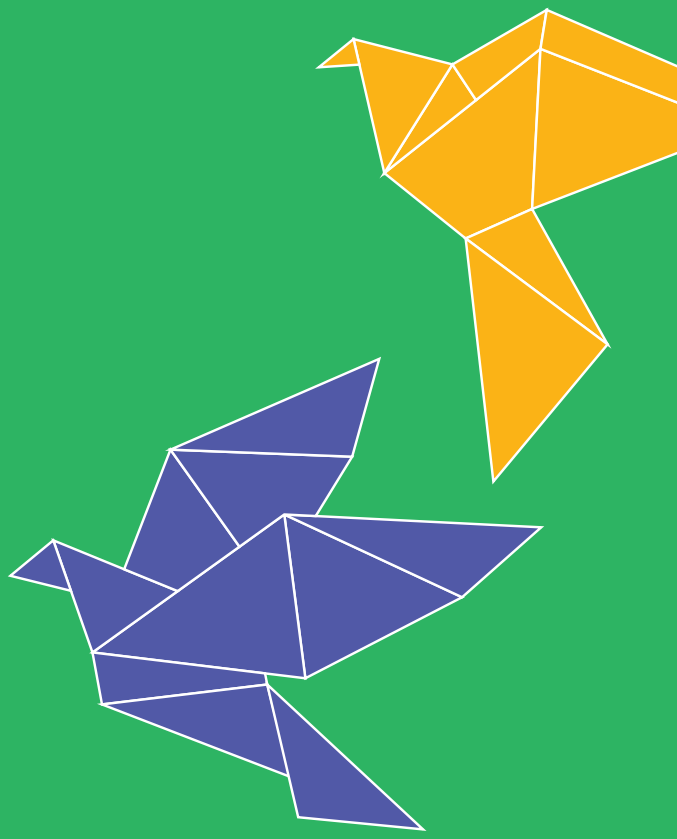
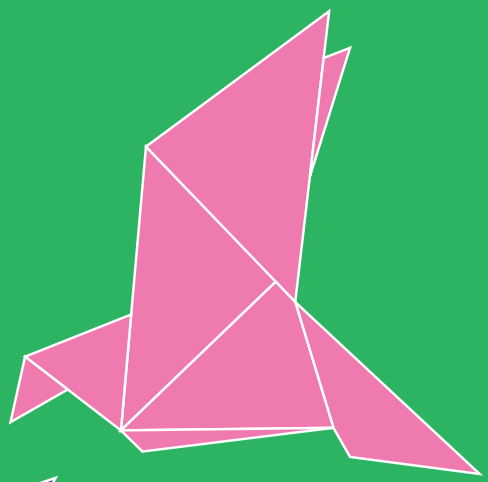
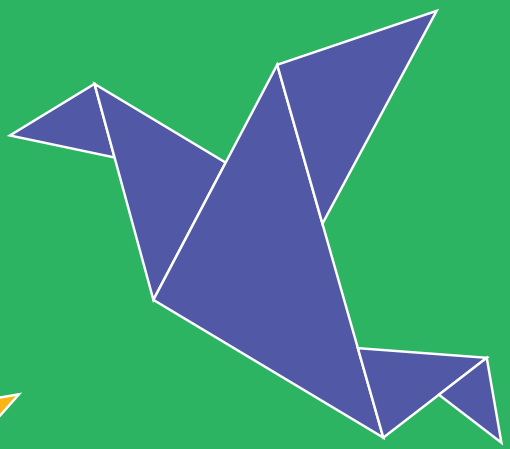
USASA Clubs & Societies

Find your flock.



Event Handbook





USASA
University of South Australia Student Association

USASA CLUBS APPROVED

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Introduction

The USASA event management toolkit aims to support USASA student clubs by providing helpful tips and tricks that you can use throughout the planning stages of your events.

Hosting club events acts as an important marketing and communications tool for your club and can generate awareness and increase membership for your club, along with enhancing campus vibrancy and providing a platform for students to make connections with their peers.

Good planning and organisation will ensure your event not only runs smoothly, but can also result in additional benefits such as:

- Securing club membership.
- Providing increased awareness of your club through promotional support received via USASA channels e.g. e-newsletters, Facebook posts and what's on posters across metro and regional campuses.
- The opportunity to seek additional funding through the USASA Grant Program.
- The possibility of being considered for 'Club Event of the Year' at the Club Awards Night held in October.

To learn more about the key planning stages of an event and to access helpful templates, please read on.

