two weeks before.

- Organise a photo opportunity for two weeks before.
- Fax your media release through, ring to see they have received it and to see if they are interested in doing a story and/or photo shoot.
- If yes, be reliable. Relationships with local media are invaluable.

Writing a Media Release

The idea of writing a media release can be scary but the 'release' is simply an information tool. A media release is the best way to notify the media of an upcoming event or an important issue. News outlets receive lots of releases each day so it is important that yours is topical and catches the editor and audience's interests.

To be effective, your media release should be:

- Concise Get to the point without rambling. Use short sentences and paragraphs.
- Clear Use plain English and avoid jargon, clichés and acronyms. Don't use technical terms without explaining what they mean. Write the copy in the third person and use quotes whenever possible.
- Accurate Check your facts and details. Date the release clearly.
- Easy Make it easy to read and interesting. Use positive words and phrases.
- Complete Do not leave out vital information. List all contact information, including after hours numbers.

Other Tips Include

- The heading should summarise the story in no more than half a dozen words.
- Your first paragraph should tell WHAT will happen: WHERE it will take place: WHY is it occurring: HOW, WHEN and for WHOM.
- Lead with your most interesting point – other points you wish to make should be placed in order of importance.
- Expect that only the first two or three paragraphs will be read.
- Ideally there should be one sentence per paragraph.
- Use humour if possible and quote someone important.
- Keep the media release short – best to keep it to one A4 page only.
- It is a good idea to attach a 'fact sheet' containing further information.
- To ensure your release goes directly to the right people, write the names of the relevant editors, Chiefs of staff or journalists, at the top of the release before you fax it through.
- If there is an accompanying photo opportunity, let them know, make it interesting and creative, use celebrities if possible.
- Use the correct punctuation, grammar and spelling.
- Use 1.5 line spacing.
- Double check dates, times, venues, spelling of names, phone numbers.
- Once you've done all this, proofread, proofread, proofread.

Local Newspapers

For Advertisements:

South Waikato News (07) 886 9159.

- Publication day is – each Wednesday.
- Copy deadline is – each Friday before midday for Public Notices and Classifieds.
- Advertisements - book and provide copy the days prior.
- Specify you want a good page – ask where it is (odd numbered pages are always best).

For Editorial

- Check recent editions of the papers for the name of the journalist likely to cover your type of story.
- Approach them no less than 2 weeks before the day you want your story to appear.
- Fax them a media release, follow up to ensure they got it then follow up again to see if they are going to do the story or take you up on your photo opportunity.

Other Marketing Options

Community Services Announcements

Local newspapers and radio stations are often happy to promote your cause if you provide them with a community service announcement. This should be about 60 words in length, containing details of the event you are planning. A contact phone number should be given for any enquiries.

Photo Opportunities

Local newspapers are often on the lookout for a good photo opportunity. If you're planning an event, think of how you can set up an interesting photo. Let the media know by giving them details of the photo opportunity at the end of your media releases.

South Waikato Community – Calendar of Events

You can add your event to Council's Calendar of Events that is available on the South Waikato Community website. It's FREE – you just need to fill in the online form available at www.communityconnect.org.nz

Event delivery

Monitor Event Progress

The Event Co-ordinator's role is to monitor the team's progress against milestones and ensure the event runs smoothly.

Regular meeting dates for progress reports are advisable, to keep members feeling connected with each other, report on progress or problems and to map out next steps for the project and address contingencies.

The Event Co-ordinator may like to keep track of the event by using the project template that is available at the back of this guide and on www.communityconnect.org.nz

Event Delivery

Event delivery day requires a clear understanding of each member's responsibilities at the event. It's good to have 'back up' plans in case of changes (a replacement MC if yours is sick or

unable to show, paramedics on standby in case of an accident). Make sure the event committee are aware of what these contingency plans are and how to implement them.

A Running Sheet for the day, distributed to all involved, is an excellent guide for a smooth event. It also provides context for an individual's tasks. Information on this schedule should include: person, task, timing, those involved, location and contact information to reach the relevant people.

All activities, no matter how small, should be included in the running sheet (greetings at the door, set microphone up and test, thank MC, present gifts).

- Create Running Sheet – this should be the responsibility of the Event Co-ordinator.
- Ensure everyone involved gets a copy.
- Arrange for someone to meet and greet VIPs.
- Arrange for someone to liaise and meet with the media.
- Do you need name tags?
- Do you need a photographer?

Throughout the planning and event delivery stages, it is important to keep records of all activities, promotional material, media coverage, transactions and sponsorship agreements. This is for financial, legal and event evaluation purposes. All material should be kept in a central file that can then be accessed by new staff to help guide planning for future events and to report back to your funders/sponsors.

Don't forget to enjoy your event!

