

the bunbury geographe

EVENT PLANNING & PROMOTION GUIDE



PLANNING

Step-by-step assistance to plan and manage your event

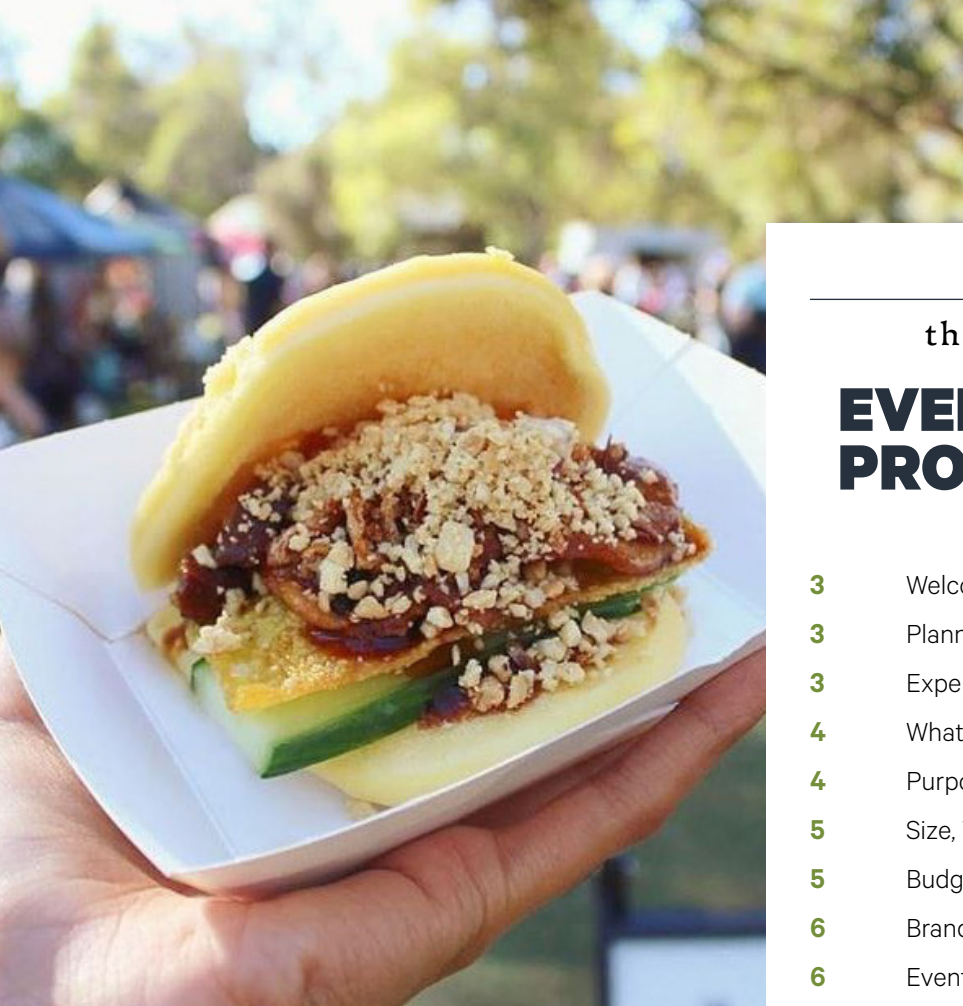
BRANDING & MARKETING

Raise awareness and drive attendance

BUDGETING

Simple checklists to get you started

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EVENT PLANNING & PROMOTION GUIDE

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This guide is a starting point to assist event organisers plan and manage their events in the BunGeo region.

Events bring social, cultural and economic benefits to a region and its communities.

Events are often the deciding factor to travel, they encourage visitor dispersal and assist industry growth.

Through Bunbury Geographe (BunGeo) events, visitors discover what makes BunGeo unique; our people, our love of food and wine, our love of sport, our love of the outdoors, and our love of arts & culture. BunGeo's events are broad and varied. Whether you are

planning a sporting, arts, cultural, entertainment, lifestyle, business or community event there is much to consider.

This guide outlines the roles and responsibilities for organisers and provides guidance on delivering events that are sustainable, successful and compliant with state legislation and council policies.

This guide has been written by the Bunbury Geographe Tourism Partnership. We work collaboratively with government, industry and destination partners to identify, attract, develop and promote successful events in our region.

We wish you all the best on planning your next event!



