

Planning



Making a fun list of all the shit that's going to go wrong

Groundwork

- Confirm dates/times
- Budget/Apply for funding
- Approach Sponsors
- 'To Do' List
- Consider Health and Safety

Budgeting



Suppliers

- The purpose of a business is to make money
- Suppliers want to make money
- They are not your friend
- They owe you nothing other than the service you pay for
- Best practice: get multiple quotes.
- The cheapest option may not be the best value

Quotes

- Do you know what you're getting?
  - Itemised quotes
- Do you know what you are paying for?
  - Itemised DETAILED quotes
- Are you aware of the value of the service you are getting the quote for?
- Are you aware of the supplier's quoting 'dynamic'?
- Then ask.
  - Someone qualified, not your mate who was in a band once.
  - Or Sheila who did a great job on the Grads last year.

Running Cost/Expenses



What are the expected running costs of the event?

You're wrong.

Running costs/Expenses

- It's not your money
  - And you are not the society.
  - You are not the event either.
- Receipts. Always. Receipts.
  - You'll thank yourself later
- Itemise everything
  - Otherwise during/after the event you are clueless
- Petty cash is the devil
  - It will seduce you and then inevitably betray you.
- Love the anal retentive
  - Find someone who likes/is good at accounts, and then marry them.
- Be pessimistic.

Liabilities

- Does your insurance cover this?
- Are you a millionaire?
- Then why don't you know if your insurance covers this?
- Ireland is the **second** most litigious country **in the world** (nationmaster)
- Letter of indemnity?

The Insurer will indemnify any University related and connected Club or Society (hereinafter referred to as the Principal(s)) in respect of legal liability for which the Insured would have been entitled to indemnity under this Policy had the claim been made against the Insured provided always that

- The Public/Products Limit of Indemnity provided is not less than €6,500,000 any one Occurrence and aggregated in any one Period of Insurance in respect of Products liability.

Alex Kitching
Senior Liability Underwriter

Directors: George Jones (Chairman),
Ronan Foley (Chief Executive),
Michael McGreal (Deputy Chairman),
Enda Devine, Gerry Cullen, Michael Fitzgerald,
Dermot Corrigan, Sean O'Grady, John Smith.

Reg. No. 7532 Republic of Ireland.
Irish Public Bodies Mutual
Insurances Ltd. trading as IP3
Insurance is regulated by
the Central Bank of Ireland.

Comhairle Árachais Comhairlí Éireann Teo

12-14 Lower Mount Street
Dublin 2, Ireland
Tel: +353 1 639 5500
Email: info@ipb.ie
Web: www.ipb.ie



Working to make a difference

IPPB Incubator: 1 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland
Tel: +353 1 603 5530 • Fax: +353 1 603 5510 • Email: info@ippb.ie

Fig. 4b. EEE loading at Fland, July 1998. 2000. Marine Insurance Ltd. trading as WPA Insurance in accordance with the Terms and Conditions of contract.

Notwithstanding the FDCA, the FDCA is authorized by the Federal Reserve Board and subject to federal regulation. The FDCA is authorized by the FDCA.

Getting Ready

- Safety Statement and Risk Assessment

Events/General

Got an Idea?

Totally Original?



In other words.....



- Historically, somebody has probably done it before, and made an utter, utter balls of it;
- Learn from their mistakes !

Events/misc



- The only time in college this is ok. Steal every good idea under the sun
- Institutional memory: use it. The Socs Box **is a resource**
- Copy every working template you can, **And then use them**

Events/Misc

- Ask yourself one question:



What would Santa do?

Events/Misc

- Make a list
- Check it (more than twice)
  - Get someone else to check it also, every individual is fallible. Someone else may think of something you didn't
- What do you need?
  - Venue, equipment, storage, etc
- Who do you need?
  - Choose your team and if you can, double the numbers
  - Talk to **everybody** involved, that includes insurers, service providers, suppliers, venue, University.

Promo

- Flyers, Posters, Newspaper, etc.
- Tickets should be available well in advance.

Promo Strategy

- Posters, Flyers, Distribution?
- Don't Advertise alcohol
- Postering Policy
- Schedule of Allowances

Postering Policy

- The University will provide fixed notice boards, free standing notice boards, electronic media
- Postering on campus is permitted only on designated notice boards.
- Only one poster per event per notice board is permitted. The maximum size must not normally exceed A3. No poster should be placed on top of another active poster
- Posters must be removed when out of date by the organisation responsible for placing them.
- The content of all advertising must comply with all appropriate codes of practice and policies of the University and in particular Equality of Opportunity, Alcohol Policy, Harassment and Sexual Harassment Policy and Anti Bullying Policy
- Find more info here: http://www.nuigalway.ie/student_services/policies_procedures.html

Social Media



Running the Event

- Day of the event:
  - Precheck; call everybody.
    - Venue
    - Suppliers
    - Volunteers/exec/staff



- Call them again

Running the Event

– Brief your staff

- » There must be an Event Controller
- » Clear chain of command; you can't be in charge of everything, so who is in charge of what?
- » Choose wisely; Pick your team well; DON'T put the piss-head in charge of the free wine cause they are 'great craic'
- » Brief your staff! If they don't know their jobs, that's on you.

– Troubleshoot

- Touch base with everybody
- Positively reinforce
- Actively listen

Running the Event (Contd)

- Stay sober; you can't do anything if you are pissed.
- No professional will take you seriously if you are drinking at your event



- Mingle with your crowd and staff; get constant feedback.
- Take notes
- Delegate to key personnel; you can't do everything yourself.
- Situations will change the plan; adapt?
- This guy can't adapt to anything.

