

EVENT PLANNING GUIDE

Planning an Event

Events, big or small, can bring a community together for various reasons; fundraising, to change a town or city's image, expand its trade and stimulate its economy and help companies to market and introduce products.

Events have the unique ability to unite people through shared goals and experiences. Remember the buzz about our city with the Lions V's Bay of Plenty or the Jambalaya Festival?

Events also enhance the quality of our life, but they can also provide significant economic benefits as well. These can be through 'flow on' effects such as money spent by visitors coming from outside the area and they can also provide revenue for special projects, such as fundraisers and cake stalls.

But regardless of size, all events have certain factors in common. They all require planning, a wide range of skills and a lot of enthusiasm and energy.

This guide was developed for people and organisations that want detailed information on the steps involved in planning and staging a successful community event or activity in Rotorua. As there are so many different types of event, the advice given is general, however it includes guidance on a range of factors such as budgets and costing through to the use of the media.

Good events don't just happen. They are the result of clear and thorough planning and meticulous attention to detail at all stages. While each event is different, it is important that you set and maintain high standards. Be "passionate" about your event and leave people wanting to come back for more. The following is a basic guideline to help you.

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Develop Your Idea

"Hey, I've got an idea"...

"Someone once said the most powerful phenomenon in the world is an idea whose time has come."

Moments of creative thought may come at the strangest times or in the oddest environments. But with each idea comes the question, "can we do it?"

With this question, the seed is planted for action. You have to consider the implications: political, financial and the necessary work force.

Although there are no specific guidelines for creative thought, these are some thoughts that may inspire you.

Your attitude determines your altitude.

You won't win if you don't begin.

...and is it Possible?

"Dreams tell you where you want to go. Hard work gets you there."

The idea has been captured, and now the fundamental necessities of this project need to be realised: Can you collect the information....? Can you sell the idea...? Can you finance it...? Can you get the help and support....?

You need to take complete and accurate inventory of the necessary items required. You need to test your idea on colleagues and friends and have their reactions recorded.

Start to ask yourself:

- Can we collect operating guidelines from similar events?
- Do we know all the rules and regulations of the event?
- Is our information regarding the event accurate?
- Do we have the time to accomplish these tasks?
- Can we fill in the gaps in information and staff in time to reach our goals?
- Can we estimate potential financial resources and assess our best chances of acquiring them?
- After this consideration, you need to start seeking support from your local, regional and/or national associations and authorities. Support of these bodies is crucial for small clubs and organisations. Once support has been negotiated and approval given, set out to turn your dream into reality.
- Assessing the situation...

The Community Events and Sports Co-ordinator can help with contacts, resources, planning tools and advice for your specific event, whether it is a back-yard affair with a few friends or a concert on the Lakefront, a small local competition or a National Championship.

If you have any questions or ideas contact the Community Events & Sports Co-ordinator for help and support with your new event.

Getting People Involved

Start gathering people together who can help make the event a reality. Form together a team of people, no matter how informal, with responsibility for the planning of the smooth, efficient and safe operation of the event. Often it is the personnel chosen for your team that play a major role in determining the success of your event.

Creating well-defined job descriptions and accompanied by realistic time commitment projections can help. Additionally, utilising personal contacts can create the right atmosphere for your success in recruiting volunteers.

Within this committee or team it is suggested that you identify, and include the following guidelines...

EVENT MANAGER:

One person should be in overall charge of the event.

BUDGETRY:

Individual with sound financial knowledge.

SAFETY:

People who can draft emergency plans for the event, including fire and police co-ordination; making sure these groups are informed early and given sufficient time to evaluate circumstances

MEDICAL:

People who can gather contacts for quick responses to all possible injuries and sickness - the willingness to prepare participants' medical history beforehand, and prepare an efficient system of information recovery during the event

VOLUNTEER TRAINERS:

Individuals, who could train, care and manage volunteers who are so critical for success

INSURANCE PROTECTION:

A person who could review the entire program and cover any holes in the existing coverage; this person has to determine high-risk areas and secure additional coverage if required

PROMOTIONS/MARKETING:

A person to develop a Marketing and Promotional strategy to assist awareness of the event

OFFICIALS:

Individuals familiar with the format, equipment, layouts, rule interpretation, particular location rules, to eliminate delays centred around rule interpretations

Obviously within your team, people will invariably end up wearing more than one hat, but it is recommended that you try and share as much of the responsibility out as you can, avoiding loading one person with too much work. If you have any questions contact the Community Events & Sports Co-ordinator for help and support with your new event.

Create your Plan

Now you have developed your idea, and have gathered and built the enthusiasm within your club or organisation, it is time to plan for your event.

At this stage it would be worthwhile to consider:

WHO is the event for?

- local residents
- local businesses
- people from outside your area
- what age groups?
- visitors to the region

WHO will be participating?

- professional theatre groups or performers
- local schools
- local youth bands
- community theatre or cultural groups
- local performers
- how many people will be there

WHEN will it be held?

- what else is happening that day/week/month in your area (or nationally)? (ie. will it coincide with anything else?)
- how long will it run for - a day, a week?
- what time of the day?
- what month of the year?

WHERE will it be held?

- a local park
- a hall or community centre
- a number of venues
- the main street

HOW will it be organised?

- a committee
- a paid organiser
- a combination of the above options

WHAT will it include?

- performances
- music
- food stalls
- craft stalls
- activities
- parade

Now you know who the event is for, where it will be held and when, and what the event will entail it is time to set some objectives. The WHY question.

Objectives: Why are you running the event or what is it that you want to happen as a result of having the event?

Objectives could include increasing the awareness of what your club or organisation can offer its members, to attract new members, to run an event for members to participate in, to raise money, celebrate an anniversary. Once the objectives are set, ask yourselves how they will be achieved?

Actions: What has to be done to achieve this?

For the objective of raising money, what actions do you need to complete to achieve your objective? Do you charge door sales? Does the event require a registration fee? Do you have a cake stall or sausage sizzle?

It is now time to plan out your actions to achieve your objectives. There are several ways to plan out your event, probably the best way to do it is to create a "Critical Path" or "Timeline". This creates a basic picture of tasks compared with time in relation to your event from planning, to the actual event through to your evaluation.

The planning process that you decide to choose is not critical, but the process of planning is.

Good planning will help you clarify your specific goals and objectives. By following good planning steps, your committee could debate and decide whether or not these projected goals and objectives were, in fact, attainable.

Recognise that members of the organising committee, like most volunteers, have limited time and resources. Here are some tips to maximise your time spent in meetings.

- running on time with set agendas
- circulating precise, accurate information beforehand, in order to maximise valuable meeting time
- setting several meeting dates ahead
- involving people who were task-oriented
- using action-oriented formats, such as:
- Date, Subject, Comments, Action By, Completed By

In your planning meetings, focus on establishing goals and the specific steps needed to achieve those goals.

