

5.4 Event Planning Process

Idea »

When putting on an event, have a think about who is likely to attend. Who do you want to attract? Brainstorm ideas with your committee or members who attend your Group events. Remember, there's no such thing as a bad idea....

Plan »

There is a lot to consider when planning an event from booking venues and organising helpers to the logistics on the day. Try and think of all eventualities and reflect/learn lessons from previous events. Always plan who's going to be doing what and document an Actions list. It might also be useful to have a plan B!

Single Event Notice (SEN) »

All events require a Single Event Notice, an online form that ensures your events are advertised and complies with your legal requirements. The SEN can be found on the Volunteer Hub and is a regulatory requirement for all Boundless by CSMA events.

Advertise »

Every event, big or small, should be open and advertised to the wider membership. We have the website, magazine, e-shots and a number of other methods available. Always try to plan as far in advance as possible as the lead times can be considerable, particularly for any printed materials.

Host »

When it's time for the actual event, it is important that it is well hosted, new members are welcomed, future events are discussed, and everybody has a good time. Remember, everyone is there to enjoy themselves – including the organisers. If something goes wrong, don't panic, ensure everyone is comfortable and above all safe. **If something serious happens, don't hesitate to ring the Emergency Contact number 0330 123 2011**

Attendance »

We need to know how many members attend Member Communities events, so every event must record the number of members and guests and send them to the Member Communities team in Brighton.

Analysis »

Perhaps the most important stage, is to take time to look at your events retrospectively. Do they attract the right audience? Are they popular? Are they cost effective? What can be

learnt for future events? Be honest but remember that individual members may have put a lot of work in to organising a particular activity and may not take well to criticism.