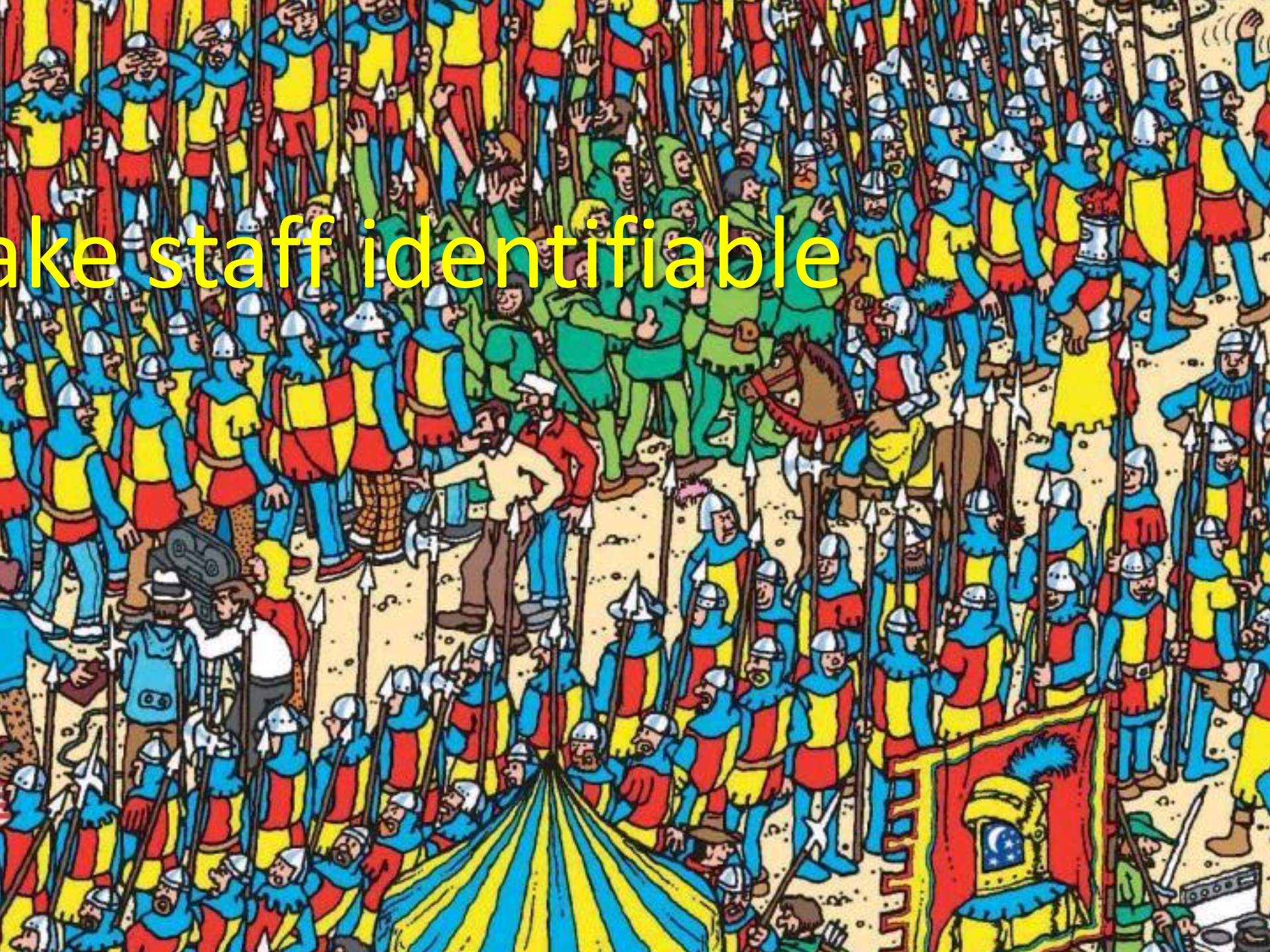
Arrive Early



Things to do

- Check Safety and emergency equipment
- Check venue in advance so that any damage reported can be verified as your liability or otherwise
- Hold a Briefing
- If selling tickets at the door
  - Have cash box/float
  - Drop cash at intervals
  - Consider nightsafe facilities if dealing with large amounts
  - Never have large amounts in one place
- Mix with Audience and note their opinion
  - Institutional memory
- Debrief – Find out about incidents on the night instead of next day
- Have two sober people to communicate with staff

ake staff identifiable



Maintaining Relationships



1 ● People buy from people

Just because it is a well known phrase, does not make it untrue.

If someone likes you, they are more likely to buy from you. Set your stall up next to someone with a very similar product and it is likely the buyer will buy from to one that they like the most. **The lesson to learn? Build rapport quickly.**



REMEMBER

1. Take Care of your volunteers
1. People buy from people
1. Elephants and stakeholders never forget

Your Accountant/Treasurer



Get your accountant the info that they need

- Maintain your relationship
- Institutional memory -inform your society of good people to work with
- Keep your interest parties in the know throughout the build-up to the event, during the event and after the event

Post event



...Sit back and let them **all bask in your Glory.**

Post event

- Debrief:
- Talk to your team. All of them.
  - Discover your mistakes; you don't know you need to know what they know.
  - Own the mistakes;
  - Learn from them
  - Establish a template
  - Institutional memory; pay it forward.