Prepare the Budget

Planning event finances properly during the early development stages of your event can make it a lot easier to run the event effectively later on. It is important to work through this stage carefully, planning for all income and expenditures and evaluating what activities are affordable.

Drafting a Budget

It is essential to have a clear idea of how much money will be need to run the event and event

costs.

- Be as realistic as possible with your costings.
- Include ALL areas of the event programme.
- Get realistic quotes and preferably more than one.
- Estimate income (if any) before the event.
- Costing each activity or aspect of the event separately may help you in obtaining sponsorship or a grant.
- Your expenditure can't exceed your income.
- When you have worked out your proposed expenditure, it should be equal to (or less than) your income.

Check if there are costs for permits and extraneous services, eg. costs for holding your event in a Council reserve or park; the cost of advertising a resource consent application, road or lake closure; First Aid and/or security staff etc.

Make allowances in the budget for any extra costs, a.k.a. Contingencies. The nearest you can get to this is to anticipate that some situation will occur that will cost you money. Also allow for damage or extra cleaning costs incurred as a result of your event.

Overseeing and Approving the Budget

It is the role of the committee to secure funds for the event and to ensure that the event comes within budget. The committee is accountable to other organisations, eg. funding bodies, and has contractual or legal responsibility to ensure funds are appropriately spent. This role should be filled by someone with accounting and/or finance knowledge.

The tasks include:

- estimating costs and drawing up a draft budget
- presenting financial reports to the committee
- establishing a receipting and expenditure system
- establishing prices for:
 - admission tickets
 - workshop fees
 - charges
 - stalls
- controlling ticketing
- establishing a system for revenue collection on the day
- sourcing wage rates where required
- arranging an audit if required.

Operating the Budget:

Stick to your budget.

If there isn't sufficient funding for everything planned where will cuts be made?

Make sure money donated or pledged is received and receipted.

All monies spent should be accounted for.

A certain amount of cash in hand will be required for minor or on-the-spot expenses. Finalise all event accounts promptly.

Use your money wisely. Some things must be paid for - eg. performers' fees. Others can be found for free or at a reduced rate. All financial arrangements with artists, performers and hire companies should be confirmed in writing well in advance of the event. This will avoid confusion

and disagreement later.

Funding

One of the first and most important questions asked when planning an event is "Where is the money coming from?" Apart from earned income, such as admittance or workshop fees there are various income sources to help finance the event.

Timing and preparation are major considerations when applying for funding. Generally, planning should start at least 10-12 months in advance as applications will also have to be submitted months ahead of your event and it can take several months from that date before the results are notified.

Wherever you apply, the principles are the same:

- Get the application in before the deadline.
- Check the criteria and address it in your application.
- If you get a grant, it can take some weeks for the cheque to arrive.
- Make sure you include a detailed budget.

How to find out about funding sources:

On the 2nd floor of the Rotorua Public Library, you can open either the FUNDVIEW or BREAKOUT programme and look through all national funding sources that are available; their criteria for funding; what sort of projects they fund; what conditions apply; when funding rounds are; and more information. It is free to view this programme and information can be printed off for a small charge.

FUNDVIEW and BREAKOUT are also available for viewing at the Citizens Advice Bureau on Pukuatua St or at The Mokoia Community Centre on Vaughan Rd via the Internet through the Department of Internal Affairs.

For any questions or advice contact events.community@rdc.govt.nz

Rotorua District Council Administered funding

Local councils have varying policies and levels of support for events and cultural activities. Rotorua District Council has several funding schemes:

Arts & Culture

Creative Communities Rotorua funds community arts and cultural projects at a local level.

Community

Community Grants Scheme is a fund available to support the work of voluntary organisations

Tourism Rotorua

Tourism Rotorua fund events of significant community or financial benefit to the Rotorua District. For more information, contact the Domestic Marketing Manager, Rotorua District Council.

Other Funding Sources

Lottery Grants

Administered by the Department of Internal Affairs, funding covers a wide range of areas. Such as; Lottery Welfare, Lottery Youth, Lottery Aged, Lottery Environment & Heritage, Lottery Community Facilities, Lottery Marae Heritage & Facilities, Lottery Health Research and Lottery General. To find out more contact a Community Development and Funding Advisor at your local Department of Internal Affairs office.

Pub Charities/Gaming Machines

Societies that have licenses to run Gaming Machines must donate a minimum of 33% of their turnover to authorised purposes; that is, to non-profit organisations. The society's address will be on the Site Approval Certificate displayed near the Gaming Machine - contact the Society or the Bar Manager to enquire about funding.

Fundraisers/Raffles/Cake Stalls etc

Fundraising can include a wide range of activities undertaken by your organisation, and is really only limited by your organisations imagination. If there is any key to Fundraising it is and combination of Planning and Enthusiasm. For further information on requirements contact your local Department of Internal Affairs office.

Sponsorship

Sponsorship can be both in-kind and in dollars. The key to sponsorship is targeting businesses and organisations which match your event, target market or your organisation. The reason for this is that they are more likely to see the benefit of being associated with your event. The key to successful sponsorship is to approach a potential sponsor with a comprehensive sponsorship agreement. This document should outline your organisation and all the details of the event, the benefits the potential sponsor will gain from being associated with your event (e.g. signage at the event, logos in all advertising, etc), what you would like from the potential sponsor (cash, product, etc). Once a sponsorship deal is agreed to ensure an agreement between the two parties is drawn up to outlining the obligations of both parties and ensure it is sign by both parties. Once your event is finished make sure you send you sponsor a thank you letter, with photos if possible. See page 30 for more details on Sponsorship.

Have a 'plan B' - what will you do if you don't get funded?

Risk Analysis and Management

It is important to note that all events, even those in aid of charity, must comply with recognised safety standards. Organisers are responsible under the law for the safety of everyone at the event, including public, members and/or any employees.

Risk Analysis

There are several basic steps to help you create your Risk Analysis and Management Plan;

Identify all possible hazards (anything that could cause harm to anyone) and decide who might be harmed and how.

Check the risks (the likelihood and effects of a hazard happening) and decide on the action you will take to minimise the risks.

Work out how you will put your planned action into practice and keep a written record of your plans (a safety manual)

Make a short written assessment of each of the attractions and/or activities that make up the event. Identify all the possible hazards that could occur. Remember any materials, structures or machinery on or around the site that might add risk to the event, such as ladders, water features, gas or other fuel containers, etc. Use the Risk Management Plan Template -not supplied to help plan your event

Further advice can be obtained from the Health and Safety Officer at the Occupational Safety and Health Department office on Haupapa St or at <http://www.osh.dol.govt.nz>

When you have listed the possible hazards of each activity, the next step is to decide how you will reduce the risks in each case and the precautions you intend to take. Ask anyone supplying and/or operating attractions/activities and/or equipment to provide you with their own written assessments and include these with your assessments.