Step 1: Concept Development

Event Plan

Document 1: Event Plan Template

An event plan is a complete overview of the event you are planning to hold and is one of the first steps we recommend you take when planning an event. Your event plan should answer the following key questions:

- What is the purpose of the event? e.g. to raise money, recruit members or provide an opportunity for socialisation between members.
- Who is your target audience?
- Event details e.g. the who, what, when, where and why.
- Event format e.g. outline of theming, activities, entertainment etc.
- Event promotion e.g. an overview of the platforms used to promote the event including social media, website, direct email and printed collateral.
- How many people you aim to have in attendance?
- What budget, if any, do you have to work with?

Step 2: Planning

Event Committee

If you are hosting a large-scale event (e.g. a ball, pub-crawl or any other type of event where a significant number of guests are expected to attend) it is worth establishing an event committee that can assist you with key responsibilities and help ensure that the event is a success. The committee should reflect and identify key stakeholders (e.g. club executives and members) that should be involved in all planning stages of the event.

Hold an initial meeting to clearly discuss the key aspects of the event plan template (as outlined in Step 1) and determine the role and responsibilities of each individual in the planning process. Roles and responsibilities can include: logistics & AV, catering, marketing, fundraising and/or sponsorship, entertainment, etc.

You will also need to consider external stakeholders that could affect your event or assist you throughout the event planning stage. For a USASA club, this could include:

- USASA
- Facilities Management
- Venue
- External suppliers

You should maintain regular communication with your committee through the scheduling of regular meetings to monitor progress and ensure that all stakeholders are on the same page when it comes to the event.

Date and Time

When choosing a date and time for your event you should factor in:

- Venue availability – a lot of venues are busier during certain times of the year.
- Availability of guests – depending on your event you may want to pick a time when most students are on campus, or a time when they are not working. USASA recommends Tuesday, Wednesday and Thursdays for on campus events.
- Competing events – these could be hosted by other clubs, USASA, the University, or be external to the university such as The Adelaide Fringe.
- Academic calendar – Events held during study breaks or exams are not recommended, as this can have an impact on the number of attendees.

Project Plan

Document 2: Project Plan Template

For large-scale events, it is worth creating a project plan for the event early in the process (e.g. following the initial committee meeting). This document outlines the individual tasks that need to be completed throughout the planning stages, who is responsible for each task, and the date it needs to be completed. It is important that this project plan is shared with everyone on your event team/committee and that the project manager continues to oversee and monitor these tasks and deadlines accordingly.

When creating the plan and setting deadlines, you need to factor in external processes that may slow things down.

For example, if you want a cake at your event, factor in the other orders that the bakery may have and how much time it will take for them to make your cake when setting the deadline for placing your order.

Budget

Document 3: Budget Template

When creating your event budget there are a few things you should consider:

Income:

- Existing club funding
- Sponsorship
- Grants
- Expected ticketing income

Expenses:

- Food and drink
- Venue hire
- Infrastructure & AV equipment
- Theming
- Videographer/Photographer
- Entertainment e.g. live music & Master of Ceremonies (MC)
- Prizes/giveaway items
- Marketing e.g. posters, event signage etc.
- Stationary Items e.g. name tags
- Thank you gifts
- Contingency (important to include should unexpected expenses arise)

It is best to have a proposed budget finalised before you start securing suppliers or making any purchases. It's easiest to do this by first requesting quotes from multiple suppliers and comparing costs and options. This way you have an idea of how much budget you have available for each expense associated with the event.

It is important for the Project Manager to monitor the budget and ensure that the objectives associated with the event are achieved e.g. breakeven result, provision of a quality experience or fundraising target is reached.

Risk Management and Contingency Planning

Document 4: Risk Management Template

A risk is anything that may affect the overall success of your event. It is important to consider all the risks involved with running and organising your event so that you are prepared if something does go wrong. For example, do you:

- Have a bad/wet weather plan? (if your event is being held outside)
- Know who to contact for first aid support?
- Have a plan B if Audio Visual (AV) malfunctions? (consider time for testing and arranging support to assist)

A risk management plan is a good tool for identifying risks, establishing how likely

they are of occurring and putting plans in place to prevent and minimise the effects of these risks.

Step 3: Coordination

Booking A Venue

Once you have completed these initial steps, you will need to book a venue. To secure your preferred date, time and location you should book the venue well in advance of your event. USASA suggests a minimum lead-time of 6 months for large-scale events and 6-12 weeks for smaller on campus events. If your event is being held during peak times, such as October – March, you will need a longer lead-time such as 8-12 months.

