

# 'How to run an event' checklist

We're so excited that you are running an event for parents in your community, and want to help you make it a successful one! Here's a couple of checklists we've created to give you some helpful tips and suggestions of things to think about to make it an event to remember!

## Organising the event

### ○ First thing to decide –

#### **what is the objective of the event?**

Knowing this will help you with all the decisions in the lead up and execution of it.

### ○ Decide on your budget

Things to consider are:

- How will you market it? Will this require budget?
- Cost of speaker(s), venue, hireage, etc
- Will you provide hot drinks? Catering?
- Will you charge people to attend? We recommend that an event wouldn't cost more than \$25 per ticket as our heart is to ensure events are as accessible to all New Zealanders as possible.

### ○ Decide on the best day and time for your event

Things to consider are:

- How would you define your target audience?
- When would be the best day/time for them?
- What event is likely to attract their attention?

### ○ Decide on a venue

Things to consider are:

- Choose a venue that will suit the size and style of the event you are wanting to hold
- Do you need to book the venue, if so how far in advance?
- What is the capacity of the room? What seating is available?
- Is the venue easy to find?
- Is there car parking?
- Is there a screen/projector/sound system available?
- Are there any venue staff who could help at the event if needed?

### ○ Who will organise the event?

Things to consider are:

- Do you have an existing team of staff or volunteers to make it happen?
- Do you need to set up an event committee?
- Who will look after marketing?
- Who will organise the logistics (venue, speaker, technical, catering, programme etc)?

### ○ Who will be there on the night to set up

- Take tickets/sales
- Run the sound system
- Welcome guests
- Host the evening and speaker
- Pack down
- Be responsible for managing the budget, paying invoices etc

### ○ Event set up

Things to think about:

- A playlist to have playing as people arrive (a great one on Spotify is – The Bloc – Mt Eden by Spencer Jones)
- Hot Drinks station and snacks ready to go before doors open
- Do you need heaters on or air con cooling the room
- Is the sound system working well – videos checked, mics checked?
- Is there obvious access to a rubbish bin?
- Providing water for the Speaker(s)
- Do you have pull up banners you could put up inside to frame the stage/front of room?
- Do you need a sign outside to let people know where to enter? Or is it obvious?
- Are the toilets clean and tidy? Is the venue clean and tidy?
- What else, if anything, could be done to make the environment more welcoming?

### ○ Is there anything after the event to do?

Things to consider are:

- Paying invoices
- Returning equipment
- Sending thank you cards to speakers/volunteers

## Marketing the event

We suggest creating a promotional plan that starts 6 weeks before your event. You don't have to do all these things, but here are some suggestions to think about to achieve your target audience:

### ○ Name of the event

What do you want to call it? Create a 1 or 2 sentence blurb to describe it, thinking of your target audience.

### ○ Design a flyer or an image you could use online

Please contact Parenting Place if you need help with the creative work such as PDFs of posters, flyers or images for Facebook. Please keep in mind we need three weeks notice and can incorporate your own logo as part of the design.

### ○ How will you find your target audience?

Things to consider are:

- Where will you find them? Eg online, in a church community, community organisation, school, early childhood centre?
- Once you've thought about where your audience are, focus your marketing attention to these places
- If you are organising an event within and for an organisation you can draw on the database of clients/staff you already have

### ○ Create a Facebook event and invite all your network, then ask them to share it with their friends

- Consider spending some money on targeted Facebook ads as well
- Promote on local Facebook community pages

### ○ Create an email to send out to your networks

- Could you get someone to design an HTML one for you?
- Send an email out describing the event, letting people know time, date, place, cost, how to buy tickets
- Send one or two follow up emails in the two weeks leading up to the event.

### ○ Promote on Instagram

### ○ Use free online promotional opportunities

Eventbrite, Eventfinda, Your Events community noticeboards, local facebook groups, local radio stations websites, local Council websites.

### ○ If appropriate, print some flyers and distribute through local community

ECE's, School, Community Organisations, libraries, Mainly Music etc

### ○ Promote in school or church newsletters

### ○ Give the local radio station some tickets to giveaway in exchange for some promotion

### ○ Mail out

Depending on the age and stage of your audience, a flyer in a mailout could be appropriate.