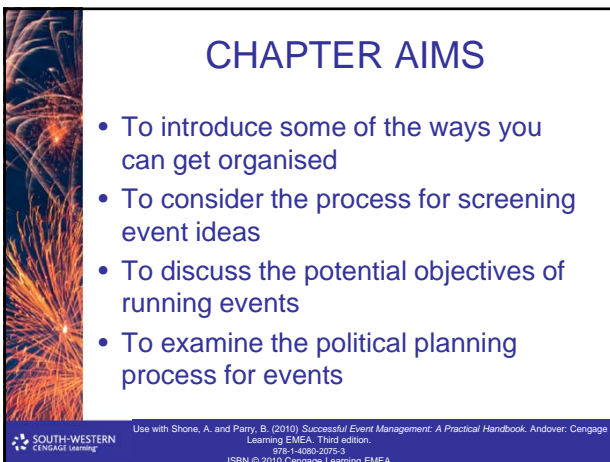


CHAPTER 5
MAKING A START AND
PLANNING THE EVENT

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CHAPTER AIMS

- To introduce some of the ways you can get organised
- To consider the process for screening event ideas
- To discuss the potential objectives of running events
- To examine the political planning process for events

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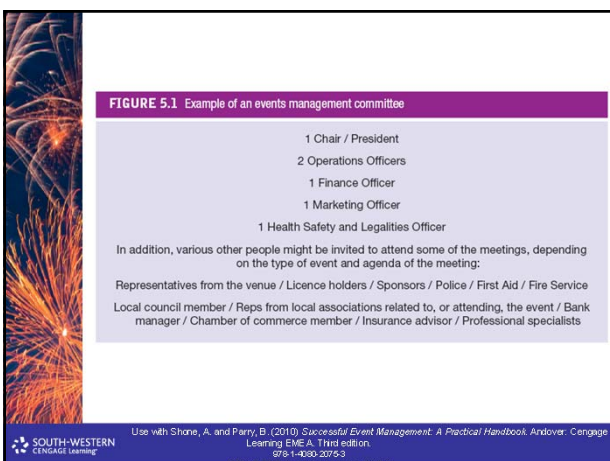


FIGURE 5.1. Example of an events management committee

- 1 Chair / President
- 2 Operations Officers
- 1 Finance Officer
- 1 Marketing Officer
- 1 Health Safety and Legalities Officer

In addition, various other people might be invited to attend some of the meetings, depending on the type of event and agenda of the meeting:

Representatives from the venue / Licence holders / Sponsors / Police / First Aid / Fire Service
Local council member / Reps from local associations related to, or attending, the event / Bank manager / Chamber of commerce member / Insurance advisor / Professional specialists

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Exercise 1

- In groups of 3/4 pick an event in exercise and fitness which you will operate and design the management structure of that event

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FIGURE 5.2 Development of organizational structures in events



Source: adapted from Hall, 1997

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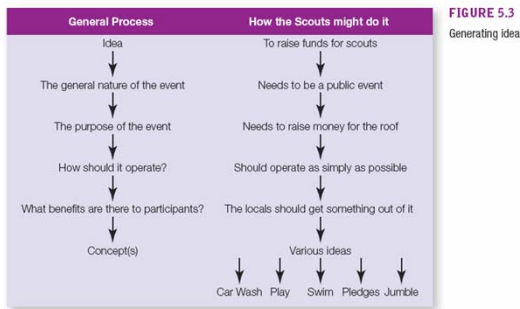



FIGURE 5.3 Generating ideas


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Sources of New Ideas

- Hobbies, Interests, Prior Job
- Consumers
- Existing Events
- Government - legislation / grant aid
- Networks / Trade Fairs
- Education / Training


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Idea Generation

- Brainstorming: group discussion to generate a large quantity of novel and imaginative ideas, freewheeling, no criticism – all ideas accepted
- Focus Groups: moderator leads an in-depth discussion to generate and screen new ideas and concepts

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Idea Generation

- Problem Inventory Analysis: method of obtaining new ideas and solutions by focusing on problems – provide a list of problems for a general service category
- Who, What, Where, When, Why and How – 6 probing questions used to tease out ideas

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Developing an idea is only part of the battle. The idea must also work in practice. "Screening your ideas for opportunities!" Critical questions to ask about your business and your product/service are

- Why is it a good idea? On what assumptions is that opinion based?
- What types of customer will be interested in your product /service? Why?
- List four reasons why the idea will work and may not work.
- What is different about this idea from others already in the market-place? Are those differences important? Why so?
- What if ... you changed the product/service in some way?