On Campus Events

If you are holding your event on campus, all booking forms need to be submitted at least 7 days prior to your event.

To book a room or space, follow these steps:

- Find a room/space that suits your event (e.g. has the required capacity, suits the overall feel/theme of the event). Note, all bookings on Fenn Place or George Street at the City West Campus need approval from the Adelaide City Council.
- Complete a FM-112 Booking form and your club activity booking form.
- Depending on what event you are holding you may need to complete some of the following forms:
  - USASA Equipment Hire Form Hire USASA equipment provisions including BBQ, marquees, giant Jenga, Public Announcement (PA) system and more!
  - FM-157 Book the outdoor kitchen.
  - FM-156 you must lodge this form whenever representatives/ sponsors/exhibitors are a part of any on campus event.
- Send your paperwork through to USASA.clubs@unisa.edu.au for approval
- Submit to FM on campus for final approval.

Off Campus Events

For off-campus events, you will need to approach the venue or relevant booking authority at least 6 months prior to your event. This includes public spaces such as parks that may have booking procedures and fees associated with hosting large events (its best to contact the local council regarding spaces such as these).

When booking a venue, make sure to familiarise yourself with any terms and conditions of hire or any other important information provided by the venue to avoid problems in the future.

Listed below are some venues clubs have used for external events in the past:

Pub Crawl Venues	Ball Venues
The Austral	Adelaide Oval
Belgian Beer Café Oostende	Adelaide Pavilion
Black Bull	Adelaide Town Hall
The Dog and Duck	Adelaide Zoo
The Duke of York	Ayers house
The Elephant British Pub	The Function, Glenelg
Fumo Blu	Hackney Hotel
HQ Complex	Hennessy Bar
The Little Pub	Hilton Hotel
The London	Hotel Grand Chancellor
Red Square	Hotel Richmond
Sugar	Intercontinental Hotel
Super California	Majestic Roof Garden
West Oak	National Wine Centre
Woolshed on Hindley	Peter Rabbit
Zambrero	Stamford Hotel

Promotion

Document 5: Communications Plan Template

Once you have secured your venue you can start to develop a communications plan to implement 6-8 weeks out from your event. Some simple ways you can increase awareness about your event include:

- Sending event invites to your club members using your existing database (via email or alternate platforms).
- Posters and Flyers - USASA offer a free Poster/Flyer design and printing service to all clubs.
- Social Media Posts e.g. Facebook, Instagram etc.
- Listing your event on the USASA Website.

When developing marketing content, consider some of the following:

- Tailor content to suit the platform - different marketing mediums will be more or less effective depending on the platforms being used e.g. on social media consider using a GIF or short video.
- Focus on the unique/attractive elements of your event to use as 'selling points'.

- Outline the key information your guests need to know e.g. location, date & time.
- Use relevant imagery to attract and grab attention.

It is best to use a variety of different platforms to maximise your exposure and increase your level of promotion the closer you get to the event. Please note that only promoting your event via Facebook or other social media might not be enough to make your event a real success!

Canva

Clubs will be able to use USASA's Canva account to create promotional materials. Canva has access to thousands of free templates, or clubs can make a design from scratch.

You can find the login details on our website here.

Ticketing and Pricing

Factors to consider when pricing your event include:

- Your expenses
- Your target audience – how much are they willing to pay
- Event Objectives – it is essential that the fee reflect and link to your event objectives
- Cancellation fees – if guests can no longer attend, will they be refunded? Consider cancellation policies

Different pricing structures you might like to consider include:

- Early bird pricing
- Tiered packages
- Member discounts
- Group booking discounts

If your event is for fundraising, price your tickets accordingly e.g. high enough to cover expenses but low enough to appeal to your target market.

Ticketing Platforms

USASA e-Store

Clubs can sell tickets and manage registrations through the USASA e-Store.

When setting up your product you should think about the additional information, you may need such as:

- Names of plus ones
- Dietary requirements
- Shirt size
- Emergency contact details

Including this in the registration process will save you from having to contact everyone later.

Creating a Product on the e-Store

You can find guides to help you create your product on the USASA e-Store here.

Other Ticketing Platforms

There is a variety of online ticketing suppliers available; Eventbrite is an alternate supplier that USASA use for our ticketed based events.

