



Red Centre NATS

Event Management

A guide to help take the guesswork out of developing an event management plan.



Northern Territory
**MAJOR
EVENTS**
Company

Event Management

Planning is the most important part of running an event, and an Event Management Plan is vital. It helps you understand exactly what is needed to pull your event together.

An Event Management Plan also helps you plan for a range of scenarios, provides a guide for the planning committee, and can help you explain your event to prospective partners (venue hosts, sponsors).

Planning Committee

Form a planning committee before the start of the planning process, and meet regularly. A well-organised committee should:

- Establish clear expectations and responsibilities for all parties
- Agree on a detailed outline of the event
- Have clear visibility of the committee's work and know how and when their responsibilities will be carried out
- Ensure meetings are well planned, with a clear agenda and agreed guidelines for how time, contributions and decisions are managed.

Once you have established your planning committee, determine the aims and objectives of your event. What are you trying to achieve? Set objectives at the start of the planning process so everyone understands.

Event Management Plan

Event planning includes all activities and issues associated with the event, and how you are going to plan for them. The size, scope and complexity of an event will determine which of the below to include in your plan:

- Key event details (event name, contact details, venue details, event times, event concept, event objectives, target audience, expected attendance)
- Operations plan outlining who will do what
- List of significant stakeholders to consult

- Communication protocols – who is the spokesperson for your event?
- Planning milestones to help you stay on track
- Marketing and communications plan to spread the word
- Possible venue issues
- What permits, licenses and insurance you will need
- Any copyright issues
- Your accreditation process
- Safety and security protocols (risk management, security personnel, marshals, first aid providers, emergency response plan and evacuation, plan to avoid overcrowding)
- Health and safety on site
- Traffic and transport plans
- Public access to venue
- Staffing and Key Contact List
- Volunteers information
- Protocol/VIP guests
- Food and beverage arrangements
- Waste management
- Entertainment (programs, performers, activities, rides and displays)
- Production (staging, lighting and audio, theming)
- Site layout
- Information the event management team might need during the event, such as important phone numbers, signage, ticketing information, merchandise, media and competitions.





Scheduling

Confirm the date and time of your event as soon as possible. If it's a minor event, such as a workshop, planning may only take a month. For larger events, such as a festival, you might need six months or more. The nature of the event, other event clashes, or the availability of a particular act or speaker will affect your scheduling.

Consulting with the Community

Consult with residents and businesses near your venue so they know what to expect and aren't surprised, inconvenienced or annoyed by your event.

Cultural Issues

Investigate whether specific cultural issues need to be taken into consideration. Cultural issues can affect where the event is held, when it is held, who is invited, who will speak, what food and drinks will be served and what cultural protocols should be adhered to.

Venue Issues

Inspect venues as early as possible to identify advance setup requirements such as the positioning of equipment. Consider:

- Cost
- Format and size of the event
- Budget
- Indoor/outdoor requirements
- Access for the disabled
- Location
- Proximity to public transport and car parking
- Heating and air conditioning
- Services such as power, water, toilets, lighting and shelter
- Site layout
- Wet weather options
- Audio-visual options.

Permits, Licences and Insurance

Include details of all permits/licences and insurance in your Event Management Plan. In the Northern Territory you may require a Special Licence (provided by the Northern Territory Liquor Commission) to serve alcohol as well as street permits from the relevant authority (such as local council or NT Government) for road closures.



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Copyright Issues

Copyright issues can take some time to sort out, so start this early on. You may be affected by copyright issues if, for example:

- You use original literary, dramatic, musical or artistic works or subject matter (eg the use of an artist's work to decorate an event venue/ use of music at an event etc). Visit www.apraamcos.com.au for further information.
- You use items in which moral rights of authors of literary, dramatic, musical or artistic works and cinematography exist. Approach publisher to apply for rights if copyright material.