When listing possible hazards it is important that you consider:

- older people
- people with disabilities
- children (who may be unsupervised)
- excitement generated by the activity
- approximate number of people expected

It is vital for your protection legally and for the safety of all participants that you acknowledge all the risks associated with your event and that you take steps to minimise, isolate or eliminate the identified risks. The completed assessments will form the safety manual for the event. This is evidence that you and your fellow organisers have taken all reasonable precautions for a safe event.

Locations and Venues

Council manage and maintain some of the best venues and reserves in the country. From the picturesque lakefront reserves through to international quality venues within walking distance of many hotels and accommodations. Many of these venues are within the budgets of small community groups and organisations.

The location and venue that is chosen for the event can often determine the success of the event. The distance participants have to travel, the venue hire cost, venue resources and venue type all impact on people's perceptions of the event.

Another question that needs to be addressed when choosing a venue is the actual nature of your event. Will it be held outdoors or indoors? If your event is outdoors, what happens if it rains? Will you book another venue in case it rains? Or will you cancel/postpone your event? What activities will you be running? What resources do you need to run your activities? What space do you require?

Regulatory Requirements

Now that you have planned out the event, it is time to make sure that all the appropriate permits, consents and licences are gained. The following is a list of permits the Rotorua District Council requires event organisers to obtain prior to the event. Simply click on the permit for the information associated with that permit.

- Resource Consents
- Building Consents
- Busking
- Cake Stalls
- Food Stalls
- Sausage Sizzles
- Hawkers
- Liquor Licences
- Noise Control
- Parking
- Raffles
- Road Closures
- Rubbish Bins
- Signage

Resource Consents

It is the organiser's responsibility to check the provisions of the Rotorua District Plan to determine whether or not a resource consent is required for any event. Within the Rotorua District there are different sets of objectives, policies and rules applying to each specific location.

The Planning Section (Environmental Services) of the Rotorua District Council require the following information in relation to events held in the District:

- Location of the event (maps)
- The provision of site and elevation plans of any proposed buildings, structures or signs etc. showing detailed information of the event.
- The date/s of the event and the duration of a particular event.
- Who is organising and running the event (all contact details)
- Anticipated numbers to attend the event.
- The number of staff to be working at the event.
- The noise levels likely to result from the event. [[link to Noise Control page](#)]
- Any possible traffic effects that could result from staging the event; provision for traffic safety and parking.
- The provision of any possible affected parties consents (to be confirmed by the Planning Section).
- Note: Any event to be staged in the Lakes 'A' Zone (Lake Tarawera, Lake Okareka,

Blue and Green Lakes) should be made known to the Planning Section).

If you require a site map to help with your application, contact events.community@rdc.govt.nz

Allow sufficient time to process a resource consent. Where affects on neighbours and the environment can be resolved, an application may be processed "non-notified" within at least 4 weeks. If an application is "notified" you need to allow at least 4 - 6 months. These time periods are reliant on having good information available with your application.

There are basic costs involved with each Resource Consent application. Costs will vary depending upon the nature and location of the activity.

FOR FURTHER INFORMATION & APPLICATION FORMS CONTACT:

Duty Planner
Planning Section
Environmental Services
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua
Ph: 07 348 4199
Fax: 07 346 3143

Building Consents / Permits

Some tips:

Any structure, including stages/fences/signs, that is higher than one metre requires a building consent/permit.

Entrance and exits to any building/gathering area is required to be approved by a building inspector

USE OF TEMPORARY STRUCTURES AS PLACES OF PUBLIC ASSEMBLY

It is necessary for any marquee over 30 square metres in area to be inspected before they can be used as a place of assembly.

If a marquee is to be erected outside normal Council working hours, the applicant will be responsible for the following conditions:

A building consent is required and the site location will need to be approved.
Maraeques to be erected by experienced erectors.

Gas expelled water fire extinguishers to be available at all times and their locations signed. Signs to be 2 metres from ground level.

Safety Officers are to be appointed to ensure the safe use of the marquee, to ensure that furniture and fittings do not block exit ways, and in the event of an emergency, control and guide occupants to safety. (NOTE: Designated Officers should wear some form of identification).

If the marquee is to be used after sunset EMERGENCY LIGHTING as well as normal lighting is to be installed.

AS PART OF YOUR BUILDING CONSENT APPLICATION YOU WILL BE REQUIRED TO

PROVIDE THE FOLLOWING INFORMATION:

- A site plan showing location of the marquee to the nearest two legal boundaries and other buildings on site.
- A floor plan showing the layout of marquee seating arrangements etc. A minimum of TWO exits must be shown. (EXITS MUST BE CLEAR TO A SAFE PLACE.)
- Name/s of designated Safety Officer/s to be provided.

FOR AN APPLICATION FORM & FEES CONTACT:

Building Services
Building Control Manager
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua
Ph: 07 348 4199
Fax: 07 346 3143

Busking

Permission to Busk within the Central Business District must be obtained from the shop owner/s outside which you wish to busk and the Rotorua District Council. For approval to be granted, a letter must be written to the City Focus Manager outlining the date, time and location of the proposed event including copies of written permission from the shop owner(s) outside whose premises you wish to Busk.

General Conditions:

If you are too loud or the Council receives a justified complaint about the sound level, you will be required to turn it down or cease busking.

- That all participants and related equipment does not impede the normal flow of pedestrians.
- That a trestle type table must be erected in such a way to prevent soiling/staining the pavement surface.
- Emergency services must be given unrestricted right of way at all times.
- At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.
- All equipment and litter associated with your operation must be removed at the end of each session.
- That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.

FOR FURTHER INFORMATION CONTACT

City Focus Manager
Corporate Services
Rotorua District Council
Private Bag 3029
Rotorua

Cake Stalls

Permission to hold a cake stall in the Central Business district must be obtained from the Rotorua

District Council. This is restricted to fundraising for Community, Charity, Religious and Sporting organisations. For approval to be granted, a letter must be written to the City Focus Manager outlining the date, time and location of the proposed event.

Written permission from the shop owner(s) outside whose premises you wish to hold your cake stall must be obtained and accompany the letter requesting permission.

General Conditions:

- The use of any loud-hailing or amplification equipment to solicit sales is not permitted.
- That the stall and related equipment does not impede the normal flow of pedestrians.
- That a trestle type table must be erected in such a way to prevent soiling/staining the pavement surface.
- Emergency services must be given unrestricted right of way at all times.
- At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.
- All equipment and litter associated with your operation must be removed at the end of each session.
- That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.
- That all Food & Hygiene Regulations are adhered to.

