

Community Cultural Events Kit

Fact Sheet Two: Managing Your Event

Events involve lots of people. As an event organizer it is important to be able to communicate quickly and effectively with other event workers and partners.

Budgets, timelines and an organizational plan are all useful tools to manage your event. Even a small or local event will benefit from event organizers knowing what money is required for what bits; when things need to be done by; and who is doing what.

Budgets

Budgets are an effective way to describe your event. From looking at a budget, organizers are able to see the size, scope and focus of their event and of course control the money! With a larger event, you may decide to break your budget down and have a separate budget for particular sections- entertainment & staging; advertising and promotion; security, insurance & general administration for example. Individual event organizers can then take responsibility for a particular area.

An Organizational Plan

Having an agreed structure or plan amongst event organizers is important. This can mean organizers can break jobs up and take responsibility for a particular section of their event. Think carefully about how organizers will communicate as you develop your event. Make time for team meetings, where all aspects of the event are covered. It may be worth having one person responsible for the overall co-ordination of the event. But this person shouldn't be then left to organise everything! Having an agreed structure amongst organizers is particularly important for event staff. Paid or volunteer staff need to have a clear idea of who they can turn to for help and supervision.

Timelines

It is important to develop timelines for your event tasks. Begin with the fundamentals such as confirming the venue and timing of your event. There is no point putting together a great line up of bands and then realize your preferred venue isn't available! Work out what needs longer timeframes and what can be left closer to the event. Put limits on when decisions need to be made and stick to your timeline. Never assume everything will fall into place. Have some options available and be prepared to alter your original plans accordingly. Above all be realistic about what you can achieve. It is much better to grow an event over a number of years, than try and achieve too much in one attempt.

(Box)

SAMPLE BUDGET
Annual Community Christmas Concert

| Expenditure | Our Budget | Income | |
|---|-------------------|---------------------------------|------------|
| Waste management | | | |
| Hire of portable toilet block | \$ 1,000.00 | Grants | |
| Hire of 4 single portaloos | \$ 450.00 | | |
| Hire of disability p'loo | \$ 50.00 | Local Council Grant | \$5,000.00 |
| Pump out & Return of portable toilets | \$ 300.00 | Local Service Club contribution | \$1,500.00 |
| Event recycling bins | \$ 150.00 | | |
| Community Transport | | | |
| Metro shuttle bus | \$ 300.00 | Patrons | |
| | | Donations by Concert goers | \$ 750.00 |
| Site Delivery's and Returns | | | |
| Radcliffe - pickup & delivery ploo | \$ 150.00 | | |
| Delivery set up and return of food Marquees | \$ 300.00 | | |
| Site preparation Staging Costs | | | |
| Hire of sound and lights for concert | \$ 4,000.00 | Local Shopping Centre | \$ 500.00 |
| Water cooler for performers | in kind | Local Finance Co. | \$ 300.00 |
| Costumes for roaming performers | \$ 150.00 | Other Local Business | \$ 400.00 |
| Decorations for stage | \$ 400.00 | | |
| Road closures & park signs | \$ 300.00 | | |
| Event Electrician | \$ 150.00 | | |
| Publicity and Promotion | | | |
| Street Banner | \$ 300.00 | | |
| Flyers and Posters | \$ 250.00 | | |
| Security | | | |
| (2)Security guards at event | \$ 175.00 | | |
| Running Total with GST | \$ 8,425.00 | | \$8,450.00 |

(Box)

Financial Assistance for Cultural Events

Fundraising for events is never easy. Most successful events get funding from a number of different sources. Below *some* possible sources of assistance. Keep an eye out for special occasion funding such as Youth Week, or a

commemoration such as Federation. Its always worth considering timing your event to fit into a wider program of publicized events .

GCC Precinct Grants ph. a Precincts Officer on 6216 6396
Tasmanian Community Fund phone 62 33 2800
<http://www.tascomfund.org/>

Arts Tasmania Free Call: 1800 247 308
<http://www.arts.tas.gov.au/index.html>

TAS Regional Arts 6426 2344
<http://www.tasregionalarts.asn.au>