Accreditation

Decide which types of accreditation you need - eg participants, VIPs, media, staff, volunteers, security and contract workers – as early as possible. If there are a number of venues or activities, standardise accreditation across them all. Work out how and where accreditation will take place.

Safety and Security

List your security plan. It is your responsibility to manage private security for all aspects of an event.

Incident Reporting, Significant Emergencies and Evacuation, Health and Safety on Site, and Traffic and Transport

Refer to our Risk Management Guide for further information.

Public Access and Accessibility

You will need to consider:

Public access to venue

- Is it closed to public vehicle traffic and parking?
- Is it closed to pedestrians for safe bump in and out of equipment? How will this be managed, eg. will temporary barricades be required?
- Have you included venue entrances in promotional material? Signage?

Overcrowding

- How will you deal with overcrowding? Identify problem areas, and your process/ability to cap audience numbers.
- What are your methods for crowd dispersal?
- How will you monitor and evaluate the number of patrons entering? Who gives and receives this information?
- What is your contingency plan for areas that may be overcrowded? Who will implement it?

Accessibility

- Where is your access for patrons with a disability, including a drop-off point? This may need to be staffed by a marshal. What is your accreditation/vehicle pass mechanism?

Staffing and Key Contact List

Include all your key contacts - staff, volunteers, partners, suppliers and stakeholders. Also include emergency contact details such as the police, fire brigade and ambulance service.



Volunteers

To recruit volunteers, contact Volunteering South Australia & Northern Territory (<https://www.volunteeringsa-nt.org.au/>). They can help you access networking events, resources, industry updates and more. If your event involves a large number of volunteers, consider appointing a volunteer coordinator. Some areas where you might need volunteers include spectator services, marshalling, drink stations, logistics, pre-event office assistance, registration, driving and fundraising. Be aware of your rights and responsibilities in relation to volunteers. These include:

- Insurance - Seek professional advice about types of insurance you will need, such as personal accident, public liability, motor vehicle, property, contents and professional indemnity
- Work Health & Safety - Volunteers are entitled to the same safe conditions provided to employees
- Appropriate orientation and training - To ensure volunteers are able to do their job effectively
- Reference, police or other checks - Advise volunteers what checks are required and seek their permission before performing any checks, including Working With Children Checks
- Licences - Volunteers serving alcohol at a licensed event must be RSA trained

Inclement Weather and Cancellation Plan

Include your policy in relation to poor or extreme weather. Let suppliers and stakeholders know your policy in advance. Include information on who will make the decision to cancel or modify the event, and the latest time this decision can be made and safely implemented. Who will communicate this decision to suppliers, participants, guests and the public?

Protocol/VIP Guests

Invite dignitaries and VIPs early. Consider whether they have particular requirements/preferences about food, seating etc; how many people will be in their entourage; and what specific protocols apply to them. Provide full details of your event as soon as possible, with a confirmation letter detailing arrival time and location, parking arrangements, access, a run sheet/program, their role during the event (if any), a site map, and contact details for staff at the event. If different cultures are involved, consider a briefing for staff about protocols.





Food and Beverage

Consider whether you need any licences (eg a temporary food stall licence). The food and drinks options you select will be determined by budget, the format of your event, the type and purpose of the occasion, your venue, cultural or religious considerations (some religions and cultures cannot consume particular items), and dietary requirements.

Waste Management

Identify stakeholders and set the event waste policy and criteria. Estimate likely volumes and types of recyclables and wastes, and look for contractors who can supply and place skip and wheelie bins, signage, cages, and bailers for cardboard and other materials where required.

Production

Identify and cost production requirements early on. This includes staging, audio, visual displays, special effects, rigging and lighting requirements.

Site Layout

Draw up an easy-to-interpret site map of your event and distribute to key stakeholders involved in setting up. A map is also invaluable in an emergency.

For further information to help you plan, run, finance and report on your event, get in touch with us on (08)8999 6286 or email ntmec.grants@nt.gov.au