FOR FURTHER INFORMATION CONTACT

City Focus Manager
Corporate Services
Rotorua District Council
Private Bag 3029
Rotorua
Ph: 07 350 0186
Fax: 07 346 3954

Noise Control

General Conditions:

If you are too loud or the Council receives a justified complaint about the sound level, you will be required to turn it down or cease busking.

That all participants and related equipment does not impede the normal flow of pedestrians.

That a trestle type table must be erected in such a way to prevent soiling/staining the pavement surface.

Emergency services must be given unrestricted right of way at all times.

At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.

All equipment and litter associated with your operation must be removed at the end of each session.

That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.

Food Stalls on open Public land

If you intend to have food traders at the event you will need to contact the Council for a Trade Permit and Food License. This information will be forwarded as part of the event application to the Environmental Health Officers within Council who approve Trading Permits and Food

Licenses. They may contact you for further details about who your traders are and what they intend to sell.

As the event organiser you are obliged to make your food traders aware of the basic hygiene rules for handling food. If you have a large number of food sellers at your event, it is possible to book a Health Officer to talk to your food sellers all together about what standards are required when selling food in public.

It is preferable that you use traders who have a current Food Handling Hygiene Certificate. This means that traders who do not meet certain standards may be refused licenses and it also means Environmental Health Officers may limit the number of stalls you have at the event.

Generally speaking;

Only food, which has been prepared in premises registered in terms of the Food and Hygiene Regulations by the Rotorua District Council, is permitted to be sold to the public.

These following requirements form the basis for approval for the sale of foodstuffs of various types.

The main points to remember are:

- Wear clean and suitable clothing
- Clean hands, preferably using disposable latex gloves
- Protect food from dust, flies and animals
- Use proper and suitable utensils
- Pre-pack or wrap food where possible
- Temperature control-keep hot food hot, perishables chilled or frozen and frozen foods frozen.
- Use food from reputable sources - i.e. no farm meat
- Clean up litter and remove all refuse
- For further details on specific types of food preparation click here >>

FOR FURTHER DETAILS OR ADVICE CONTACT:

District Environmental Health Officer
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua

Sausage Sizzles

Permission to hold a sausage sizzle in the Central Business district must be obtained from the Rotorua District Council. This is restricted to fundraising for Community, Charity, Religious and Sporting organisations. For approval to be granted, a letter must be written to the City Focus Manager outlining the date, time and location of the proposed event.

Written permission from the shop owner(s) outside whose premises you wish to hold your sausage sizzle must be obtained and accompany the letter requesting permission.

General Conditions:

- The use of any loud-hailing or amplification equipment to solicit sales is not permitted.
- That the stall and related equipment does not impede the normal flow of pedestrians.
- That a groundsheet/mat is placed over the pavement/footpath under the barbecue or

cooker in such a way as to prevent cooking oils/fats etc, from soiling/staining the pavement surface.

- Emergency services must be given unrestricted right of way at all times.
- At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.
- All equipment and litter associated with your operation must be removed at the end of each session.
- That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.
- That all Food & Hygiene Regulations are adhered to.

FOR FURTHER INFORMATION CONTACT

City Focus Manager
Corporate Services
Rotorua District Council
Private Bag 3029
Rotorua
Ph: 07 350 0186
Fax: 07 346 3954

Hawkers - Mobile Shop - Itinerant Traders

Permission to hold a Licence for the above activities in the Central Business district must be obtained from the Rotorua District Council. For approval to be granted, an application form must be filled out and delivered to an Environmental Health Officer outlining the date, time and location of the activity, as well as providing two character references.

General Conditions:

- If you are too loud or the Council receives a justified complaint about the sound level, you will be required to turn it down or cease busking.
- The use of any loud-hailing or amplification equipment to solicit sales is not permitted.
- That the stall and related equipment does not impede the normal flow of pedestrians.
- Emergency services must be given unrestricted right of way at all times.
- At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.
- All equipment and litter associated with your operation must be removed at the end of each session.
- That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.

FOR INFORMATION & AN APPLICATION FORM CONTACT

District Environmental Health Officer
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua
Ph: 07 348 4199
Fax: 07 346 3143

General Conditions:

- If you are too loud or the Council receives a justified complaint about the sound level,

you will be required to turn it down or cease busking.

- That all participants and related equipment does not impede the normal flow of pedestrians.
- That a trestle type table must be erected in such a way to prevent soiling/staining the pavement surface.
- Emergency services must be given unrestricted right of way at all times.
- At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.
- All equipment and litter associated with your operation must be removed at the end of each session.
- That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.

FOR FURTHER INFORMATION CONTACT

City Focus Manager
Corporate Services
Rotorua District Council
Private Bag 3029
Rotorua
Ph: 07 350 0186
Fax: 07 346 3954



Liquor Licensing

If you want to supply alcohol at your event, you will need to obtain a special liquor license.

According to the Sale of Liquor Act, anyone supplying or selling alcohol outside of their residential property (e.g. outdoor spaces and community halls etc) requires a special license. The Rotorua District Liquor Licensing Agency can also be contacted for Liquor Bans.

A Special License is required if:

- Liquor is to be sold at any function where there is no existing on-license or club license in force.
- Liquor is sold or supplied at any function on any unlicensed premises (local hall, parks/reserves) where the caterer does not have an endorsed off-license.
- Liquor is sold or supplied at a function in club premises to persons other than club members or guests.
- Liquor is to be sold outside the hours indicated in an existing on-license or club license.
- There is a function with "ticket sales" - i.e.: the cost of liquor may be included in the proceeds from the ticket sale.

A Special License is not required where:

- Club premises are hired for a social function but all liquor is supplied by the host and given away to guests. In this instance the liquor may not be supplied to the host by the club, otherwise a special license will be required.
- A private function is held in an unlicensed hall where all liquor is supplied by the host and there is no liquor sold.

FOR HELP OR FOR AN APPLICATION FORM CONTACT:

Rotorua District Liquor Licensing Agency
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua
Ph: 07 348 4199
Fax: 07 346 3143

Noise Control

Noise is controlled in the Rotorua District through the Resource Management Act 1991. Fines are up to \$10,000.

The Act points out that:

- No one is allowed to make excessive noise at any time.
- It is your duty not to make noise of such a nature as to unreasonably interfere with the peace, comfort and convenience of another person.
- Enforcement Officers are warranted to determine whether or not noise is reasonable, unreasonable or excessive.

Depending on each event venue, days and running times, there are different requirements.
(An Environmental Health Officer should be contacted for discussions over these matters.)

The consent holder shall within four weeks of the commencement of the Public Address System and prior to the commencement of any activity, produce a noise compliance report. This report shall describe the means by which it has been determined that noise from the Public Access System does not exceed the limits specified in this consent and fulfils the duty under Section 16 of the Resource Management Act 1991 (duty to avoid unreasonable noise). The report shall be prepared with the assistance of a person suitably qualified and experienced in acoustics.