Post Event

Although the event is over, a number of 'wrap up' tasks still need to be done. These include:

- Venue clean up – return of hire equipment, etc.
- Obtain feedback from participants.
- Thank and recognise all involved in the event including volunteers, sponsors, media and participants.
- Hold a debriefing session with committee members.
- Send out event reports to all sponsors and key organisations.
- Ensure records are kept in a central place for running the event in the future.

Possible Trouble Spots

Experience has revealed the following to be 'trouble spots' for event management. Try to ensure you address these areas in your planning

- Not appointing an Events Co-ordinator.
- Not maintaining accurate written records.
- Not monitoring progress closely.
- Allowing insufficient planning time.
- Failing to communicate and coordinate fully with committee members.
- Insufficient staff/volunteers resulting in burnout.
- Insufficient food and beverages.
- No first aid.

- Poor press coverage.
- No contingency plans for bad weather.
- Programme running over time.
- Failure to inform police or local authorities.
- Insufficient waste management systems (toilets and rubbish).
- Insufficient parking.
- Disabled facilities not available.
- Unclear direction signs.
- Emergency procedures not in place.

APPENDIX 1 - BUDGET TEMPLATE

Brief Description of Event			
Income (include all income, including Grants)		Expenditure (breakdown of all costs for your project)	
	Amount - \$		Amount - \$
Sponsorship		Wages/Salaries	
		Equipment and Materials (please list)	
South Waikato District Council Grant			
Charges		Publicity/Promotions/Advertising	
Sales		Travel Costs	
Donations		Administration Costs (please list) eg, stationery	
Other Grants (please specify)		Photocopying	
		Telephone	
		Postage	
		Hiring Fee - equipment	
		Others (please list)	
Total Income	\$	Total Expenditure	\$

APPENDIX 5 – JOB DESCRIPTION - VOLUNTEERS

Title:			
Purpose:			
Reporting to:			
Skills Required:	<ul style="list-style-type: none"> ▪ ▪ ▪ ▪ ▪ ▪ ▪ 		
Job Tasks and Activities:	<ul style="list-style-type: none"> ▪ ▪ ▪ ▪ ▪ ▪ ▪ 		
Responsibilities (focus on WHAT is to be achieved rather than HOW it is achieved)	<ul style="list-style-type: none"> ▪ ▪ ▪ ▪ ▪ ▪ 		
Expected Timeframe (start and end dates – review date if required)			
Signature (Volunteer)		Date:	
Signature (Employer)		Date:	

APPENDIX 6 – ACCIDENT REGISTER

Name of Employer								
Address of Employer:								
Name of Person Reporting:								
Title of Person Reporting								
Name of Injured Person:								
Address of Injured Person:								
Sex:	Male:	<input type="checkbox"/>	Female:	<input type="checkbox"/>	Date of Birth:	<input type="text"/>		
Period of Employment of Injured Person:								
Job Title of Injured Person:								
The injured person is:	Employee:	<input type="checkbox"/>	Contractor:	<input type="checkbox"/>	Volunteer:	<input type="checkbox"/>	Other:	<input type="checkbox"/>
Treatment of Injury:	None:	<input type="checkbox"/>	First Aid:	<input type="checkbox"/>	Doctor Case:	<input type="checkbox"/>	Hospitalisation:	<input type="checkbox"/>
Date and Time of Accident/Serious Harm								
What caused the Accident:	Fall, trip or slip	<input type="checkbox"/>	Sound or Pressure:	<input type="checkbox"/>	Biological factors:	<input type="checkbox"/>		
	Other (please specify):	<input type="text"/>						
	Hitting objects with part of the body	<input type="checkbox"/>	Being hit by moving objects	<input type="checkbox"/>				
	Heat, radiation or energy	<input type="checkbox"/>	Chemicals or other substances	<input type="checkbox"/>				
Which part of the body was affected?								
What was the nature of injury or disease?								
Where and how did the accident/serious harm happen?								
Has an investigation been carried out?	Yes:	<input type="checkbox"/>	No:	<input type="checkbox"/>				
Was a significant hazard involved?	Yes	<input type="checkbox"/>	No:	<input type="checkbox"/>				
Signed:					Date:	<input type="text"/>		

APPENDIX 7 - HAZARD REGISTER

(examples shown)

Hazard	Potential Harm	Significant Hazard Yes/No	Eliminate	Isolate	Minimise	Action Proposed	Completion	Frequency of Monitoring
Computers	Occupational Overuse Syndrome (OOS)	Yes				Ergonomic equipment design, workstation checks to monitor lighting, seating etc.	✓	Ongoing
Lifting	Back strain	Yes			✓	Provision of a trolley. Training on correct lifting procedure	✓	Ongoing