

Developmental Stage - Part 1

Audience

Successful promotion of your event needs a clear understanding of who your potential audience is

- How old are they?
- Where do they live?
- What other things might these people do?
- Is there somewhere central they may be where you could advertise?

Using the answers, you can decide

- Which local publications would be best to advertise in to these people?
- Where the most frequented locations are to display promotional material.
- Who to contact directly, such as group leaders and social contacts.

Publicity

There is a range of free and paid publicity options available. Spend some time looking at flyers in your area and researching on the internet for appropriate places to list your event, including

- Free tourism / event listing websites.
- Local Tourism Information Centre.
- Local council.
- Heritage businesses in your area to promote through flyers and word of mouth.
- Contact regional tourism associations

Developing a press release is an effective and inexpensive way of getting information about your event to the media (see **Press Releases – a step by step guide**). Investigate who this is in your area including

- Local radio
- Local newspaper
- Local online blogs, chat rooms and websites

Sponsors

Sponsorship can be monetary or in-kind and cover a range of support including transport, catering, advertising, printing and cash.

With an outline of your event and audience, you can approach local sponsors including -

- Local Council
- Heritage businesses in your area
- Businesses that provide a service or product your event may require
- Local Tourism Associations

Tickets and Bookings

Developing a system for public enquiries and bookings can save time and confusion.

If your event requires bookings and/or tickets, you should consider

- If your ticket price in-line with other similar events
- Utilising low-cost or free online ticketing services, such as Trybooking.com or www.eventbrite.com.au

Event - Part 2

Contingency

- Develop an inclement weather plan including alternative meeting points; shelter; water and shade areas
- On hot days water should be accessible to event staff and patrons, wither bottled or tap - contact your local
- Council and water authority about possible support

Electrical

- Ensure all electrical devices have been checked and tagged by a qualified electrician
- Leads/cables on the ground should be covered with cable traps and, where raised, be at a safe height
- If required, generators should safely be housed on site.

First Aid / Emergency

- A First Aider may be required for smaller events and, for larger events, St John's or another First Aid provider can be sourced and should be booked well in advance.
- A clear path must be available for emergency vehicles, clearly identified on your event site plan

Insurance

- Investigate what insurance covers you may need
- You must indemnify your organisation through Public Liability Insurance
- Contact your local council about how they could help with the relevant insurance covers

Neighbours

- Undertake a letterbox drop to those residents in the immediate area notifying them of the event, date and time, proposed disruptions and contact details
- Assess potential traffic disruption, parking and noise impact on neighbours and minimize where possible

Permits

- If there will be alcohol on site, a liquor license will be required - check with your local liquor licensing board or council for guidelines
- If you are considering road closure, permission must be gained from Council

Risk Management

- A Risk Management Plan should be undertaken before the event to ensure that the necessary safety precautions are made
- Depending on the size and nature of your event, security may be required
- Ensure staff and volunteers are easily identifiable
- Undertake a briefing before the event so everyone knows whom to contact in an emergency and the procedures in place for dealing with one
- An Emergency Plan should be documented and all staff and volunteers know location of evacuation points
- Establish a Lost Children/Property point
- Clearly identify who will be in charge on the day of the event
- Establish a complaints and incident procedure, including documentation

Signage

- Undertake a survey of existing signage and assess what you may need on the day
- If you think roadside signage would help, contact your local council for approvals
- Develop directional signage to the event, parking, toilets and emergency points

Waste

- Ensure there are sufficient rubbish bins on site
- It is recommended that toilets are required at a ratio of 1:200, including at least 1 accessible toilet