During amplified music concerts and during the preparation of the venue and the testing of the sound system, the consent holder shall facilitate access to the venue by Council staff or their nominated representatives. The consent holder shall also require the persons responsible for the installation and operation of the sound system to assist them in verifying compliance with the noise limits.

Contact should be made at least one month prior to the event to discuss noise issues.

FOR FURTHER INFORMATION & ADVICE CONTACT:

Environmental Health Officer
Regulatory Services
Rotorua District Council
Private Bag 3029,
1061 Haupapa Street, Rotorua
Ph: 07 348 4199
Fax:07 346 3143

Parking

If you require advice on matters concerning parking areas for the event or need to find out what parking is available, you will need to contact the Parking Department.

You may need to have vehicles in parking spaces for longer than the stated times, to allow access for setting up and packing down. There are a few options to consider when planning the parking for your event.

Parking for public:

Parking restrictions will not be changed for the purpose of providing free parking for those attending the event. However, some options for public parking are:

- arrange to use local schools, churches, halls etc.
- advertising the local parking buildings as part of the event promotion
- 'park 'n' ride' options if parking is far from the event
- use of charter buses

Parking for event employees/participants:

- arranging parking on nearby private properties
- special 'event' parking area (these require a parking pass and marshals to staff the area)
- use of charter buses
- parking permits and/or temporary resolution (see below)

As a general rule, the Rotorua District Council does not provide parking concessions. Meter hoods are available for hire. Enquiries about eligibility for hireage should be directed to the Parking Administration section of the Council. Some concessions may be available for goods vehicles (e.g. cars, vans or trucks that are loading/unloading equipment etc.) for a specific event.

For any event it is suggested that you contact and keep the Parking Department, at the Rotorua District Council, fully informed of possible parking problems or requirements. This will ensure that you are aware of your responsibilities as an Event Organiser and will reduce the number of embarrassing parking fines after your event.

ADVICE FOR YOUR PARKING REQUIREMENTS CONTACT

Manager - Regulatory Services
Parking Department
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua
Ph: 07 348 4199
Fax: 07 346 3143

Raffles

Permission to hold a Raffle in the Central Business district must be obtained from the Rotorua District Council. This is restricted to fundraising for Community, Charity, Religious and Sporting organisations. For approval to be granted, a letter must be written to the City Focus Manager outlining the date, time and location of the proposed event.

Written permission from the shop owner(s) outside whose premises you wish to hold your Raffle must be obtained and accompany the letter requesting permission.

General Conditions:

- The use of any loud-hailing or amplification equipment to solicit sales is not permitted.
- That the stall and related equipment does not impede the normal flow of pedestrians.

- Emergency services must be given unrestricted right of way at all times.
- At all times during the operation, a notice is displayed stating your organisation and the purpose of the fundraising event.
- All equipment and litter associated with your operation must be removed at the end of each session.
- That you comply with any directions given by the Council's General Inspectors and/or the City Focus Manager.

FOR FURTHER INFORMATION CONTACT

City Focus Manager
 Corporate Services
 Rotorua District Council
 Private Bag 3029
 Rotorua
 Ph: 07 350 0186
 Fax: 07 346 3954

Road Closure

If the event you are planning is happening on or using a section of a street, it may require a Road Closure.

An application for a Road Closure must be received in writing at least three months prior to the event being run.

Permission is dependent upon;

- Nature of the activity
- Full or Partial Road Closure
- Location of Activity (Parks & Reserves/Public road)
- Objections from local residents/community

When you fill in your application for an event permit you must provide details of;

- Required road closure
- What human resources you will provide to manage the closure
- What equipment you will provide (e.g. Barriers/cones/signage)
- A map of the road closure area.

It is also a legal requirement that road closures are advertised to the public. There are advertising costs associated with this, which the event organiser will be required to pay.

FOR HELP OR FOR AN APPLICATION FORM CONTACT

Administration Assistant - Legal
 Corporate Services
 Rotorua District Council
 Private Bag 3029
 1061 Haupapa Street
 Rotorua
 Ph: 07 348 4199
 Fax: 07 346 3143

Rubbish Bins - Litter Control

Rotorua District Council and Castlecorp manage the day to day rubbish collection within Rotorua.

However, for large events it is recommended that a special contractor is hired to manage the clean up of the event. In this case, the event contractor will need to work in with the regular cleaners to ensure all areas are covered. Look under Rubbish Contractors in the Yellow Pages for further contacts. For smaller events simply make sure there are enough bins and that they are emptied as often as necessary.

The cost of cleaning is often a component of the total venue hire cost. Added costs generally come when the venue has not been properly cleaned to the state of when it was found. Check with the Venue Management regarding your cleaning requirements and any costs associated with the provision and collection of bins and cleaning etc.

FOR FURTHER INFORMATION, CONTACT

Community Events Co-ordinator
Event Venues
Rotorua District Council
Private Bag 3029
1170 Fenton Street
Rotorua
Ph: 07 349 5141
Fax: 07 349 5142

Signage

Letting people know about the event and where to find it can be a crucial aspect to the success of your event. However there are certain rules and regulations that need to be followed when erecting signs around Rotorua. If you feel that Signage would benefit your event either through better traffic flow or just creating awareness of your event, then you will have to contact the Rotorua District Council for permission.

Some signs will be available commercially; others may have to be made up. Look under 'Signs and Signwriters' in the Yellow Pages for companies that produce and install signs.

Signage generally should be used to indicate:

- toilets - first aid
- entrances/exits - lost children's area
- names of stalls - information tent/stand
- sponsors - map of the event site
- parking - food and drinks

Here are some points to keep in mind:

- Any sign that is in a public place or is visible by the public generally requires written permission from the Rotorua District Council.
- Council administers all signs up until the 70km speed zones heading out of the City. Transit New Zealand has responsibility for all State Highways outside of the 70km restricted zones.
- To receive written permission from the Council the event organiser must first have written permission from the owner of the property where that sign is intended to be placed.
- Both temporary signs (up to six weeks) and permanent signs (exceeding six weeks) require written consent from the Council. A permanent sign may also require a resource consent.
- To apply for a temporary sign a minimum of 10 working days is required for processing and a minimum of four weeks is required for a permanent sign.

To apply for permission to place signage within Rotorua regarding your event include the

following Information:

- Organisation Name
- Contact Person
- Address
- Phone, Fax and email
- Size of the sign
- What information will be on the sign (Examples of sketches etc)
- How they are built and the materials used
- Proposed location
- How they are to be fixed to the location desired
- Types of signage that the Rotorua District Council can help you with include:

FOR FURTHER INFORMATION ON SIGNAGE CONTACT:

General Inspector - Bylaws
Rotorua District Council
Private Bag 3029
1061 Haupapa Street, Rotorua
Ph: 07 348 4199
Fax: 07 346 3143

Banners in the C.B.D

All requests to erect a banner in the Central Business District must be made in writing. The sooner the application is entered the less likelihood of disappointment. With your notification include banner, size, banner dates, including how the banner is to be erected, held in place and dismantled.

