



national heritage week

people & place

TRAINING DAY 2016
www.heritageweek.ie



Planning Your Event

Mary Weir

Mary.weir@dublincity.ie

Getting Started

- Aims of the event – Mission Statement
- Why are you doing the event?
- Who is it for? – Audience – locals/tourists
- Who are the stakeholders/partners?
- Is there a Legacy Outcome?
- How do I Deliver my Event?

Event Planning

- Finance and Legal
 - Funding
 - Insurance
 - Agreements
 - Permissions
- PR/Marketing and Communications



Event Planning

- Programming – unique/standard favourites
- Production – logistics/infrastructure
- Administration/Resource/Timing
- Health and Safety

Event Plan

- Summary of the Event
- Safety Statement
- Key Personnel and Contact Details
- Event Details and Management
- Risk Assessment/Event Safety/Emergency Action
- Appendices including map site layout and checklist/report templates

Top Tips

- Budget/timing – contingency
- Written Agreements for everything
- PR/Marketing – competitions/photoshoots
- Communications Plan – who do you need and want to communicate with and how
- Programming- go wild, research artists in your local area - match programme with production, funding, resource & safety

Useful Publications and Contacts

- Local Arts Festival Toolkit
- Guidelines for Event Organisers

Both above available on www.dublincity.ie

- ReCreate – www.recreate.ie
- Event industry Association of Ireland
www.eiai.ie
- www.Eventbrite.ie
- AIRO and Arts Council Mapping Your Audience Tool

Top Tips

- Obtain licences and permissions required
- Connect early with statutory agencies for advice and support
- Competent staff in key positions- Event Manager/ Safety Officer/Production/Staff Management
- Brief staff well on event
- Do post event review and evaluation

Most of All!

- Enjoy the Gig!

