

event management planning

INFORMATION GUIDE

EVENT MANAGEMENT PLAN

An Event Management Plan is a tool that includes all details about the activities and issues associated with your event and how you are going to plan for them.

It should also include key dates, timelines and schedules, maps, permits and all information relevant to the running of your event. Any of your event personnel or key stakeholders should be able to pick up the plan and know exactly what is going on, how, when and by who.

The plan should also consider processes for incidents and emergencies and contingency plans for things such as inclement weather.

This guide can be used to assist in the development of an Event Management Plan. Not all areas will be relevant to your event, but are outlined as prompts for consideration. It is important to develop your Event Management Plan so that it is suited to your individual event and its scale.

A guide to what your event planning may consider:

- Why is the event being held? [purpose, mission and vision statement]
- What type of event will it be? [market, music, food, festival, sports etc.]
- Who is the event for? [local community, families, visitors from other areas of the state, tourists, etc.]
- When will the event be held? [consider the current events calendar and suitability for season]
- Where will the event be held? [public open spaces, wet weather contingency plans, parking availability]

Disclaimer: This information has been developed to assist in the preparation of an event management plan. The guide is for information purposes only and does not constitute advice or approval and cannot be relied upon as an indication of the approval of any application for an event. It should not be relied upon to cover all aspects that should be considered in the preparation of an event management plan, as there may event/site specific matters that will impact on the application of this guide. It is the user's responsibility to determine whether the information is suitable for their purpose and to make any necessary amendments. While every effort has been made to ensure the accuracy and correctness of this guide, the council makes no express or implied warranty or representation as to its accuracy, completeness, character, function or capabilities. To the extent permitted by law, the council expressly disclaims liability for any loss, however caused and whether due to negligence or otherwise, arising directly or indirectly from the use of or reliance on, this guide or any of the information contained in it, by any person.

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EVENT MANAGEMENT PLANNING

Typical event management planning may consider the following:

<input type="checkbox"/>	Event Details	<i>Overview, description, date, time, location</i>
<input type="checkbox"/>	Purpose & objectives	<i>What is the purpose and the objectives of the event</i>
<input type="checkbox"/>	Previous history, background	<i>Outline of the history of the event & background detail</i>
<input type="checkbox"/>	Program schedule and/or runsheet	<i>Detail of the event program & actions in place</i>
<input type="checkbox"/>	Patrons [target audience]	<i>Who will be attending the event and from where</i>
<input type="checkbox"/>	Organising group / committee	<i>Details on who will be responsible</i>
<input type="checkbox"/>	Key Stakeholders	<i>Event personnel [staff and volunteer rosters], emergency services, contractors, Council, agencies and authorities [VicRoads, Parks Victoria], other [private landowners]</i>
<input type="checkbox"/>	Event Budget	<i>Budget to show all income and expenses</i>
<input type="checkbox"/>	Permits & Approvals	<i>Venue hire, local law & road closures, PoPE, landowner consent, liquor licence etc.</i>
<input type="checkbox"/>	Infrastructure and equipment	<i>Tables, chairs, signage, sound, lighting, stages, marquees, toilets, power</i>
<input type="checkbox"/>	Traffic and pedestrian management	<i>Road closures, traffic management, vehicle marshals, event parking</i>
<input type="checkbox"/>	Fees and entry	<i>Details on fee entry and how this will be managed</i>
<input type="checkbox"/>	Waste management	<i>Litter collection, waste and recycling bins, street cleaning</i>
<input type="checkbox"/>	Public health & safety	<i>Drinking water, sunscreen, cleaning, fire extinguishers</i>
<input type="checkbox"/>	First aid	<i>Supplier, number of officers, first aid post location</i>
<input type="checkbox"/>	Security / crowd control	<i>Security roster, locations & duties</i>
<input type="checkbox"/>	Crowd safety / lost persons	<i>Processes in place to manage crowds and lost/found persons</i>
<input type="checkbox"/>	Wet weather contingency plan	<i>Processes in place to manage wet weather</i>
<input type="checkbox"/>	Promotion and marketing	<i>Strategies and key activities - media releases, radio, newspapers, social and digital media</i>
<input type="checkbox"/>	Contact List	<i>Key contacts and emergency contact numbers</i>
<input type="checkbox"/>	Communication plan	<i>Who to contact for what – pre, during and post event</i>
<input type="checkbox"/>	Project Plan / task list	<i>Key dates and actions, bump-in/out schedule</i>
<input type="checkbox"/>	Site plan	<i>Event layout and specific details about the venue</i>
<input type="checkbox"/>	Public Liability Insurance	<i>Attach a copy</i>

It is suggested that the document includes a Table of Contents and Appendices for maps, permits and the like.

Various examples of event planning tools and documents can be found online.

You may also wish to consider the following elements with your event plan:

- Risk Assessment / Risk Management Plan
- Safety Management Plan / Emergency Management Plan

If you require further information in regards to the development of an Event Management Plan please contact the Economic Development and Tourism team on 03 5593 7100.