You should allow at least 30 working days from the time of your application. Written approval must be obtained from the owners of buildings the banner affects before permission will be granted from the Rotorua District Council.

Conditions:

- (a) The permit holder must arrange for Siemens to erect and dismantle banner.
- (b) Take all responsibility for the same, i.e. any damage to properties, all insurance etc.
- (c) Banner is to be of suitable material and must have wind holes etc as not to cause any obstruction to the city's day to day operations.
- (d) Recommended banner size is not greater than 10.0m x 1.0m that has one wind-hole with a diameter of 250mm per square metre.
- (e) In the event of extreme weather conditions permit holders must arrange banner security or have it dismantled before it becomes a hazard.
- (f) Comply with any directive given by Council's General Inspectors or City Focus Manager

FOR INFORMATION AND AN APPLICATION FORM CONTACT

City Focus Manager
Rotorua District Council
Private Bag 3029
1061 Haupapa Street, Rotorua
Ph: 07 350 0186
Fax: 07 346 3954

City Poster Stands

Scattered around the Central Business District are designated stands where posters are permitted to be displayed.

FOR INFORMATION, LOCATIONS AND AN APPLICATION FORM CONTACT:

City Focus Manager
Rotorua District Council
Private Bag 3029
1061 Haupapa Street, Rotorua
Ph: 07 350 0186
Fax: 07 346 3954

Flag and Banner Poles

Situated at the Rotorua lakefront are three flagpoles that can be used for promotion/advertising.

City Focus Manager
Rotorua District Council
Private Bag 3029
1061 Haupapa Street, Rotorua
Ph: 07 350 0186
Fax: 07 346 3954
Facsimile: 07 346 3954

Both flag poles and banner poles are situated outside the Rotorua Convention Centre on Fenton Street. These are accessible to event organisers, however Rotorua Convention Centre functions get first option.

FOR INFORMATION CONTACT:

Rotorua Convention Centre Operations Manager
Event Venues
Rotorua District Council
Private Bag 3029
1170 Fenton Street
Rotorua

Insurance

When organising an event, there are a number of factors to consider in relation to insurance, damage to property and health and safety issues.

Indemnity

The purpose of an indemnity is to require the person giving the indemnity to meet any claims made against the person who holds the indemnity.

If an event is to take place in an area which is usually open to the public, and which has private property nearby, Rotorua District Council needs to ensure that no injury occurs to members of the public and that no damage occurs to other people's property. Venue 'Standard Conditions of Hire' documents have been drafted with this in mind.

For more information on indemnity talk to the Venue Manager.

Public Liability Insurance

Public liability insurance is an insurance policy held by an organiser of an activity. It provides the organiser with some protection if a third party brings an action against the organiser or when there is a risk of damage. Without such a policy the organiser would be personally liable. Public liability insurance will also be important when the organiser has indemnified Rotorua District Council, and a third party makes a claim against Rotorua District Council. For further information, contact an Insurance Broker (see 'Insurance Brokers' in the Yellow Pages).

Damage Bond

If you are holding your event at a Rotorua District Council venue, you may be required to pay a bond to cover potential costs of repairing any damage and undertaking any clean up work (if the area is not left in the way it was found).

The bond amount will depend on the area you are using and the scale of activities you are undertaking. You will be required to pay the bond prior to the event (at least two weeks) so be sure to include it in your event budget.

For more information on damage bonds talk to the Venue Manager or contact events.community@rdc.govt.nz

Sponsorship

Sponsorship differs from grants in that the sponsoring organisations usually require publicity, profile and other benefits via your event. These organisations provide financial support to these events so that in return they can promote their message, product or service to their target markets.

Avenues of Sponsorship

Look locally for sponsorship: local businesses, clubs and organisations may offer support for the event. For example, a local business may provide a tent to be used for information or changing, in return for hanging their banner and handing out some pamphlets. Local businesses and the local newspaper may wish to support the event by sharing the cost of a full page advertisement in the local paper - the event advertisement can occupy a portion of the page and local businesses can take out advertisements on the remainder of the spaces. Remember that sponsorship is essentially a business arrangement, not a handout. It is about making a mutually beneficial deal. Document all negotiations and agreements to ensure that both parties' needs are met and to ensure that you have something in writing in case things don't go as both parties planned. Leave at least 8-12 months or more, if feasible, to begin searching for sponsorship and be aware that most companies apportion their sponsorship funds at the beginning of their financial year.

You can also check out this website @ www.thesponsordomain.com which has various links for sponsors and those seeking sponsorship.

Donations

Donations and in-kind support can be very valuable to your event budget. When donations of goods are provided they are usually used to generate extra income. E.g. prizes in a raffle, or for competitions. However, some donations may be for things that you would otherwise have had to pay for so the funding can be redirected.

In-Kind Support

In-kind support includes such things as goods and services and assistance which can directly aid the event programme. For example, a local office may allow you to use their photocopier and telephone or a local printer may print some promotional material for you at a discounted rate. A local children's activity centre may agree to run a sand sculpture competition and children's games on the day of the event. Another group who are having an activity close to your event, and which complements your event theme, may agree to do reciprocal publicity of your event in exchange for you publicising theirs with your promotional material.

Who Donates and Provides In Kind Support?

When looking for people or groups to donate goods, money or in kind support, approach your local community. Professional businesses, local traders, shopping centres, organisations and service clubs can all be approached. This should be done months prior to your event as it can take some time for people to respond to your requests.

Recognising Donations and In Kind Support

Most people will want their donations or in kind support recognised, mainly through publicity for their business or organisation. The event must acknowledge their support in some way, and how you do this will depend on the level of support that they have provided.

There are many ways in which you can recognise people's support. Here are a few examples:

- Mention people/organisations/businesses that have helped you through your advertising, e.g. on the back of the promotional flyer or poster, or in the local newspapers.
- Have a luncheon or morning tea and invite all those people that have provided support and perhaps present them with a small token of appreciation such as a certificate of support.
- Have a special 'VIP' area (such as a marquee) set aside for sponsors/supporters
- Provide them with a complimentary gift; e.g. tickets to events.
- Present all event sponsors with publicity material, such as programmes. These could be displayed in their shop describing their support for the event.
- Let them display promotional material for their business or organisation at the event.
- Send them a letter thanking them for support and involvement and indicate how you utilised their support and the benefits it provided. Also indicate your interest in having their support again in the future.
- Where publicity and advertising are used as methods for recognising support the amount and location of advertising time and space must be agreed upon by both parties.
- Acknowledge major sponsors in any speeches.

