

***Events are the lifeblood of sport.***

**Any event you aspire to host should be a boost to the long-term development of your sport – not an expensive distraction from it.**



**Sport Tasman**



# Objectives



- To identify factors that contribute to a successful event
- To highlight useful tools and resources for event planning & management





# EXAMPLES OF SPORTS EVENTS



OPEN DAYS

TASTER SESSIONS

COMPETITIONS

TOURNAMENTS

SPORTS CAMPS OR FESTIVALS

FUNDRAISERS

PRESENTATIONS



# Event Management An Overview

1

## Developing a Concept

What ideas do we have for an event?

Who is it for?

What are our objectives?

How do we gain approval?

Is it ethical?

How can we add value to the event?

How much do we know about previous events?

Do we have the staff and the know how?

Do we have sufficient time?

Do we have the resources, support and the facilities?

2

## Planning the Event

Content

Time line

Resources

Venue/Location

Equipment

Timing/Schedule

Budget- to include  
Funding/Sponsorship

Health & safety

Risk analysis

Event management structure

Staff & role allocation

Administration

Promotion/Publicity

Contingency plan

Communication

Security

Entertainment and catering

Planning meeting schedule

3

## Running the Event

Pre event staff meeting

Set up

Timetables

Public Address System

Trouble shooting

Competition format  
sheets

Clearing away after the  
event

4

## Evaluation

How did it go?

What could we do better  
next time?

How can we gather  
feedback on the event?

How will we use the  
information gained?

Have we added value to  
the event?

How could we capitalise  
on a successful event and  
can we cope if the sport  
grows?





# HOSTING AN EVENT



*takes time, effort and resources*

- It is vital to have a clear understanding of

***what do you want to achieve,***

and whether this can be delivered by your targeted event.



# A Successful Event- Event Success Factors

Right mix of people

Good planning

Achieving objectives

Attendance figures

Increase in membership

Level of enjoyment

Increased profile

Local / national impact





# BETTER THAN BEFORE



## Event Success Factors?

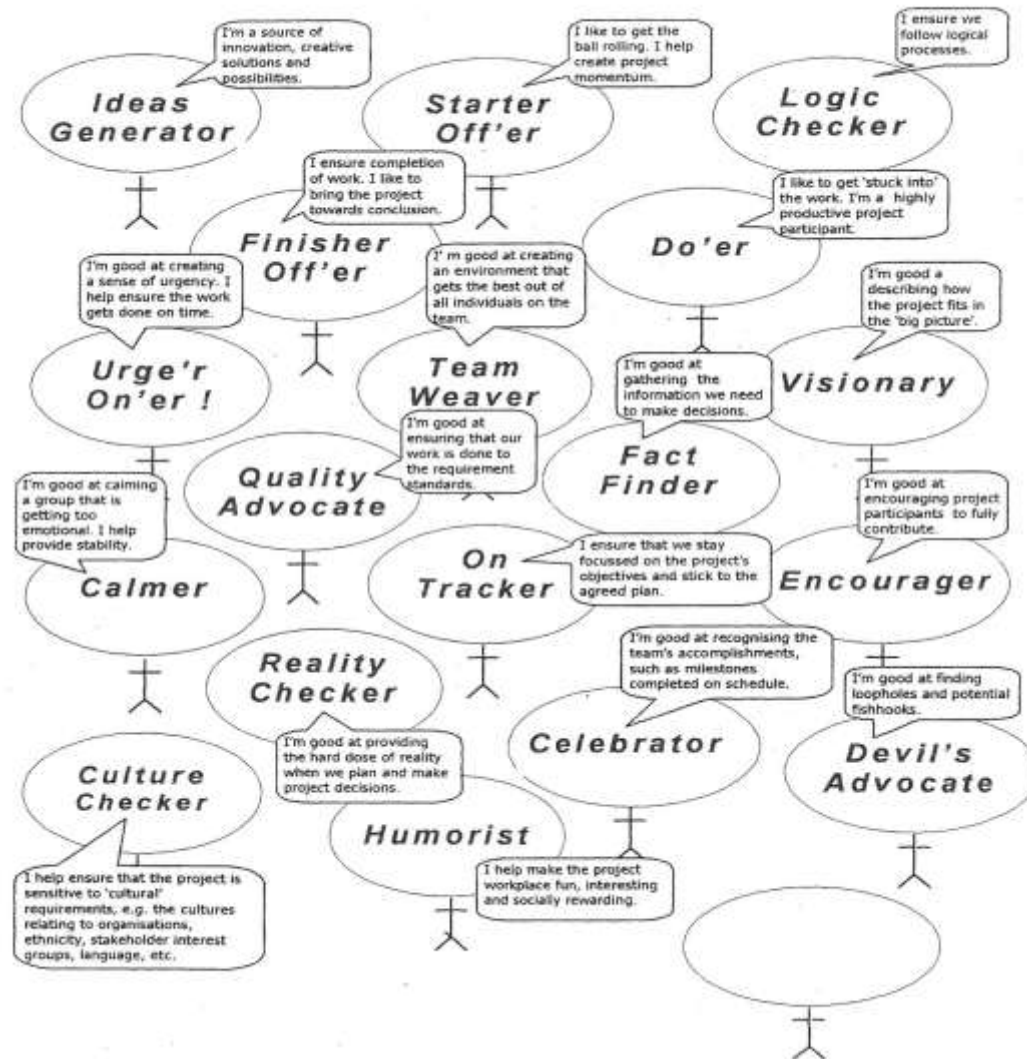
**There are numerous ways to add value to an event, including:**

