

4 WHERE TO START

4.1 Timing of the Event

There will be many factors to consider in deciding when your event is to take place:

- Sporting activities will have seasonal constraints with which to deal and music groups may have to fit in with annual event timing or the availability of guest artists.
- Clashing with other major or local events is something that you need to consider very carefully and avoid if at all possible. It can be very detrimental to both events if they are similar in content or endeavouring to attract the same audience. Hawke's Bay Inc should be contacted when determining event dates – www.hawkesbaynz.com/keyevents
- As soon as you have a firm date for your event you should submit your information to the website of your choice so others will be able to avoid clashing with you. It is very important to distribute dates as early as possible.

4.2 The Event Plan

Writing an event plan is not as difficult as it may seem. It is especially important to have one if sponsorship is going to be required as it helps identify key time lines, in which sponsorship should be considered very early on. It can be a very detailed document or a simple document of just one or two pages, and should contain the following information:

- The proposed date, with all start and finishing times of your event
- The selected venue and location
- Identification of your target audience
- A brief description of your event, its objectives and desired outcomes
- A schedule of the activities, which gives structure to the event
- An initial budget

One of the key purposes of the Event Plan is to allow everyone involved to be very clear on what is being proposed and to get them all moving in one direction.

An example of an event plan follows on the next page:

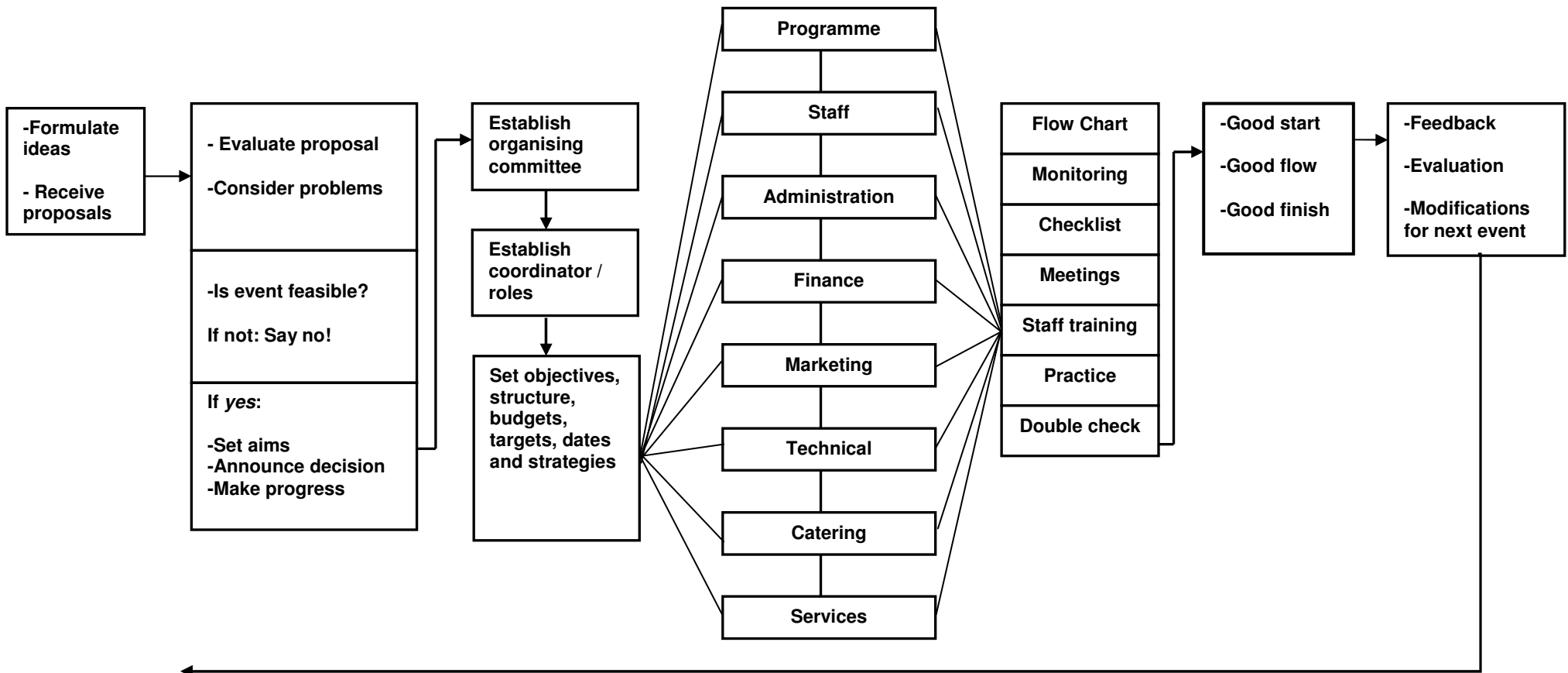
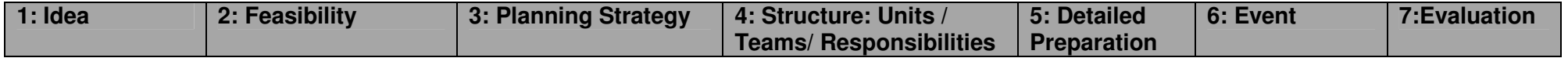
Seven Stage Event Plan

DECISION MAKING

PLANNING AND PREPARATION

EVENT

EVALUATION



4.3 The Site Plan

This is such a simple tool and one that is often not used to its full potential.

- This is a detailed drawing of how your event is going to be laid out. A site plan should be drawn for every event, whether it is a church gathering in a local hall or an outdoor event covering three football fields.
- Drawn to scale, it allows you to methodically work through your event to make sure it all logistically fits together. It allows you to work through detailed areas of power distribution, toilet location, public entry, security, rubbish management, table layouts, stage positioning and the list goes on.
- With an accurate drawing distributed to key players and suppliers, there are not too many excuses for getting things wrong.
- *Always physically measure your venue.* If what you are proposing to do isn't going to fit, now is a good time to find out. Also, a caution against relying on building plans and measurements provided. You will be surprised how often these are inaccurate.

Example of Church Rd Jazz Concert Site Plan:

