MONASH UNIVERSITY AFFILIATED SPORT CLUB EVENT MANAGEMENT GUIDELINES

Purpose of this document

This event-planning guide was developed to support managers and other members of the organisation to successfully plan and manage events.

The guidelines are intended to prescribe requirements of events, provide background information to understand the broader university requirements for conducting events both on and off campus and issues that need to be considered when planning events.

Background

All events held by organizations associated with Monash University reflect on the overall image and reputation of the University. It is therefore crucial that the highest level of professionalism is brought to their planning and management. Regardless of the size and type, events play an important role in the positive presentation and positioning of Monash University to our local, national and international communities.

Planning the event

Planning is definitely the key to organizing an event, the earlier you start planning the better the club/organization can plan all facets of the event in detail and provide the time to promote to members and around campus. Planning means, you have a better chance of securing important resources such as choice of date, venue, host/speakers and guests. It will also provide you with more flexibility to deal with unforeseen changes or developments along the way.

Below are three simple steps to assist your committee to organizing a successful event.

1. **Pre-event planning:** Provide an overview of your event (brief) and be as specific as possible about the activities you are proposing to conduct at the event. These considerations should be addressed before the event. This includes all activities in the planning process that enable an event to be held in an appropriate manner.

2. **Delivering the event:** This involves all processes from the pre-event (delivery and setup), and post-event (breakdown, clean-up) physical activities necessary for the event.

3. **Evaluating the event:** This involves reviewing all aspects of the event and debriefing stakeholders.

Regular meetings and communication must be established to ensure task deadlines are being met, progress updates are made and any issues are identified and addressed. Regular communication from the start will help ensure that everyone on the committee and key stakeholders knows what their role is and feels valued as part of the team.

1. **Pre-event planning**

**EVENT PROPOSAL/BRIEF**

Creating a brief will provide the organising committee with details regarding the proposed event. It is important that the brief be followed from start to finish ensuring the ideas are constant throughout the planning and the event executed well.

**Key questions that should be addressed when planning an event:**

- **WHAT IS THE NAME OF THE EVENT?**
• WHAT IS THE EVENT?
Describe the event aim/purpose and what you hope to accomplish.

• WHAT IS THE PURPOSE OF THE EVENT?
Determine the objective and key messages of the event eg. social, charitable, entertainment, promotion of the club etc.

• WHAT IS THE TYPE OF EVENT?
There are many types of events available for clubs to undertake: BBQ – a small, informal event or gathering where people come to celebrate, socialize and eat that is given away.

This may be to increase awareness of a club, welcoming new members or to sell tickets for a coming event.

Ball – a formal event that provides students with an environment to socialize among their peers.

Networking event – allows students to socialize amongst peers and potential employers, make valuable contacts and to learn about and be exposed to industries relevant to their faculty/employment.

Club Party – is a all-night dance event where DJ’s and other performers play dance music. It aims to allow students to socialize and party with friends.

Camping – refers to a group of people going to an are to stay, which involves sleeping in tents, cabins, motels or hotels. This may be done for orientation purposes to introduce new students or as a team building activity for clubs competing at an event i.e.) university games.

Concert- A concert is a musical performance given in public, typically by several performers or of several separate compositions. This may be to raise funds for the club or for a charitable cause.

• WHAT WILL HAPPEN AT THE EVENT?
For example, for a formal event, the line of activities may be reception, dinner, concert

• WHO IS THE EVENT FOR?
Identify your target audience/guests and estimates of attendance numbers eg. Students, adult, family etc.

• IS THERE A MAXIMUM NUMBER OF PEOPLE ABLE TO ATTEND THE EVENT?
Will there be a limited number or people in attendance...how will you monitor this?

• WHAT TIME OF DAY AND TIME OF YEAR WILL THE EVENT BE HELD?
This may affect your target audience from attending due to other commitments and also holidays or key festivals

WHAT IS YOUR MARKETING AND PROMOTIONS STRATEGY?
How will you promote the event? Social media, posters, word of mouth, tickets

• WHO IS THE EVENT ORGANISER?
Determine the leader of the event and their contact details, such as e-mail, mobile number etc. Also document the additional roles of the committee so that everyone is clear on their position/responsibility
DO YOU NEED TO CONTACT ANYONE REGARDING THE EVENT?