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FIGURE 5.4
Concept screening

Generic Process	The Scouts Example
Many concepts or ideas	Car Wash – Play Swim – Pledges – Jumble
↓	↓
First screen: Marketing	Too many sponsored events locally, locals not very interested, so screen out swim and pledges
↓	↓
Second screen: Operations	Play needs very complex organization and takes a long time to arrange, so not ideal
↓	↓
Third screen: Financial	Jumble sale didn't make much money last year
↓	↓
Remaining concept(s) and choices	Remaining concept: Car wash morning

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FIGURE 5.5 Example pilot questionnaire for proposed events

SURVEY OF MIDDLEBURG RESIDENTS AND VISITORS

The Middleburg Garden Club is proposing to raise money to revitalize the Arboretum and Venetian Bridge. We would like to put on a suitable fundraising event in the Arboretum walled garden in July and would be most grateful if you would return this questionnaire, either in the post to the secretary (address on reverse), or pop it into the special post box set up in the town library foyer.

PLEASE PICK TWO CHOICES – 1 FOR YOUR FIRST CHOICE, 2 FOR YOUR SECOND CHOICE.

Suggested Events:

- Garden Club Show of Prize-winning Blooms
- Evening Fireworks Extravaganza
- Summer Dinner and Buffet
- A production of Shakespeare's "A Midsummer Night's Dream"
- Treasure hunt through the park, finishing at the "Knobbers Rest" pub
- Concert in conjunction with the Middleburg Concert Orchestra

Have you got another idea? _____

PREFERRED TIMING: PLEASE TICK ONE BOX ON EACH LINE:

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

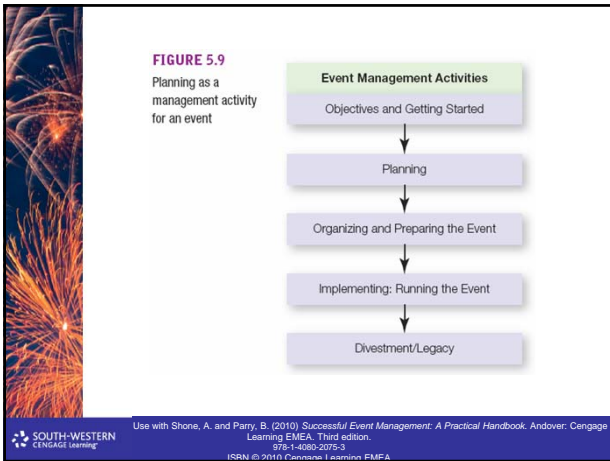
Morning Afternoon Evening

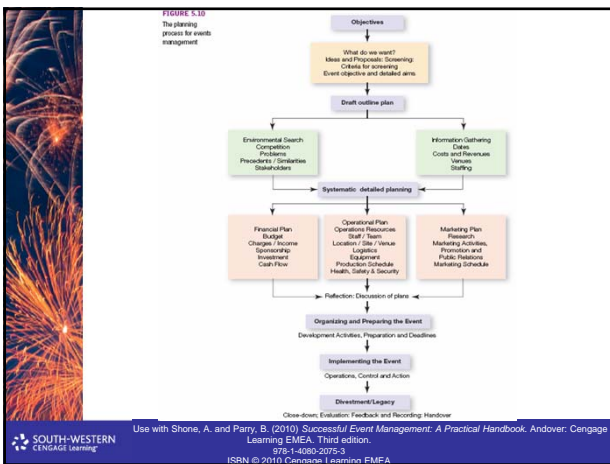
Many thanks for your kind help. We look forward to welcoming you at the event, which will be advertised soon.

Name: _____

Address: _____

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Exercise 4

- Identify event venue(s)
- Identify your audience / attendees
- Outline the event timeline
- Describe staffing structure

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