

Planning Your Event

Mary Weir

Mary.weir@dublincity.ie

086-8150378

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- no initial restrictions, research artists, nature experts in your local area - match programme with production, funding, resource & safety

A Word about Risks - Outdoors

Less control over risks outdoors

- Weather – check forecast – advise attendees to come prepared with appropriate clothing, footwear, water etc.
- Animals – caution not to approach or interfere with wildlife
- Plants – some plants are poisonous or may cause allergic reaction

A Word about Risks - Outdoors

- Water – take care stay back from the edge
- Stay together
- Method of communication but remember some areas no network coverage
- Local Civil Defence may assist with event
- Parents are responsible for their children

Useful Publications and Contacts

- Local Arts Festival Toolkit
- Guidelines for Event Organisers

Both above available on www.dublincity.ie

- ReCreate – www.recreate.ie
- Woodland Trust
<https://www.woodlandtrust.org.uk>
- AIRO and Arts Council Mapping Your Audience Tool
- Eventbrite – www.eventbrite.ie
- Pinterest

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
- Always walk the route/visit the venue before the event and in advance on the day
- Do post event review and evaluation

Most of All!

- Enjoy the Gig!

