

Event Idea Flow Chart

Event Idea

Timing

It's really important to choose the right time of year to host an event, and not clash with another big charity appeal e.g Children in Need

What's a good time of year for your event? What do people feel like doing at that time of year?

Do you have enough time to organise the event?

Resources

It's important to understand who's good at what and let people work to their strengths.

Who's organising your event and what experience do you have?

Is the size of your event realistic with the people you have available?

Do you have friends or family that have skills that you need that could help?

Making Money

It is important to establish how you can make a profit from your event.

How will your event make money? E.G entry tickets, donations, sales.

Complete a Budget Form to determine costs and income.

Are there people or groups that could help you cut those costs, or volunteer to help for free?

Do you want to go ahead with the event?

Do you know: 1. You have a good event idea 2. Who will help to organise it 3. How it will make money

Action Plan

An action plan is the best way to get a list of jobs together that need to be done to make the event happen. An action plan is: **'Who is doing what by when'**

Make a list of all the jobs that need to be done to put on the event, think about the skills of the people helping you and devise a list. Set your next meeting date at this time to come back together and talk it through

Consider

Permissions

Who needs to be notified?
E.g. Police, Local Council, Fire Department?

Health & Safety

Have you completed a risk assessment? See our Health and Safety guide

Advertising your Event

How will you advertise your event and get local press coverage? See our Social Media and Marketing guide

Expenditure

Who's keeping track of costs and supplies and thanking people that donate?

Create an Event Plan

An Event Plan will help you to keep all important contacts and information in one place, and this document should be circulated to everyone involved in the event E.g. Police, volunteers etc