Who will you need to contact to advise of the event and are there any security, traffic or access issues for the people involved.

IS THERE ANYTHING THAT NEEDS SPECIAL CONSIDERATION?

Security, VIPs, dietary needs, wet weather contingency plans etc.

Below are a few aspects that are important to organise for an event:

Notice to various authorities

Before you begin any in-depth planning for the event, you should discuss your proposal with the appropriate staff or departments at Monash University. Each event is different and the specific approvals required will depend upon the type of event, for example, highrisk activities, such as events involving the provision of liquor for consumption, will require approval from Monash University as well as obtaining a liquor licence. Event organisers must consult with Monash University to determine all of the required approvals for their area.

Appropriate documentation must be submitted to Monash University for any club functions. Notices may also need to be distributed to other relevant stakeholders.

Advising security of on campus events and possibly requesting if the security vehicle can visit the site during the event for additional support.

Security contact details:

- Clayton – 9905 3059
- Caulfield – 9903 2211
- Peninsula – 9904 4108

Emergency situation call this number - 9905 3333 or the police 000

Event Staff: Roles and Responsibilities

Once you have agreed and approved the proposal for your event, you should put together a detailed event plan in which you break down all the tasks that need to be done and assign responsibility and deadlines for each one. For events to be successful, the entire committee needs to work as a team. To ensure tasks are completed on time it is important for the event manager to delegate tasks, provide specific instructions, assign roles, responsibilities, and deadlines for completion of tasks to each member. Having a detailed plan and timeline will help you co-ordinate different areas of the event planning. Regular meetings and communication must be established to ensure task deadlines are being met.

Types of roles that may be required for an event include:

Event manager – minor day-to-day issues should be delegated to a supervisor to allow the event organiser to focus on critical issues.

- Event coordinator
- Venue
- Marketing and ticketing
- Catering
- Transport
- Audio Visual support
Stakeholders

A number of agencies involved with events have either a key monitoring, support or enforcement role. These stakeholders need to be considered during event planning. Ensure they are communicated with regularly with updates of the progress of the event.

Key stakeholders may include:

- Event manager,
- Event staff,
- Promoter,
- Volunteers,
- Sponsors,
- Police,
- Security,
- First aid personnel/emergency services.

Budget

A budget is an estimate of income and expenditure, which will provide an essential tool for prioritising how and where you will spend your money eg. Cost of venue and catering will govern the type of entertainment available with remaining funds. The budget process should be completed prior to the event to help establish how much an admission fee per person is charged to achieve breakeven or a profit from the event. The budget should be updated regularly and visible to the roles that require fees.

Income may be estimated through determining how many people are expected to attend the function and how much will be charged per head.

Event expenses may comprise of:

- Venue
- Catering (food and/or drinks)
- Audio/visual equipment/staff
- Transport
- Staff – waiting staff, admin, first aiders
- Stationery (invitations, menus etc)
- Printing (publicity material, programmes etc)
- Decorations
- Photography
- Security

Quotes from suppliers are essential and financial information from previous years and similar events can be useful to assist in budgeting for the event. If seeking sponsorship from a company, it is important to find out the company’s policy on sponsorship and if they are amendable to such proposals. Make sure the proposal suits the sponsor, research the company, and ensure the proposal is sensitive to the company’s strategies. Include in the proposal details regarding the rationale behind the event, the clubs background, sponsors benefits etc.

Setting the Time and Date
When deciding on the date it is important to ensure that your proposed date does not clash with other Clubs’ or Monash University events such as exams or other events as there is a finite audience available.

Make note of multiple dates and times that are suitable for the event. Contact the venue owners to ask whether the venue would be available for the time and dates you have selected, confirming seating capacity for different styles of events (stand up, formal dinner or dance party) and also their package inclusions and prices. Decide upon the best venue relating to your budget and expectation with the committee. Then confirm the date and venue that would come within your budget and expectations and pay a deposit to secure the booking.

**Choosing a Venue**

The venue should adapt well to the budget and the type of event. A very fancy and expensive venue could force you to charge a very high price or allocate a very high budget for an event that may not justify the investment.