PLANNING

This document outlines fundamental principles and practical step-by-step advice to help event organisers deliver successful, professional events and festivals in BunGeo.

Fundamental principles apply to all events irrespective of their type, location, size, scope, reach and audience. Successful events are well planned and managed, effectively marketed to their target audience and seamlessly delivered. They achieve their objectives through a professional approach, paying attention to detail and evolving in a constantly changing world.

EXPERIENCE PILLARS

BunGeo encourages events that incorporate one or more of our event experience pillars. Events engaging with destination branding are also likely to promote a strong brand message, emphasising the region's unique experiences.

The four event experience pillars are:

- **Nature & Adventure**
- **Eat & Drink**
- **Arts & Culture**
- **Events**



WHAT CLASSIFIES AS AN EVENT?

Keep in mind all events are simply ‘a gathering of people’ whether it is a small picnic in the park or a large-scale music festival.

First and foremost, determine what type of event you are organising. The assumption is often they are large scale or incorporate significant space and resources.

Some common types of events are:

Corporate events

(Business launches, panel discussions, training sessions, seminars, conferences, tourism fairs)

Fundraising events

(Fun-runs, raffles, auctions, bake sales)

Classes and workshops

(Dance classes, short courses, cooking classes, training)

Virtual events

(Webinars, streaming events)

Festivals and concerts

(Music festivals, job fairs, comedy festivals, movie festivals, community markets)

Food and drink events

(Food truck gatherings, wine tastings, beer festivals)

Sporting events

(Open tournaments, endurance events, obstacle courses).

PURPOSE & OBJECTIVES

A strong objective will help you to deliver an authentic experience, unique identity and it informs the event’s theme and originality.



Having established what type of event you are organising it’s important you determine the event’s purpose.

Why & Who

Establish why you are doing the event.

You need a clear objective, and when determining this consider the following:

On whose behalf are you conducting your event (a committee, organisation, or self-driven)?

From here you can identify the purpose for your event:

An example of your event purpose could be to:

- run a new annual event or festival,
- launch an enhanced or revamped version of an existing event,
- increase off-peak local/regional tourism or disperse visitation,
- celebrate a community milestone or heritage,

- raise funds for a charity, community service organisation or special cause,
- provide community entertainment and foster community pride.

Your purpose informs your objective. Event objectives play a major part in generating support from local and state government, the community, sponsors, volunteers and the media.

Target Audience

Work on who it is for and what is your target audience?

Your target audience can be one demographic or multiple. Consider all of them, and this will be influenced by your objective and style of event.



Events must be treated as a business, requiring accountability and transparency.

SIZE, TIME & DURATION

No event is an 'island' within a community, but rather, needs to be scheduled based on the external environment as well as internal.

Too often, people choose a time of year or date before they acutely determine clear objectives. This can quickly lead to failure in a number of areas including harnessing and engaging your target market.

When setting the event date, consider:

- time of year;
- seasons;
- weather;
- venue(s) availability;
- target market;
- tourism peaks and troughs;

- school and public holidays;
- competition from other events;
- existing, similar and/or local event dates – contact your local LGA events manager, visitor centre to discuss potential dates; and
- event trails or clusters with other towns – joint opportunities for marketing, infrastructure, attendance sharing and keeping tourists in the region longer.

When setting a date for your event you should make a realistic estimate of the time it will take to plan, organise and deliver your event. Working back from the event date, use the following as a guide:

- small local events: 6 – 12 months,
- medium scale events: 1 – 2 years,
- large events: 2 years +.

BUDGETING

Your organising committee must be fully aware of its financial responsibilities, especially if government funding (public money) is provided.

Budgeting must be realistic and measurable. Estimated income should be conservative and all costs taken into consideration.

A typical event budget comprises three main elements:

- cash income;
- goods and services provided as value-in kind (VIK or Contra); and
- cash expenses.

The budget provides direction and is a vital management tool to achieve the event's objectives.

A finance committee would usually develop the budget and then allocate funds to other sub-committees, which prepare their own budgets and submit them to the finance committee for approval.

For organisations holding annual events, previous financial records provide a foundation to develop a budget. Estimating income and expenses for one-off or new events can be challenging, so take a systematic approach when considering realistic income and expenses. When writing your budget there are many factors to include. Budgets can also be a useful checklist in ensuring you have all things covered.

Here are some expenses you can expect to encounter:

- business, communications, marketing and advertising
- applications for funding, grants and subsidies and sponsorships,
- social media
- website development
- administrative support
- risk management
- security
- catering
- traffic control and management
- performers, entertainers and entertainment promoters
- licenses
- venue costs
- your wage/income and staff costs.

See Addendum #1 (Sample Event Budget)



BRANDING & MARKETING

Event marketing can take many forms and depends entirely on what your event is, who it's for, and when it is taking place. In any case, the purpose of marketing an event is to raise awareness and drive attendance.

The most important thing to remember is to start early! It is also essential to spend time and research on developing a clear and relevant brand. Particularly for recurring events, this will assist in building positive brand recognition while also presenting in a professional manner, with credibility.

Promoting your event totally depends on who you are targeting.

It is important to write a communications and promotion plan. Consider the following when promoting the event based on budget.

- ✓ Social media
- ✓ Website
- ✓ Mainstream media – tv, press, radio
- ✓ Signage
- ✓ Newsletter
- ✓ Direct marketing (one on one)
- ✓ EDM (Email Direct Marketing via Mailchimp or similar platform)
- ✓ Sending out regular media releases

See Addendum #2 (Promotional Plan)

Use this simple template as a tool to ensure you are on track.



EVENT DELIVERY

Work with a team or committee to brainstorm the event to hear their views and adopt a collaborative approach.

Event and festival programs can comprise of competitions, displays, parades, exhibitions and performances within an overarching event framework.

Program

If your organising committee is developing a new event program:

- ✓ Investigate ways to create a point of difference from other events
- ✓ Ensure the event can be completed within the scheduled time

- ✓ Design the program to maintain continuous interest but ensure the schedule isn't too tight
- ✓ Avoid event components that are in bad taste or perceived as socially unacceptable
- ✓ For annual events, consider introducing something new or different into each year's program to maintain interest and attract new audiences.

Logistics

- ✓ Book venue. Is it private or local government? Do you need to lodge an application for your venue?
- ✓ Talk to your local government as this is always an ideal start even if you are not going to book their venue. They will assist you through things such as health and waste requirements, and often have systems in place to support event holders. Don't be afraid to ask questions.



Examples of Local Government documents to be completed prior to event:

- Electrical compliance – Most electrical equipment is signed off by the supplier
- Engineer signoff for structures such as marquees and fences – All installers have the ability to sign this off
- Site plan. You don't need to be a graphic designer to do this. As long as it is clear, it can be hand drawn.



It is absolutely essential, regardless the size or scope of your event, that you put in place a Risk Management Plan (RMP) that clearly identifies the likelihood and consequence of any potential risk. This process and development of an RMP protects yourself, and your patrons.

The scope of a RMP is to identify, analyse and prioritise the risks associated with staging the event by:

- 1 Reducing the likelihood of those risks occurring.
- 2 Reducing the consequences of those risks should they occur.
- 3 Objectively document these strategies in standardised action plans.
- 4 Use this risk management plan as a basis of an objective event debrief.

Most local governments will be able to provide you with a template for your RMP.

COVID-19

This is another area of risk to consider when running your event. There is lots of information available but the best thing to do is to go direct to Government of Western Australia Department of Health via https://ww2.health.wa.gov.au/Articles/A_E/Events-registration

Steps to take:

- 1 Register your event via this link https://ww2.health.wa.gov.au/Articles/A_E/Events-registration
- 2 Based on the number of people who attend your event, complete a Covid Event Plan.
- 3 Consider how you will manage contact tracing through QR codes and registers (all templates found via the above link).



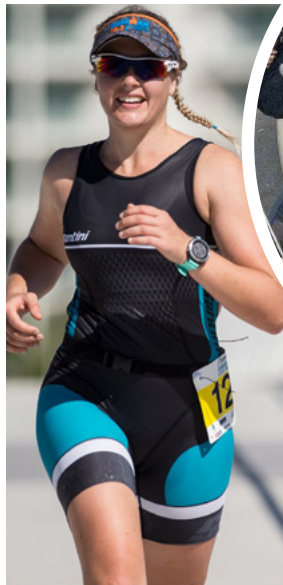
These may not all be relevant to your event so select those that are.