- 1. Increasing the number of participating athletes**
- 2. Setting more records in competition**
- 3. Attracting more spectators**
- 4. Expanding the media coverage of the event**
- 5. Generating more sponsorship**
- 6. Attracting more volunteers and officials**
- 7. Raising revenue**



# Right People-Right Places

## PROJECT TEAM PROFILE





# Mind Map

**Aims & Objectives**

**Stakeholders**

RAMS

Supporters

**Health & Safety  
Considerations**

**Financing the  
project**

**Event Format**

Grants

Radio

**Catering &  
accommodation**

**Marketing &  
Promotion**

**Facility &  
equipment needs**

Email

**Communication**

# Project Brief/ Event Plan – Outline of Content

- Event overview-background & rationale
- Points of contact
- Contractor details
- Aims & objectives
- Event schedule
- Staffing
- Marketing
- Milestone summary
- Budget
- Task analysis
- RAMS form (Risk Management)



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# **BUDGET CONSIDERATIONS**



***Regardless of the size of the event a budget will always be necessary.***

- What are the timeframes for budget preparation?
- What have previous event budgets looked like – content and figures?
- In arriving at your projected figures, has your process been logical?
- What facts have the outcomes been based upon?
- Is there a contingency within the budget to cope with the unexpected?





# **BUDGET CONSIDERATIONS**



- Who will manage the budget and the cash flow?
- Are systems in place which are transparent?
- How often should it be reviewed?
- What will happen if you go over budget?
- Who will underwrite the event?
- What will happen if there is a surplus?
- Are the figures stated achievable?
- Is there an allowance for inflation?



# Event Budget

Income	Total Attendees	Budget
Adult Registration @ \$xxx		
Group Registration @ \$xxx		
Child Registration @ \$xxx		
Grants/Sponsorship		
Comp Sponsor Tickets		
Comp Volunteer Tickets		
Merchandise Sales		
Food Sales		
<b>Total Income</b>		\$

Expenses	Description	Budget
Venue		
Audio Visual		
Computer Equipment		
Guest Speakers	Speaking fee, travel, accommodation costs	
MC		
Advertising	Radio, Billboards, Newspaper	
Website		
Design	Banners, programme, advertising	
Trophies/Medals Engraving		
Decor		
Printing	School newsletter	
	Direct mail	
	Promotional posters	
Signage and Banners		
Staging		
Ropes/Barriers		
Refrigeration		
Generator		

Traffic Management		
Uniforms		
Opening Ceremony		
Closing Ceremony		
Theming		
Volunteer Training		
Volunteer Thank You Event		
Merchandise		
Competitor Packs		
Nametags		
Cleaners/Rubbish Removal		
First Aid		

Expenses	Description	Budget
Catering		
Transponders		
Special License		
EFTPOS Terminal		
Bank Charges		
Event Management Travel		
Insurance		
Storage		
Donation to Charity/Clubs		
Miscellaneous		
<b>Total Costs</b>		\$ -

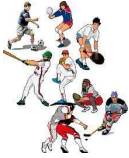
**Profit/Loss**

\$ -

# Milestone Chart

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec

Diagram description: A 4x12 grid with columns labeled Jan through Dec. The top row is empty. The second row has an upward arrow in the Jan column and another upward arrow in the Mar column. The third row has a downward arrow in the Jan column pointing to the text 'Status as of 09/01' and another downward arrow in the Mar column pointing to the text 'Status as of 01/03'. The bottom row is empty.



# VOLUNTEERS



*Volunteers are a key component for your event – a valuable asset that should be treated as such.*

- At the very least, they will need to understand:
- What the event is all about
- Their legal rights, entitlements and responsibilities
- The nature of their specific roles
- Management procedures and communications

**The provision of some training for these ‘employees’ is essential.**

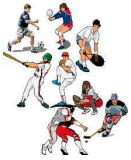


# **VOLUNTEERS *They must know:***

- Their own duties and responsibilities during the event
- Is there communication structure and plans – internal and external?
- Has everyone been provided objectives relating to participation?
- Are there clear messages concerning key aspects of the event?
- Who will be responsible for relationships with key stakeholders?
- Who will be the key link with the volunteer organisation?
- Who will handle and service the media?
- Who are the official spokespeople?
- How much will you involve the sponsors, and at what level?
- Who will liaise with public authorities?
- How to maintain support for members of your own organisation?
- What training will staff need to ensure good communications?







# ***You must know:***



- How many volunteers are needed for the event?
- What is the range of skills required?
- Where do you get volunteers?
- What incentives can you offer to participate in the event?
- What are the legal regulations that have to be followed?
- What point will you need them to be active participants?
- How will you train them?
- Are there any training programs to take advantage of?
- What lessons have been learned from other events?
- What happens to them when the event is over?
- Can you use a new volunteer base for future activities?





# **EVALUATION**

## ***Post-event***



- What plans for growth, in what areas, do you have for after the event?
- What responsibilities do you have to the athletes and new participants?
- What responsibilities do you have to the staff and volunteers?
- Who will assess whether the event has achieved its goals?
- How do you build on your success and lessons learnt?
- For whom do you need to produce reports?
- What can you do to share your experiences?
- How will you cater for any potential deficits?
- How will any surplus be spent?



# SUPPORT FROM SPORT TASMAN



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You should never hesitate to ask for assistance.

***We are here to help you.***