Factors in deciding on the right venue may be:

- location,
- facilities,
- capacity and
- cost

Visiting potential venues is the most effective way of finding out whether it is suitable for the particular event or activities that you are planning. Other events, such as BBQ’s may be held on university campus that simply requires marquees for the event. Marquees can be sourced from Monash University.

You may need to also consider special requirements or facilities such as seating ability, disability access, audio/visual technology, changing rooms, secure cloakrooms/room for baggage, toilets, availability, and vicinity of public transport and public parking availability for patrons.

**Compiling the guest list**

Keeping all guest information together on one list will make managing the guest list more simple. The guest list should be updated as replies are received, noting any amendments/ requirements, which could affect the planning, and organisation of the event going forward, such as catering or transport. Special attention should be paid to the special requirements or individual guests, such as dietary requirements, allergies, or disabilities.

For events that are open to a wider University audience or to the public, it can be useful to use a sign-up process to give you an estimate of how many people will be attending. For some events, an online registration may be necessary. If you are not able to have an online facility, you could ask people to send an email requesting places or to pick up hard copy tickets in advance of the event.

**Invitations/Tickets**

In addition to the date, time, host, location, and dress code for your event, event advertising and invitation or event tickets must clearly identify and advise the patrons of restrictions that may apply to the venue such as:

- Age restrictions
- ID required for entry
- Pass out availability
- Prohibited items
- Opening times
• Special transport arrangements

If your event requires guests to travel, you should make it clear to guests if they will need to travel from one venue to another during the event and let them know whether transport will be provided or not. For example, the availability of taxis (contact numbers) or popular night rider routes.

Food Arrangements

If an event needs to be catered, it is important to consider companies who might be appropriate for your event and budget. These companies may also provide waiting staff for the event as well as a bar service, if required. It is advisable to request sample menus and quotes from multiple caterers before making a decision.

When reviewing menus, remember to consider dietary requirements, such as vegetarianism and religious dietary requirements, and allergies to ensure you have a range of options that cater for all patrons. The catering for any event should list the full range of ingredients to allow patrons to make informed choices about their food consumption.

If food is to be provided by members of the club at an off campus event there are specific requirements regarding the operation of temporary food premises, more information can be found on the City of Melbourne website.

It is however, everyone involved follows essential that the good food handling practices. For example, the food preparation area must have a decent, clean surface, such as a plastic cloth, food should be kept covered during preparation and transport unless being cooked or served, uncooked, perishable food should be in an esky with ice. It would be requested at least one committee member have a food handling certificate to ensure proper protocols are followed.

Alcohol Sale and Consumption

See Alcohol and other drugs at Monash University events: guidelines

If it is intended that liquor is to be sold and supplied at an event, then a liquor licence must be obtained. The licensee must apply and obtain a licence to allow alcohol to be sold and consumed. The lodgement dates for liquor licence applications vary depending on the size of the event.

NOTE: Failure to lodge the application within the specified timeframe may result in the application for a liquor license being refused.

If an event is held on campus and alcohol is served, the event cannot begin earlier than 12pm (noon) and food must be provided to all patrons at no charge either as a bbq or pizzas. Booking through the universities booking system will advise the committee regarding these regulations.

The event organiser has a duty of care to ensure the sale and supply of alcohol does not cause harm.

Some considerations to reduce the likelihood of injuries and assault at the event may include:

• 18+ and photo identification upon entry
• The promotion of the consumption of non-alcoholic and low alcohol beverages
• Supplying only low alcohol beverages
• Providing food and non-alcoholic drink alternatives throughout the event
• Limiting drink purchases
• Providing designated ‘chill out’ areas for intoxicated people to sober up
• To prevent glass-related injuries and violence, the sale and supply of liquor in glass containers should be prohibited, may substitute for aluminum, plastic cups etc.
• Access to alcohol to be restricted to one (1) hour pre event and end before main event
• Appropriate signage at entry and exits
• Leaving licensed area – no alcohol past this point.
• Consider proximity to public transport and alternative transport options for patrons.

**Promotion**

Promotion is essential for a successful function to motivate people to attend your event. The aim of promotion is to create and ensure a positive general public awareness of the event. Information that is important to the event should be considered such as the when, where, nature and time of the event.

Marketing and promotion can be achieved through a variety of methods:

- Advertising
- Newspapers
- Community and school newsletters
- Flyers/posters
- Mail, online and letter drops
- Word-of-mouth
- Club newsletters
- Internet (eg. social media)
- Monash radio

If your event is going to be open to the public or University students you will need to think about how best to advertise to your target audience.

You may consider disseminating information via emails to students or staff or by displaying posters. If your event is open to the public, you could display posters in public places or advertising in local newsletters and newspapers. There are also some local events pages online.

**Risk Management**

Risk management is the process of systematically eliminating or minimizing the adverse impact of all activities that may give rise to injurious or dangerous situations. Risk management is a tool by which the Club can seek to meet its duties and thus minimise or avoid liability. It is the responsibility of the committee to ensure hazards appropriate to the event have been address and necessary action taken to minimise the risk.

Events are rated according to risk to assist in the allocation of appropriate resources – high-risk events such as liquor-fuelled events require more thorough planning and surveillance, strategies to minimise risk such as determining the appropriate level of security, not providing alcohol until the event commences and closing bars prior to the end of the event are recommended. Low-risk events such as BBQ’s will need far less scrutiny and resources.

A risk management plan should be formed which can include event details, stakeholders, potential risks, consequence and likelihood descriptors and action response details.

Risks may include:

- Violence and property damage
- Injury
- Disorderly and intoxicated patrons
When something goes wrong: AT THE EVENT

1. Bring the incident to the attention of the person in charge.
2. Identify what action is required? Call emergency services or can you handle the situation
3. Write everything down and ask those that witnessed the incident and who are able to write down what happened.
4. Contact security if required (on campus events) as they have their own procedures.
5. Follow up with the complainant after the event.

Insurance

The legal aspects of negligence are complex. The best way to avoid this type of situation is to take all responsible action to prevent injury to participants during events. Prevent accidents from occurring by identifying risks and reducing them as much as possible. There are different types and levels of insurance involved in event management that may be applicable to your event. In the first instance, you could discuss what arrangements Monash University already has and what additional arrangements you might need.

Other General Considerations

AUDIO/VISUAL

If you require audio/visual equipment and think that you might need a more advanced lighting or sound arrangement than that which is available on site, you should discuss this in advance with the venue manager and allocate additional funds to the budget.

SPECIAL GUESTS AND ENTERTAINMENT

If you are planning to bring in entertainment or a celebrity or a renowned person, book the dates well in advance. First, you need to plan what sort of entertainment you would need and accordingly contact the appropriate people to know about their availability and expenses. After confirming with them, it is common to sign a contract to document the type of event and expectations of both parties.

ENTRY AND EXIT DETAILS

If there is access for wheelchairs, clearly label exit and escape routes in case of an emergency.

RUBBISH BINS

Adequate provisions must be made for keeping areas free from rubbish throughout the event and organise there removal of rubbish post event especially if an on campus.

TOILET FACILITIES

If the number of toilet facilities available are inadequate. The capacity can usually be increased with minor alterations and by providing additional temporary toilet facilities. Number of patrons should be considered in line with this as well as consumables such as toilet paper.

FIRST AID POSTS

Will these services be needed at the event, contact them with enough notice.

LOST AND STOLEN PROPERTY / LOST CHILDREN
What arrangements have been made for any lost or stolen property and/or lost children?

2. Delivering the Event

As the day of the event nears, your job will be to double check with the venue owners, caterers, guests and entertainers. Just before the event, you should hold a meeting with your team, to talk about minute details like decorations, lighting, gifts for the special guests, security, program scheduled, etc. One should also ensure that people are fully aware of their duties for the day.

Make a separate checklist for the final day. On the day of the main event, reach the venue early and see to it that all arrangements, like, decoration, lighting and other devices that would be needed during the event are ready.

Check whether the special guests, performers and caterers have arrived. With proper planning, you will be able to start and end the event on time.

THE LEAD-UP TO THE EVENT

If you do what you can in advance, you will allow yourself more time to handle last-minute problems eg. For a ball where guests have specific seatings, prepare table plans and place cards where necessary. You may also need to re-confirm the date, location and timings for the event with the venue, caterers, audio/visual technicians, event staff, transport and any other key people or organisations involved in the event.

