

# Rural Women New Zealand Event Resource Guide

**1.** It all starts with a great idea or a good opportunity which will deliver a desirable outcome. It is pretty important to know what your goal is at the outset and it is easy to identify by asking yourself the question, "Why are we doing this?" There are lots of reasons why and sometimes there are more than one but always keeping an eye on what you seek to achieve is invaluable in planning for the event. Next up is getting together enough people to ensure the project is viable. This will depend on the type of event, its duration, the location, how long you have to plan etc. Once you have your team together, you can get on with the event planning.

**2.** Stage two is turning that excellent idea or opportunity into reality and that is really what this guide is about. A golden rule of planning is that if you get the process right, then you are more likely to have a successful outcome. Using a Project Plan will help keep the process on track and help keep all members of your team up to date on all aspects of your event. You can access a draft Project Plan [HERE](#). Not all the parts of this plan might be relevant to your event so you can edit it to suit your needs. If you are thinking of hosting a stall at a market or conference, have a look at the specific guidelines on [HOW TO RUN A STALL](#). A project plan helps with task delegation and assists with monitoring progress throughout the planning phase. Here are seven main areas for planning an event, their core tasks and some resources available to help achieving them:

## Venue

- Finding a venue
- Liaison with venue provider
- Arranging any onsite requirements such as tables, chairs
- Sourcing and liaison with AV, caterers etc

## Health & Safety

- Identify any risks and how they will be addressed
- Sourcing & preparing any supplies, safety equipment, high viz vests
- Preparing or completing any forms

*Resources: Health, Safety and Wellbeing Policy, Health and Safety forms for your event, Risk Register template*

## Supplies

Items to sell  
Collateral  
Handouts or giveaways

*Resources: Toolkits, RWNZ collateral*

## Finance and funding

Applications for funding  
Approach sponsors  
Arrange float  
Organise raffles  
Manage invoicing

*Resources: Sponsorship template, Contestable Fund application, Regional Fund application*

## Promotion and Publicity

Local advertising  
Media  
Posters and flyers  
Social media

*Resources: RWNZ Connector Kylie, Regional Events and Promotion Checklist, Guidelines for promoting and publicising events, Media List, draft media release*

## People

Liaise with and organise members  
Invite guests  
Book an MC or Host  
Prepare rosters to ensure coverage on site on the day  
Prepare contact details sheet

*Resource: Speaker Agreement template*

## Programme

Oversee Project Plan  
Prepare a run sheet for the day  
Book any accommodation needed  
Brief the Event Manager

*Resource: Draft Run sheet*

**3.** On the day:  
Have the Project Plan and the run sheet available so everyone can reference them

There are three key roles and these can be shared between members of the team throughout the event:

- the MC or host who will be the public face of your event
- the Event Manager who runs the event
- Health and Safety Person who manages anything that goes awry

**4.** Post event

- De-brief the event - don't forget to congratulate yourselves!
- Think about what worked well and what would you change for next time
- Survey attendees and participants

- Thank you messages to organisers (if your event is part of a larger event), guests, VIPs, MC, Host
- Follow-up contact with attendees / potential members
- Reporting - consolidate information and results for any sponsors or funders and SSP reporting

*Resources: Questions to survey after an event, SSP reporting Form, Contestable Fund reporting form*