Tips on how to set up your Eventbrite page:

- Head to Eventbrite.com.au and sign in or create a new account.
- Click create an event and follow the steps HERE.
- Before you make your event live, click save then go into the MANAGE tab.
- Here, you will need to check your Payment Options are all correct.
- Next, click on ORDER OPTIONS > ORDER FORM
    - Here you will outline all the info you need from your guests.
    - Be sure to set include and require on all questions.
    - Click Add another Question to add any additional questions (i.e. dietary, t-shirt size, etc.).
    - Once you have set up all the questions you need click SAVE.
- Now you can go back and make your event live.
- Before promoting be sure to test your tickets.

To set up a promo code click here.

You can use this for early bird, free of charge tickets etc.

Some helpful Eventbrite links:

- Overview
- FAQs
- Pricing
- Eventbrite Organiser App

If you have any questions or troubles, please contact the Eventbrite 24 hours support line on 1800 292 701.

Event Content (eg. Activities, theming etc.)

You can use theming and activities to dictate the look and feel of your event. It is important to consider the objectives of your event when deciding what elements you want to include in your event, if any.

Depending on the nature of your event (e.g. cocktail, formal, informal) some inclusions or activities you might want to consider include:

- Speeches
- Live music/DJ
- Engaging activities for members
- Food
- Awards

To help assist you in delivery of your events, USASA has the following equipment that you can hire:

On Campus Events Only

Square card reader

BBQ Kit

Portable PA

Cash box

Board games

3x6 USASA branded marquee

USASA branded table cloths

Trestle tables

Portable BBQ

Giant Jenga

Apple iPad

Off Campus Events

Square card reader

Portable PA – incurs a $50 hire fee

Cash box

Trestle tables

Giant Jenga

Apple iPad

The Equipment Hire form can be found here.

Below is a list of suppliers USASA regularly uses if you are after a wider range of items.

Event Hire/ Theming

- Olympic Party Hire
- Modern Party Hire
- Old Refinery
- White Marquee/ Budget Party Hire
- Vintage Scene Hire
- Plantscape (Plant Hire)

Suppliers

- AESS (T-shirt Supplier)
- Juan Van Staden Photography

Activities

- FizzBubble (Henna)
- SA Leisure (Arcade Game Hire)
- Snap Snap (Photo Booth)
- Mini Golf Hire (Mini Golf Hire)
- Needs More Glitter (Face Glitter)

Entertainment/AV

- Tennyson Events (DJ entertainment)
- Derringers AV (Audio Visual Equipment Hire)

You can find additional resources on the USASA website here.

Serving Alcohol

If alcohol will be served at your event it will need to be done by a licensed provider. To allow for responsible service of alcohol, it is a requirement that catering be provided. Clubs can apply for a limited liquor license if a licensed provider is not available. Details on how to apply for a license can be found here.

Photography

In 2019, USASA will be trialling a subsidised photography program where clubs will be able to apply for funding to put towards the cost of their event photography or videography. You can find out more information and the eligibility criteria here.

Run Sheet

Document 6: Run Sheet Template

For large-scale events it is recommend that you develop a run sheet to use on the day of the event.

This is a detailed program/outline of how the event will run from start to finish; including set up and pack down. A run sheet helps ensure that nothing is forgotten and that your event runs on time (as best as possible).

Be sure to include key items such as when suppliers are arriving, when setup needs to be completed by, when guests arrive and when everything needs to be packed up by.

All stakeholders involved in the delivery of your event should be given a full briefing prior to the event. This includes information such as event time, location, arrival instructions, an overview of the event, run sheet and what is required of them on the day.

Site plan

For large-scale events or events that use an external venue it is beneficial to create a site plan. A site plan is a diagram that shows how the event will be laid out. Once you have secured a venue you can use the venue map to develop your site plan.

Your site map should include:

- Existing furniture/services
- Location of temporary furniture/services
- Bathrooms
- Entry and exit points
- Power outlets
- Disability access points

This will help ensure everything runs as smoothly as possible during the setup of your event.

Volunteers

For large or complex events, you may want to recruit club members who are willing to volunteer and help with the delivery of the event. When recruiting volunteers, you should consider what roles are required as well as creating a roster.

You might want to consider gifts for volunteers to thank them for their time.

Committee Briefing

Document 7: Briefing Template

A week prior to your event, you should hold a briefing session with your key stakeholders, whether this be your club executives, club members or others.

