|  |
| --- |
| **EVENT MANAGEMENT PLAN** |
| INSERT EVENT NAME HERE |
| INSERT VENUE/LOCATION HERE |
| **INSERT EVENT DATE HERE** |

**Event Coordinator** *(preparing this Event Management Plan)*

Name:

Position:

Company:

Postal Address:

Mobile:

Email:

Document Created:

Document Last Edited:

Document Edited by:

# TABLE OF CONTENTS

[1 EVENT SUMMARY 3](#_Toc490220813)

[1.1 Event Background 3](#_Toc490220814)

[1.2 Event Description 3](#_Toc490220815)

[1.3 Event Goals 3](#_Toc490220816)

[1.4 Event Objectives 3](#_Toc490220817)

[2 EVENT OVERVIEW 3](#_Toc490220818)

[2.1 Event Production Schedule 4](#_Toc490220819)

[2.1.1 Production Requirements 4](#_Toc490220820)

[2.2 Event Runsheet 4](#_Toc490220822)

[3 BUDGET OVERVIEW 4](#_Toc490220823)

[4 SPONSORSHIP 4](#_Toc490220824)

[5 EVENT STAFF/VOLUNTEERS 4](#_Toc490220825)

[5.1 Event Contact List: 4](#_Toc490220826)

[5.2 Event Staff Roster: 5](#_Toc490220827)

[5.3 Event Volunteer Roster: 5](#_Toc490220828)

[6 EVENT ACCESS/ACCREDITATION 5](#_Toc490220829)

[7 VENUE/LOCATION 5](#_Toc490220830)

[7.1 Site Plan 5](#_Toc490220831)

[7.2 Service / Facility Allocations 6](#_Toc490220832)

[7.3 Additional Requirements 6](#_Toc490220833)

[7.3.1 Facilities 6](#_Toc490220834)

[7.3.2 Services 6](#_Toc490220835)

[7.4 Smoke Free Policy 6](#_Toc490220836)

[8 VENDORS/STALLHOLDERS 6](#_Toc490220837)

[9 PERMITS/LICENSES 6](#_Toc490220838)

[10 TRAFFIC AND TRANSPORT 6](#_Toc490220839)

[10.1 Parking 7](#_Toc490220840)

[10.2 Transport 7](#_Toc490220841)

[11 FIRST AID 7](#_Toc490220842)

[12 SIGNAGE 7](#_Toc490220843)

[13 SECURITY 7](#_Toc490220844)

[14 WASTE MANAGEMENT 7](#_Toc490220845)

[15 CLEANING 7](#_Toc490220846)

[16 EMERGENCY PROCEDURE 7](#_Toc490220847)

[17 MARKETING /PROMOTION/MEDIA MANAGEMENT 7](#_Toc490220848)

[18 RISK MANAGEMENT 7](#_Toc490220849)

# EVENT SUMMARY

## Event Background

***This should explain the catalyst and inspiration for starting a new event, including a brief description of the market that your event targets, any existing events in the market, or previous events you have organised.***

## Event Description

***This should paint a picture of what your event will look like on the day/s of operation, including what the event is made up of (vendors, food stalls, live music, displays etc), who will be involved, and what your event attendee will experience.***

## Event Goals

***What do you hope to achieve by putting on this event? It it’s a fundraising event, do you have a total amount in mind, or if your event is about community engagement how will you define your success? Note: A goal is a generic action or outcome.***

## Event Objectives

***How will you achieve your Event Goals?***

***Note: An Objective supports your Goal – is it the specific method that you will use to reach you goal, it should be measurable.***

# EVENT OVERVIEW

|  |  |
| --- | --- |
| **Event Name:** |  |
| **Organisation Name:** |  |
| **Event Date/s and Times:** |  |
| **Event Location/Venue + Address:** |  |
| **Anticipated number of Attendees:** |  |
| **BUMP IN DETAILS** |
| **Bump In Date & Time:** | *(add more rows if your event bumps in over multiple days)* |
| **EVENT DETAILS** |
| **Day One INSERT DATE**  | ***Delete or add rows as required**** ***Opening Time***
* ***Closing Time***
* ***Features to Note***
 |
| **Day Two INSERT DATE** |  |
| **BUMP OUT DETAILS** |
| **Bump Out Date and Time:** | *(add more rows if your event bumps out over multiple days)* |

## ****Event Production Schedule****

***A Production Schedule template can be downloaded from*** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/) ***and is used to detail key timings throughout your event including the Bump In and Bump Out periods.***

### Production Requirements

## *This is where you should detail requirements such as staging, (including audio, lighting and video elements) marquees and any other temporary event infrastructure required (remember to include anything that is required for Sponsor activations at your event).*

## ****Event Runsheet****

***An Event Runsheet template can be downloaded from*** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/) ***The Event Runsheet allows you to provide more detailed timings on every element of your event once it is open.  It’s great to use to keep track of performance times, special guest appearance times or important announcements etc.***

# BUDGET OVERVIEW

***Include a top line version of your budget here. This should show any funding sources, and explain where the money that is contributing to your event budget is coming from (ticket sales / registrations / sponsorship), and also an overview of your overall expenditure. This information can be pulled from your event budget, which will be far more detailed. An event Budget template can be downloaded from*** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/)

