

## 3 WHO NEEDS THESE GUIDELINES?

- If you are organising an event in the Hawke's Bay area, these guidelines will assist you in addressing the organisational processes of an event as well as the health and safety issues associated with it.
- This is not, and should not, be treated as a **full event management guide**.
- These guidelines are useful for events that are held for a specified duration, with a particular group of patrons, at a specific venue, with strict entry and exit points, such as sporting events, concerts and balls. They are also useful for less structured events, with general venue areas and durations, and less controlled entry and exit points, such as festivals, outdoor dance parties and concerts, and race meetings.
- An event is an event and, in a lot of ways all the basic principles of organising them is the same for all or very similar. However, they all come with their own unique set of challenges.

### 3.1 The Role & Responsibilities of the Event Manager

The Event Manager is responsible for the overall organisation of the event. It is very important that the Event Manager works closely with all people who are heading up different aspects of the event.

**N.B** *The roles of the event manager and event committee should be clearly defined at the outset.*

The Event Manager is the glue that makes the event stick. If he or she does not know what everybody else has done, or is doing, it is not surprising to see how quickly things become unstuck. In today's event environment, the Event Manager is being held ever more accountable when things go wrong.

Health and Safety and Risk Management are key areas of operation and no longer can be glossed over, nor ignored, therefore there is a special section included on Risk Management. The consumption and provision of alcohol is a key issue. Ineffective management of alcohol can lead to high-risk behaviours such as drink driving, an increased risk of accidents and injury, disorder, property damage and physical violence.

Event Managers can prevent or reduce these problems by developing strategies that deal with foreseeable issues, including the consumption of alcohol. By working alongside key agencies (police, security etc) Event Managers can ensure patrons have fun safely, without harming themselves or others, or causing disruption in the community.