

FEDERATION COUNCIL'S EVENTS AND FESTIVAL GUIDELINES

Event Planning

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1. Concept

When developing an event concept (idea), considering the following:

- Why is the event being held?
- What are we hoping to achieve?
- Whom do we want to attend?
- What type of event will this be?
- When would be the best time to run this event?
- Where will the event be staged?
- What will the challenges be?
- What will we need to follow in accordance with Covid safety NSW regulations?

It is always a good idea to do some research when developing an event concept. Consider other similar events in the area, evaluate their success and identify gaps in the event market. If possible, get in contact with people who have organised similar events. Bounce your ideas off them and ask them questions about things such as budget and key challenges. The more informed you are the better.

Being able to demonstrate the positive impacts your event can have on the community (i.e. economic and social) will strengthen your application to Council and generate more community support or sponsorship. It is also beneficial however to demonstrate that you have considered all the possible negative impacts that the event may have, and how these may be managed.

2. Purpose

It is important from the start of the planning process that you determine the purpose or the main reason for doing your event. From the purpose, you should set realistic and achievable objectives. By doing this, it will allow you to stay focused on what you are hoping to achieve and will ensure that everyone involved in running the event is on the same page.

3. Feasibility

The next step is to assess whether your event is feasible. Great ideas are sometimes impractical and not financially viable. The key questions to ask are:

- What physical resources are available (facilities and equipment) or accessible to support the event?
- What are the costs (time, personnel and money)?
- How can you overcome potential barriers to your event?
- Is there sufficient time for planning?
- Does your event clash with any other key events

4. Venue / Site Selection

One of the first things you need to do is decide on a venue or site for your event. The nature of your project will help dictate the type you select.

Events are held in many different locations, from established venues to open spaces. A venue comes with most of the facilities and service you will need to run an event such as a conference centre or a hotel. A site is a blank canvas and you will need to bring in some or the entire infrastructure to run your event.

When selecting where to hold your event, you need to consider the following things;

- Do you want your event to be run indoors or outdoors? This will depend on the type of event and the time of year the event will be held.
- Is the venue easily accessible to all patrons, emergency services etc.?
- Does the venue have access for the disabled?
- How much will it cost you to hire?
- What is the capacity?

Consider things such as amenities, car parking, availability of power, size of the venue in respect to the expected number of patrons and design factors such as the stage, heating/cooling and acoustics. The bottom line is that the venue / site must be able to meet the needs of the event and its audience.

It is a good idea to conduct an inspection, with the above points in mind. You need to ensure that you book your venue early to avoid disappointment. Have the booking confirmed in writing, and be prepared that you may need to pay a deposit to secure your booking.

Find a number of venue options in the Federation Council on the [Federation Council website](#).

5. Timing

It is a good idea to check if any other events are been held on your proposed date. Whilst sometimes it can be good to link events together, a lot of the time one event can detract from the other. This is not something that either event organisers will be want!

Federation Council maintains an events register and can inform you of any upcoming events. Consider things such as school holidays, public holidays and special occasions (i.e. Mother's Day & Father's Day).

You want to nominate a date/time that will best suit your target audience and maximise the number of potential participants.

When setting a date for your event, it is also important to consider the weather – especially if the event is outdoors. If you do decide to hold your event outdoors, develop a wet weather action plan.

Having sufficient lead-time to plan, fundraise, market and implement the event 'action plan' is a critical issue. Never underestimate how long the process can actually take. Failure to allow adequate lead-time decreases the chances of success in all aspects of event planning and delivery.