

WILLIAM BENDLOWE CHARITY

PLANNING EVENTS PROCEDURE

This policy provides guidance to trustees and volunteers involved in planning events. It is important that you follow these guidelines, to ensure the safety of those involved and the success of the event.

Key Components of Event Planning

- **Event Goals and Objectives:**
Clearly define the purpose of the event and what it aims to achieve.
- **Stakeholder Identification:**
Identify all key individuals and groups involved in the event.
- **Budget and Funding:**
Create a detailed budget projection and outline how the event will be financed.
- **Venue and Date Selection:**
Choose a suitable date and location that meets the event's requirements.
- **Team and Staffing:**
Organise the event team and determine staffing needs.
- **Vendor Management:**
Plan for services, equipment, and other needs by hiring appropriate vendors.
- **Marketing and Promotion:**
Develop and implement a plan to promote the event to the target audience.
Ensure receipts/tickets are issued on receipt of money
- **Event Details:**
Plan the specifics of the event, such as themes, activities, and schedules.
- **Risk Management:**
Identify potential problems and develop contingency plans to mitigate risks and ensure safety.
- **Timeline and Milestones:**
Create a detailed timeline with key milestones for all planning activities.
- **Execution and Management:**
Outline the process for managing the event from start to finish, including on-site management.

Importance of an Integrated Plan

- An integrated event plan brings together all individual plans into one comprehensive document.
- It serves as a central guide for all involved parties.
- It helps ensure a safe, enjoyable, and well-coordinated event.
- It provides clear trigger points for implementing other plans, such as major incident plans.