Sponsorship is about establishing and maintaining a win-win partnership between sponsor and sponsee, i.e. a joint activity in which business objectives of both organisations are met. As a sponsor the most difficult task is to evaluate and measure the tangible benefits received and the effect those benefits have had on the bottom line of the business - sponsorship is a business tool,

not a donation!

In seeking sponsorship be aware of the questions a Company will require answers to:

- Will involvement with your organisation help improve or enhance the company's image?
- Will this drive sales volume? If so, how?
- What is the estimated value of all exposure including television coverage, spot packages, radio, press, and signage? Credible backup statistics will be required.
- Do target audience demographics match the company's target market? E.g. national, regional, local, sporting, age groups?
- Is this event in decline or growth?
- Is there potential to own the event?
- What is your organisation's track record, experience, media handling, professionalism, marketing ability, and human resources.

Event Venues and Sport Bay of Plenty often run seminars on Sponsorship. To find out when the next one is, contact events.community@rdc.govt.nz

FOR FURTHER INFORMATION & ADVICE CONTACT

Community Events Co-ordinator
Event Venues
Rotorua District Council
Private Bag 3029
1061 Haupapa Street
Rotorua
Ph: 07 349 5141
Fax: 07 349 5142

Your Marketing Plan

Letting people know about the event is a crucial step in creating a successful event.

The work already done at the planning stage will guide you in your marketing efforts. The answers to the following questions will point to where you need to advertise the details of your event.

WHO is the event for?

- local residents
- local businesses
- people from outside your area
- what age groups?

WHO will be participating?

- professional theatre groups or performers
- local schools
- local youth bands
- community theatre or cultural groups
- local performers
- how many people will be there

WHEN will it be held?

- what else is happening that day/week/month in your area (or nationally)? (ie. will it coincide with anything else?)
- how long will it run for
- what month of the year?

WHERE will it be held?

- a local park
- a hall or community centre
- a number of venues
- the main street

WHAT will it include?

- performances
- music
- food stalls
- craft stalls
- activities
- parade

There are many ways in which you can reach your target market. Each way will be specifically designed to get the appropriate message across about your event. Here are a few ways in which you can reach your potential event audience:

Media

The media can help enormously in the advertising of your event to the public. From free press releases about your event, through to coverage on the day, they can assist you in many ways.

Newsletters

Send newsletters to the target audience with progress reports on the event planning, programme information etc. You may produce a regular event newsletter to be sent to everyone on the mailing list.

Flyers

Flyers are small leaflets which can be produced and distributed relatively cheaply and easily. They may be photocopies or printed, depending on your budget. They can be useful to hand out to people after speaking to groups, potential sponsors, or at markets, other events etc.

Event Programme

If you have an event programme that can be printed in advance and widely distributed, it will give people a definite idea of what is happening and when. It will also allow people time to plan to take in aspects of the event that appeal to them. Try to get this printed in local papers.

Mail outs

Develop a mailing list or use mailing lists already developed by other local organisations. You can also purchase mailing lists if you want to target a particular aspect of the business community, or consumers. For more information and conditions contact the Rotorua District Library

Advertising Leaflets

Speak to local businesses about including event information on their regular flyers, menus etc. as part of their sponsorship package.

Letterhead

Create an event letterhead (if budget allows) to develop a visual image of the event every time you send a letter. You can also provide profile for major sponsors on a special letterhead by including their logo as well (either along the bottom of the page or down the sides).

Distribution points for brochures and leaflets

Where will you leave brochures and leaflets to gain the maximum exposure?
Which of these is most effective for you?

- shops/shopping centre
- door to door
- cafes
- T.A.B.
- churches
- communal areas in flats

- schools local library
- local gyms
- laundrettes
- local supermarkets
- local businesses
- community centres

Some companies will distribute brochures and leaflets and will put up posters around the city. Check whether printers will distribute as well.

Posters

There are a number of options when it comes to using posters to advertise your event. Posters should:

- attract attention
- contain the main event information - time, date, place
- give some indication of what the event is about
- credit major sponsors and the organiser of the event

Posters need to be placed in areas where they are highly visible. Within Rotorua City boundaries it is illegal to put posters on buildings, council street poles, electrical boxes, furniture, advertising hoardings (which are privately owned) and public property. The Public Places Bylaw 1998 states that the person who has displayed the poster is responsible for compliance with the given regulations. You can use one of the approved poster contractors that the council uses, or for guidelines about the regulations contact an Environmental Health Officer or the City Focus Manager.

If you wish to use an advertising hoarding, contact the individual owners, whose names are printed on their hoardings.

When putting posters up in shops, on noticeboards and so on, check that you aren't covering posters that are advertising current events. Observe the rules of poster etiquette and only remove or paste over posters of events that have already taken place.

Speak to groups

Get yourself invited along to speak to church groups, service groups, school groups, neighbourhood networks and the local business association. Suggest ways in which they may wish to be involved. Have your presentation well prepared; take slides, copies of promotional material from previous events etc. The more people that are involved in or know about a event, particularly in the early stages, the better in terms of them being able to promote the event to other individuals within their organisations, friends and other groups.

Promotions

Promote your event in prominent places, e.g. in the local shopping centre. Prior to the event, hand out event brochures, balloons etc. or have a special performance to attract people's attention.

Pre-event Activities

Activities that take place prior to your event can be used for publicity, fund raising and to whip up enthusiasm. These activities could take the form of raffles, discos, a fun run, street theatre or mini performance. Workshops involving people in making banners or costumes or rehearsals in preparation for a public performance also generate an air of excitement.

FOR FURTHER INFORMATION ON MARKETING YOUR EVENT CONTACT:

Community Events Co-ordinator
Private Bag 3029
1170 Fenton Street
Rotorua
Ph 07 349 5141
Fax 07 349 5142

Getting the Right People to your Event

In conjunction with your Marketing Plan and your Sponsorship Plan you may need to individually invite people to the event. The reasons behind this are very simple; You want to get the right people to see your event and; It will get people enthused and talking about the event. Never underestimate the value of this powerful method of promotion. There are two types of invitations to look at; participant invitations and V.I.P invitations.

Participants:

The types of participants that you will want to invite depends on the type of event. The planning stage of the event will have identified who the event is for so you will know whom you should invite. There are various ways to invite these people to attend:

- Registration forms
- Letters
- Newspaper
- Radio
- T.V
- Internet

When inviting people, always include your contact details, date, time and location of the event. Highlight any costs associated with the event and any special requirements, such as licences, permits, skills and resources required to take part in the event. Include R.S.V.P's, closing dates for registration and any-other information about your event that will attract these people such as prizes, attractions or entertainment.

Most importantly, always include your sponsors in some form!

V.I.P's

The types of V.I.P's to invite depends on the event. For instance, if you are organising a street parade, take into account all of the people that you have had to deal with in order to get the event running.