1. Establish goals and objectives
2. Select your event's date, time and location
3. Develop an event master plan
4. Create an event budget
5. Brand your event and begin marketing and publicity
6. Create an event agenda/schedule/program
7. Arrange sponsorships/speakers/performers for your event
8. Launch ticket sales
9. Hire and coordinate with event suppliers (catering, equipment, etc)
10. Hire staff and volunteers (inc MC, entertainers)
11. Draft and distribute a risk management plan
12. Book accommodation (where required)
13. Alert first aid and emergency services
14. Get approval on a traffic management plan (if required)
15. Create a venue masterplan and signage
16. Assess accessibility
17. Arrange licenses, permits and approvals
18. Manage event day set up and execution (including your welcome to country)
19. Conduct an evaluation and report of your event.

Remember!

Always consider a contingency plan based on weather, COVID-19 etc. (Plan B).

Keep in mind that when you are booking services and facilities for your event, particularly if it is ongoing, it is important to develop good relationships with your suppliers.



REPORTING

The event doesn't end when the event does. It's important to track and measure everything, compile a report on the outcomes and present it back to the committee and financiers. This report is vital to the improvement and continuation of future events.

Great ways to collect data about the success of your event include:

- Attendee surveys and live polling
- Mailing lists
- Media releases and press clips
- Social media engagement
- Marketing/campaign performance
- Cost: direct, indirect
- Attendance and revenue against original goals.

INCOME	BUDGET	IN KIND DONATED	ACTUAL	NOTES (Always handy to have references)
Government (local, state etc.)	\$	\$	\$	
Grant #1	\$	\$	\$	
Grant #2	\$	\$	\$	
Corporate sponsorship	\$	\$	\$	
Ticket sales	\$	\$	\$	
Food stall fees	\$	\$	\$	
Donations	\$	\$	\$	
Entry fees	\$	\$	\$	
Other	\$	\$	\$	
	\$	\$	\$	
Total	\$	\$	\$	

EXPENSES	BUDGET	IN KIND DONATED	ACTUAL	NOTES (Always handy to have references)
Advertising/Marketing	\$	\$	\$	
Press, TV, Radio	\$	\$	\$	
Website	\$	\$	\$	
Posters	\$	\$	\$	
Flyers or programs	\$	\$	\$	
Social media	\$	\$	\$	
Signage	\$	\$	\$	
Artist fees	\$	\$	\$	
Travel	\$	\$	\$	
Accommodation	\$	\$	\$	
Meals - per diems	\$	\$	\$	
Production	\$	\$	\$	
Audio	\$	\$	\$	
Lighting	\$	\$	\$	
Local Government fees	\$	\$	\$	
Insurance	\$	\$	\$	
Wages/Fees	\$	\$	\$	
Annul costs	\$	\$	\$	
Subscriptions or Memberships	\$	\$	\$	
Storage	\$	\$	\$	
Volunteers	\$	\$	\$	
Volunteer t-shirts	\$	\$	\$	
Volunteer thank you	\$	\$	\$	
Logistics	\$	\$	\$	
Venue hire	\$	\$	\$	
Stage	\$	\$	\$	
Toilets & light towers	\$	\$	\$	
Generators	\$	\$	\$	
Fencing	\$	\$	\$	
Waste management	\$	\$	\$	
Styling	\$	\$	\$	
Sundry	\$	\$	\$	
Merchandise	\$	\$	\$	
Office supplies	\$	\$	\$	
Contingency	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Total	\$	\$	\$	
Net profit	\$	\$	\$	

Event			
Event Dates			
Mission Statement <i>This will keep you focused on what you want to achieve.</i>			
Key Objectives			
1			
2			
3			
4			
5			
Target Market	<i>This can include age, lifestyle choice or specific groups relevant to your event. Usually there is more than one target market.</i>		
Marketing Strategies and Time Line based on the Key Objectives			
Strategy <i>Any activity you will undertake to promote your event.</i> <i>You can have as many or as few as is needed to successfully promote your event.</i>	Date	Responsibility <i>Who will deliver this?</i>	Notes <i>As much detail as possible so it is clear to all parties.</i>
Strategy 1			
Strategy 2			
Strategy 3			
Strategy 4			
Strategy 5			
Management <i>This plan will be approved by the committee and implemented by the Coordinator (list names, contacts and roles of all involved in delivery of this plan).</i>			
Listings <i>List all places you will upload your event. This could also include print and radio such as community announcements etc.</i>			
https://www.westernaustralia.com/ https://www.australiassouthwest.com			