# SPONSORSHIP

***Detail what sponsorship opportunities are available at your event (for example Gold, Silver Bronze) and what entitlements each level of sponsorship receives (for example their logo on signage, free tickets, etc).***

***List your confirmed sponsors, and any sponsors you intend to approach. It’s always good to have sponsorship targets and goals to strive for.***

# EVENT STAFF/VOLUNTEERS

## Event Contact List:

**This should list all the companies and individuals who are working with you to deliver your event. Always get a mobile number for someone that will be available on the day too. A Contact List template can be downloaded from** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/)

## Event Staff Roster:

**Add additional rows as required. An Event Staff Sign on Sheet can be downloaded from** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/)

|  |  |  |  |
| --- | --- | --- | --- |
| **START TIME** | **FINISH TIME** | **NAME** | **ROLE** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Event Volunteer Roster:

**Add additional rows as required. A Volunteer Sign on Sheet can be downloaded from** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **START****TIME** | **FINISH****TIME** | **VOLUNTEER** | **LOCATION** | **ROLE** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# EVENT ACCESS/ACCREDITATION

***Your event may require vendors, suppliers and staff to be accredited for entry. Particularly if you are charging an entry fee to your event, you will need a way to identify who is working at the event (so who doesn’t need to pay to come in) and who is visiting (who will be paying an entry fee). Detail what access controls you will have in place, for example, will you have specific access passes or name badges, who will control access - ticket staff, security or volunteers etc. Also detail who can access back of house areas etc and any conditions of entry for you event?***

# VENUE/LOCATION

## Site Plan

**A Site Plan is the visual layout of your event, and will show all the important elements of your event such as entry/exit points, main attractions, toilets, food stall etc.**

**Insert your site plan here.**

**A checklist can be downloaded from** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/) **to ensure that you show everything required on your Event Site Plan**

## Service / Facility Allocations

***You may need to allocate certain services or spaces to particular areas of your event. For example specific rooms in your venue might be allocated as Change rooms for performers, of certain toilets might be allocated to VIP’s.***

***Use the table below (delete the examples) to list these items and who they are allocated to. It is helpful to keep track of what service or facility is being used for what reason, and it will also help you identify if you require additional requirements.***

|  |  |
| --- | --- |
| **VENUE SERVICE/FACILITY** | **ALLOCATED TO** |
| Dressing room 1 | Stage performers |
| Dressing room 2 | Vendor lunch room |
| Outdoor power points (southern end) | Vendors 1 – 10  |
| Outdoor power points (northern end) | Stage area |

## Additional Requirements

### Facilities

* ***Insert details of facilities you need to provide in addition to those provided by the venue***

### Services

* ***Insert details of services you need to provide in addition to those provided by the venue***

## Smoke Free Policy

***Even some outdoor venues are now smoke free. Make sure you are aware of any standing Smoke Free policy’s or areas, and then consider if you need to implement any further restrictions for your event.***

# VENDORS/STALLHOLDERS

***This section should outline all vendors and stallholders who are confirmed for your event and what their requirements are.***

# PERMITS/LICENSES

***Refer to Section 6 of the Coffs Coast Event Guide – List any necessary permits and licences here***

# TRAFFIC AND TRANSPORT

***Refer to Section 3 of the Coffs Coast Event Guide for guidance on traffic and transport considerations.***

***Include your Traffic Management Plan and any Traffic Control Plans that might be in place as well as the below:***

## Parking - *What parking is available at your event? Are there any spaces reserved for performers/vendors etc?*

## Transport – *How will people get to your event?*

# FIRST AID

***Detail the arrangements you have in place to provide First Aid to your event attendees and staff.***

# SIGNAGE

***You will need to create a signage plan so that you have a clear picture of how your event will look. Use a copy of your site plan and a corresponding list to show where signage will be located and who is responsible for installing it.***

***It’s a good idea to insert your site map here again – and overlay it with signage locations to ensure you have considered everything.***

# SECURITY

***Detail what Security arrangements you have in place, you might include a roster and locations.***

# WASTE MANAGEMENT *What waste management plans are in place for your event (recycle stations, additional bins etc)?*

# CLEANING *detail who and how cleaning will be conducted at your event (contracted cleaning company or volunteers etc)*

# EMERGENCY PROCEDURE

***Insert the Emergency Procedure for your event here. Consider things like: extreme weather, medical emergency, fire etc.***

# MARKETING /PROMOTION/MEDIA MANAGEMENT

***Include a top line version of your marketing plan here. This should be a brief overview and show your key messages, branding identity, the look and feel of your advertising campaign, and target audiences. You can download a Marketing Plan template from*** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/) ***which will help you detail how you will promote your event.***

***Include key contacts for your advertising and media bookings, and identify who will be the contact to speak to Media about your Event.***

# RISK MANAGEMENT

***As the Event organiser you have a responsibility to ensure that your event is undertaken in a safe manner that won’t cause any harm to people or property. Insert your risk assessment here.***

***You can download a Risk Assessment template from*** [**coffscoastevents.com.au**](http://www.coffscoastevents.com.au/free-templates/)