Important things to cover off in this meeting are as follows:

- Key event details – date, time & location
- Important information e.g. what to wear, transport, first aid etc
- Snapshot of event
- Roster/outline of role responsibilities
- Key contacts
- Site plans (if applicable)

Event Materials

In the week leading up to your event you should start to finalise and collate all the materials you will need to set up, run and pack down your event. Some basic equipment you may need to pack include:

- Event documents – run sheets, floor plans, contact list
- Directional signage
- Name tags – bring spare name tags for any last-minute registrants
- Sign-in sheet or an iPad if you are doing it electronically
- Seating chart/place cards if the event is seated
- First aid kit if not provided by venue
- Any theming items you may need – tablecloths, banners, table decorations.
- USB with and media you may need on it – music, presentations, videos
- Stationary items

Step 4: Delivery

Final Updates

In the days leading up to your event, you should crosscheck all relevant documentation to ensure that the information is correct and print hard copies to help you with the delivery on the day e.g. run sheets, contact lists, rosters, final attendance list, nametags and/or seating plan etc.

Bump In

Here are some tips and tricks to follow when setting up your event:

- Allow more time than expected.
- Create a clipboard with all your event documentation, including additional copies to give to those who may need a copy.

- Check all the technical equipment is working early in setup. Including sound systems, videos, microphones.
- Have a quick run through of the event, especially any presentations you may have planned.
- Store any unused equipment in a place that is concealed but easy to access.

Bump Out

Here are some tips and tricks to follow when packing down your event:

- Ensure the venue is clean and left as you found it.
- Ensure that all the guests and suppliers have left before you do.
- To save time you can start packing up some items whilst your event is still going – e.g. uncollected name tags, signage.

Step 5: Evaluation

After the event you should seek feedback from everyone involved to figure out what worked well for the event and what can be improved next time. It is best to do this whilst the event is still fresh in your mind.

Attendee Feedback

Attendee feedback is particularly important when it comes to improving events and it is a great way to determine if your event is meeting expectations.

SurveyMonkey is an easy online tool, which is used to collect survey responses.

When creating your survey, you should consider the following:

- Using yes/no or sliding scales can make it quicker for attendees to answer.
- Providing space to leave comments can identify specific issues.
- Keep questions short, clear and to the point.
- Do not ask too many questions, pick only the ones you really want to focus on – if a form is too long, attendees are less likely to complete it, or they will become disengaged leading to unreliable answers.
- Determine when you will collect event feedback, at the event or after? Consider when you have their attention and willingness. For valuable review/feedback, it's recommended that feedback be sought in close proximity to the event date e.g. so either at the event or within the days after.
- Offering an incentive/prize can also be a valuable tool in ensuring you gain sufficient data.

Event Review- Committee/ Key Stakeholders

Hold a post event review with key stakeholders to identify the strengths, weaknesses, opportunities and threats of your event. Reflection should be on all key phases of

event management, including concept, planning, and implementation and could consider the following:

- What worked before, during and after the event.
- Highlight key results from attendee feedback.
- Any issues faced before, during and after the event and how you might resolve these next time.
- Recommendations on how to improve/grow the event next time.
- Key learnings.

Where possible, it can be helpful to collate this information in to a post event report. This report will help with planning any future events and can be passed on to future club executives as part of your club's succession planning.

Team Thank You

Sending a thank you email to those that helped throughout the key planning stages and at the event is a nice touch and should always been done immediately after or the day following your event.

Checklist

Concept development

- ◻ Develop the event plan

Planning

- ◻ Establish an event committee
- ◻ Set the date and time
- ◻ Develop a project plan
- ◻ Create a budget
- ◻ Write a risk management and contingency plan

Coordination

- ◻ Book a venue
- ◻ Promote your event – about 6 weeks prior
- ◻ Set up ticketing process
- ◻ Contact and lock in event content (e.g. activities, theming, MC, performers)
- ◻ Acquire your limited liquor license
- ◻ Book a photographer
- ◻ Develop a run sheet
- ◻ Create a site plan
- ◻ Brief the committee, volunteers, suppliers, speakers and key stakeholders
- ◻ Prepare event materials
- ◻ Book in a caterer
- ◻ Finalise numbers for your event
- ◻ Arrange AV support
- ◻ Coordinate setup of the event
- ◻ Develop MC and speech notes – including acknowledgement to country
- ◻ Create directional signage
- ◻ Create name tags
- ◻ Develop feedback forms
- ◻ Purchase gifts for speakers and volunteers

Delivery

- ◻ Make any final updates to the attendance list, name tags, etc. as needed
- ◻ Set up the event – test all the av and technical equipment
- ◻ Pack down the event – remove directional signage, ensure the event space if left clean and tidy

Evaluation

- ◻ Collect feedback from attendees
- ◻ Hold a post event review
- ◻ Send thank you emails