Invite the media people you have had dealings with in relation to your event Marketing. This will result in your event having further profile with these people; you may then get further free media coverage in the form of photos or editorial. Finally and most importantly, invite your sponsors. Without these people, your event would have cost more money.

The end result of inviting these people to your event is that, a) you will get these people seeing the end result of their efforts, and b) when you come to organising your event next time, you will have developed a better relationship through including these people in the event. From having seen their efforts turn into an event, and by being recognised through invitation, hopefully they will be more willing to support you the next time you look at planning your event.

FOR FURTHER INFORMATION & ADVICE CONTACT

Community Events Co-ordinator
Private Bag 3029
1170 Fenton Street
Rotorua
Ph 07 349 5141
Fax 07 349 5142

Detailed Event Timetable

After weeks of planning, producing, pounding the pavement and generally working extremely hard, your event will finally start to show the first signs of "gelling." Now a couple of weeks out from your event, it is now that you will need to start looking at the detail for the running of your event, including the set-up, the event and the pack-down. These plans are called many and various names, such as run sheets, critical paths, tasks list and key outputs to name but a few. Whatever you call it your detailed "run sheet" will include all of the tasks associated with getting your event up and running and will be set by date, times, locations and responsibility. The more detail and descriptions that you can provide, the better the information that your event staff will be able to work from during this time.

Some tips for your use:

- Build in a cushion of 10% to 15% more time over and above your estimated time frame for all jobs. Odds are you'll need this cushion.
- Identify line of control. If a problem develops, quick answers are accessible.
- Meet frequently to co-ordinate and evaluate progress. And include these meetings in your run sheet.
- Have a volunteer co-ordinator plan and provide refreshments and other amenities to convey to volunteer staff that what they are doing is valued.
- Plan specific break periods and try to stick with the schedule to avoid volunteer burnout.
- Record any changes in the run sheet (there will be many from your first version) and create a title which reflects the latest version; such as "Mark iv". This will stop any confusion as to what plan you are running with.
- As you finally approach the date of your event, constantly review and update your run sheet to reflect the most up-to-date changes. By this constant recording and staying on top of your event through these changes you and your team will ultimately have a clear picture of what is required and when for your event to run smoothly.

For more information on how to put your "run sheet" together, or if you have any questions contact the Community Events Co-ordinator for help and support with your new event.

One Last Look!

It is extremely important to take one last look, in review of the total project as a critical planning step. Your event should be planned to allow two to four days off before the event. This creates a buffer between the final building development stage and the actual event itself. It allows time to recharge organisers' batteries and to develop more of an overview of the event before it arrives.

It will also allow you to:

- prepare back-up plans to back up plans
- check machinery, connections, operations
- catch your breath and refocus your attention on goals and objectives of specific roles to be played
- prepare and run through worst and best case scenarios with projected reaction to each through your run sheet.

Finally before you run your event, plan to document how the event runs through recording in some way the event as it unfolds.

The documentation of your event is useful for:

- presenting to funding bodies of sponsors who have assisted your event

- presenting to possible future funding bodies or sponsors, or interested parties evaluation and consideration of the good and bad points of your event
- recording experiences that capture atmosphere and reflect the experiences of the event

Most of the recording for documentation will be done on the day of the event, however it may be useful to document some of the pre-event activity.

This can be achieved by collecting some, or all, of the following:

- Press Clippings
- Photographs and Slides
- Video Taping
- Radio and TV recording
- Sound recordings
- Surveys

If you have any questions contact the Community Events Co-ordinator for help and support with your event.

Community Events Co-ordinator
Private Bag 3029
1170 Fenton Street
Rotorua
Ph 07 349 5141
Fax 07 349 5142

Evaluations

Congratulations! The hard work has paid off. But not all the work has finished. One of the most important aspects of any event is the evaluation at the conclusion of the event. This process will identify whether or not you have achieved your desired outcomes and goals. This process is vital, especially to events that are to be run again, such as annual events. The evaluation will identify areas of strengths and also areas of weaknesses if done properly. Once these have been identified, you can then build and maintain what you do well, and build upon and change those areas which you do not do so well in.

The following checklist reflects some of the information that should be considered in the review process:

Provide an evaluation format to enable staff and volunteers to make comments regarding event

operations:

- ask easy quantitative questions
- establish different evaluation formats specific to the level of management participation - low/middle/high
- Compile a written reflection on the entire event for the next special event organiser.
- Provide a section review of operation in three formats:
 - those who worked within organisation
 - those who participated within the event
 - those who managed the event.... such as,
 - Section
 - Plusses
 - Minuses
 - Pre-event Information
 - Advertising
 - Parking
 - Opening Ceremony
 - Entertainment
 - Officials
 - Venue Set-up
 - Accessibility of Event Organisers

Review all existing deals with sponsorships; make sure all are satisfied and, if not, why.

In short, thank everyone who planned, participated in and contributed to the event.

Then get a good night's sleep.

As a final step, put together the results of your review to submit to your event team, sponsors and/or funders.

For more information on how to get your review in to action, or if you have any questions contact the Community Events Co-ordinator.

Thank-You to your Supporters

You will have already recognised the efforts and support of your sponsors, funders and other resource providers during the event advertising and marketing. But saying thank-you at the end of your event is still an important aspect of the sponsorship package. You can recognise the contributions of these people in various ways:

Have a luncheon or morning tea and invite all those people that have provided support and perhaps present them with a small token of appreciation such as a certificate of support.

- Provide them with a complimentary gift; e.g. tickets to events.
- Present all event sponsors with publicity material, such as programmes. These could be displayed in their shop describing their support for the event.
- Send them a letter thanking them for support and involvement and indicate how you utilised their support and the benefits it provided. Also indicate your interest in having their support again in the future.
- Acknowledge major sponsors in post event interviews and speeches.

Remember that sponsors include anyone that has provided a service for free or at a discounted rate, that you would otherwise have had to pay for.

For more information, or if you have any questions contact the Community Events Co-ordinator.

For the Record!

The information that you have gathered, all of the scraps of paper with your ideas, plans, tasks and contacts, etc. now has a value to you as an event organiser. With this you have a detailed plan of what was required to run your event to the same or similar success using the same planning and effort. There may however be elements within the event that you will want to change or alter to further enhance your event, but to have the information about the event as it ran is invaluable. Don't throw this information away, instead compile it in with your event plan and other running documents for use in future projects.

Also check out these useful sites for further information and ideas on event management.

www.akcity.govt.nz/council/services/organising_events/how_to_organise_events.asp

www-personal.usyd.edu.au/~wotoole/epmspage1.html

Finally a big thanks to the Events Facilitation team with the Auckland City Council, for their support and assistance in putting this "How to" site together.

If you require any information or have any questions on any of this information, please contact

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