SETTING UP FOR THE EVENT

You may need to consider:

- Chairs and tables set-up
- Stewards/security/first aid
- Signposting
- A registration desk – collect tickets, programmes etc
- Branding for the event such as table cloths, posters, displays
- A cloakroom
- A clear route of access is maintained for students with disabilities.

MANAGING THE EVENT

It will be useful to compose a daily schedule/running sheet which outlines the running order for the event, including pre and post event. This document will help you co-ordinate activities, guests and staff. It clarifies the roles of everyone involved in delivering the event and sets out what is going to happen and where staff needs to be at certain times. Your running sheet should include contact details with mobile phone numbers for individuals and organisations who are involved in the event. If there is a delay, change of plan or a problem, you will then have all the information that you need on hand to communicate ideas. It is important that minor day to day issues are delegated to the event coordinator to allow the event manager to focus on critical issues.

BRIEFING STAFF

Setting aside time to make sure that event staff understand their role and tasks they will undertake on the day.

Their tasks are essential for making your job easier on the day and helping to ensure that the event runs as smoothly as possible. Try to meet with all staff who will be working on the event in advance at the venue so that you can run through the process together and highlight any potential difficulties or factors that had not yet been considered in the planning, such as the number of staff required for stewarding.
Depending on the size of your event, it may be useful to have supervisors for different areas or activities, such as greeting and seating guests, setting up the catering/drinks. Make sure that you book stewarding staff as early as possible and are clear about your requirements so that you get the level of resources and skills that you need.

Your staff briefing should also include details on what to do in the event of a fire or other emergency and whether there are any staff trained in first aid.

CLOSING DOWN

It is important to completely clear the venue from any mess generated by the event, including all litter, signage and bodily functions. They must be removed from within the site grounds otherwise you may be required to pay for additional cleaning costs. The venue should be left in the original state it was provided to you with.

3. Evaluating the Event

After the event, you must arrange a meeting with your team to thank them for their work and support. Discuss the whole event and ask for suggestions that could be incorporated to make future events even more fantastic and memorable.

An event debrief should be carried out with all relevant stakeholders. Following this, there should be an evaluation of the event to determine its overall success. Evaluation is an extremely useful tool for developing planning and delivery processes in the future. By evaluating the event, you are measuring how successful your event was against your aims and proposed outcomes. You can also find out people’s opinions, monitor your spending against your budget and think about what worked well and what didn’t work well, providing useful lessons for future events. This will inform your plans for future events making them more successful and easier to plan. After evaluation, improvements for future events are identified and successful elements should also be identified. This information can be collated and kept for the next event.

Questions that can be useful when evaluating an event:

- Did everything go as planned?
- If not, why not? What could have been done to change this?
- Were your objectives achieved?
- Were your team, participants and audience satisfied?
- What could you have done differently/better?
- What worked well?
- What lessons did you learn for next time?
- How did the budget fair?

Remember to look at all elements of planning and delivering the event such as consultation processes and working relationships, in addition to logistical successes or difficulties.

MANAGING THE EVENT

It will be useful to compose a daily schedule/running sheet which outlines the running order for the event, including pre and post event. This document will help you co-ordinate activities, guests and staff. It clarifies the roles of everyone involved in delivering the event and sets out what is going to happen and where staff needs to be at certain times. Your running sheet should include contact details with mobile phone numbers for individuals and organisations who are involved in the event. If there is a delay, change of plan or a problem, you will then have all the information that you need on hand to communicate ideas. It is important that minor day to day issues are delegated to the event coordinator to allow the event manager to focus on critical issues.
BRIEFING STAFF

Setting aside time to make sure that event staff understand their role and tasks they will undertake on the day. Their tasks are essential for making your job easier on the day and helping to ensure that the event runs as smoothly as possible. Try to meet with all staff who will be working on the event in advance at the venue so that you can run through the process together and highlight any potential difficulties or factors that had not yet been considered in the planning, such as the number of staff required for stewarding.

Depending on the size of your event, it may be useful to have supervisors for different areas or activities, such as greeting and seating guests, setting up the catering/drinks. Make sure that you book stewarding staff as early as possible and are clear about your requirements so that you get the level of resources and skills that you need.

Your staff briefing should also include details on what to do in the event of a fire or other emergency and whether there are, any staff trained in first aid.