

How to run an Event

Club events are a great way to boost membership, raise revenue, promote club activities, support causes, and create a strong community within that club. Whether the event is a monthly games night for club members or a pub crawl, the following guide to planning and organising an event may help in ensuring that your event is a success.

Planning

Why are you holding an event?

An event can serve a number of different purposes, including:

- Raising revenue for the club.
- Increasing membership.
- Promoting clubs services or activities.
- Fundraising for or increasing awareness of a cause or issue.
- Providing services or social events to club members or general students.

It is important when planning an event to have a clear understanding of its purpose. Try to break down the overall purpose of the event into clear objectives so that planning and delegation of roles and responsibilities is as simple as possible. Clear objectives from the start also helps in assessing whether the event was a success and what can be improved.

Who is the target?

Is the event solely for club members, or is it directed at the general student population or public? When planning an event, decide on whom the event is targeting. With this in mind, you should be able to plan an event that will deliver to this group. For instance, if your event is aimed at international students that have recently arrived in Adelaide, an event held during International Orientation Week in the vicinity of Scott Theatre has a greater chance of success.

When is the event going to be held?

Allow for plenty of time for event planning and organisation when you set a date. Keep in mind that the majority of your club members are students and that everyone has other demands on their time.

How will you put on the event?

What resources, facilities and people power will you need to put on the event?

Organising

Finance

How will the event be funded? Does the club have enough money to fund the event or will extra be required? If so, how will these funds be acquired? Set out a budget for the event with details of how each aspect such as required quantities, how much it is expected to cost and where it can be purchased. Remember to round up figures and include a small emergency amount.

Below is an example for a BBQ budget. Note that the actual cost column listed no values until items have been purchased

SEMESTER ONE MEMBERS BBQ			
	Estimate	Actual	Details
Budget	750.00	750.00	<ul style="list-style-type: none"> • Small Event Grant from Clubs – Approved 6/4/2015 • Clubs funds from membership
Infrastructure			
Space booking (Barr Smith Lawns)	0	0	University of Adelaide
Electricity (Power box)	\$200 (inc. \$100 bond)	0	Adelaide University Union
Marquees (qty: 2)	0	0	Clubs
Entertainment	0	0	iPod
Equipment			
BBQ (qty: 2)	160	0	University of Adelaide Club
Till	0	0	In stock
Till float	100	0	Club Bank Acct
Trestle tables (qty: 2)	0	0	Clubs
Chairs (qty: 4)	0	0	Clubs
PA	0	0	Clubs
BBQ tongs	0	0	Borrowing from club members
BBQ trays	10	0	Coles
Catering			
Sausages (qty: 200)	150	0	Blackwood Butchers
Veggie patties (qty: 50)	25	0	Coles
Onion (2 kg)	4	0	Coles
Bread (30 loaves)	25.50	0	Coles
Sauce (qty: 2 bottles)	3	0	Coles
Soft drink (qty: 40 cans)	53	0	Coles
TOTAL	720.50	0	

NOTE: THIS BUDGET IS ONLY AN EXAMPLE

Resources

Some events will only require resources that the club already has but most will need a combination of internal and external resources required for the event to take place. Make a list of all the facilities, equipment and funds that you will need for the event and figure out what the club or its members already have in stock and what you will need to outsource.

Booking facilities and equipment

Once you have figured out what external resources you will need make sure to book them! Whether through Clubs, the University, or an external organisation, make sure to book well ahead of time. Don't forget to book space and electricity if it is needed. If you are planning to host an event on campus, you will still need to book that space, even if the event is being held outside. Look to the back of this guide for a list of important contacts for bookings, or contact Clubs Administration. A range of equipment and spaces are available to clubs to book for free through the Union. Bookings can be made online at <http://bookings.auu.org.au/>.

Roles and responsibilities

Not only is it stressful, but probably completely impossible for just committee members to run an event. Make sure to delegate roles and responsibilities to clubs members. This ensures that each task has someone dedicated to it, and ensures that the whole club can get involved with the event.

Risk assessment

A risk assessment involved identifying possible risks to people attending your event so that you can plan around them and make the event safer for everyone. For larger events, or those involving risks such as cooking, serving alcohol, or high physical activity, it is important that the club undertake a risk assessment prior to the event and ensure that all measures are in place to ensure that the likelihood of injury or near miss is low. Please contact Clubs Administration if you believe that your event requires a risk assessment to be undertaken.

Serving alcohol

The University of Adelaide has strict rules regarding the service of alcohol at events and on campus. If you are planning to serve alcohol, please contact Clubs Administration before you begin organising your event.