

PARKS AND RECREATION ONTARIO

APRIL 2008

Sue Vattay, Professor, Mohawk College

Event Programming

Theming Your Event - Ideas that energize you

Site or Theme Priority

- ▲ *Site drives theme*
 - ▲ *Castle*
 - ▲ *Stable or Barn*
 - ▲ *Museum*
 - ▲ *Hockey Rink*
 - ▲ *Park*
- ▲ *Theme suggests site*
 - ▲ *Underwater*
 - ▲ *Safari*
 - ▲ *Wine*
 - ▲ *Sport*

Event Components

- ▲ *Date/Day/ Time*
- ▲ *Participants*
- ▲ *Logo*
- ▲ *Colour Scheme*
- ▲ *Invitation/Ticket*
- ▲ *Food/Menu*
- ▲ *Decor*
- ▲ *Entertainment*
- ▲ *Special Guests*
- ▲ *Speakers/ MC/Mascots*
- ▲ *Music*
- ▲ *Prizes/Giveaways*
- ▲ *Awards*

Types of Events

- ▲ *Spectator Focus*
 - ▲ *Amateur Performance*
 - ▲ *Professional Performance*
- ▲ *Participant Focus*
 - ▲ *Interactive Activities*

Event Design

- ▲ *The Visual Experience*
- ▲ *The Tactile Experience*
- ▲ *The Taste Experience*
- ▲ *The Olfactory Experience*
- ▲ *The Auditory Experience*

The Name Game

- ▲ *Underwater*
- ▲ *Safari*
- ▲ *Tropical*
- ▲ *Cooking*

Themes

- ▲ *What's Hot*
- ▲ *Chocolate*
- ▲ *Fire, Ice, Water*
- ▲ *Food*
- ▲ *Pirates*
- ▲ *Hats*
- ▲ *Tatoos*
- ▲ *Greening*
- ▲ *Fruit shooters/drinks*
- ▲ *Square things*
- ▲ *Walking Tables*
- ▲ *Lit dance floors*
- ▲ *Textured tables or floors*
- ▲ *Torches*

- ▲ *Girls Themes*
 - ▲ *Hannah Montana*
 - ▲ *High School Musical*
 - ▲ *Build A Bear*
 - ▲ *Web Kinz*
- ▲ *Boys Themes*
 - ▲ *Transformers*
 - ▲ *Tony Hawk*
 - ▲ *Rock Band*
 - ▲ *Monster Jam*
- ▲ *Adult Themes*
 - ▲ *Ugly Dress Party*
 - ▲ *American Idol*

Suggested Websites

www.buckingbronco.ca
www.sbcasino.com/gameshow
www.kenjenzoo.com
www.lettucemakethyme.com
www.solarfocusmedia.com
www.klodapro.com
www.outdoormovies.ca
www.itstooool.com
www.partyhats.org
www.steelcitysafari.com
www.opendoorevents.com
www.thesultanstent.com
www.iceculture.com
www.livingrock.ca
www.edibleprintingcompany.com
www.Coffee-a-go-go.ca
www.danceheads.com
boogieheads.com
www.fairy-tale-fantasies.com
image.orientaltrading.com
www.windycitynovelties.com
www.canadianspecialevents.com
www.ifea.com
www.ises.com
www.festivalsandeventsontario.ca



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Parks and Recreation Ontario

Event Planning, Part 2 – Event Administration

Sue Vattay. Mohawk College

Event Administration

- Sponsorship
 - Tips for Success
- Media Relations
 - Making it Work
- Volunteer Management
 - Rounding up the 'troops'
- Event Co-ordination
 - Planning Tools

Event Sponsorship

- Take Inventory
 - Your event ideas and vision
 - Your necessary equipment and supplies
 - "Bells and Whistles" that would be nice to have
- Use personal contacts - People you know, People you know – who know people
- Use your Network- Colleagues, supervisors, employees, friends, relatives
 - Generating your "prospects list"
- Develop Media Partners first
- Research the business and local community for opportunities
 - Yellowpages.ca
 - allPages.com
 - Goldbook.ca
- Look for new products or services looking for exposure
 - Chamber, BIA, Economic Development

Sponsorship Tips

- Consider your brand image before approaching popular/corporate companies
- Match your request to the type of business that matches your target market
- Use a rifle gun approach
- Initial sponsor contact by phone

What to Ask For?

- MONEY \$\$\$\$\$\$\$\$\$

What else to ask for?

- IN KIND SERVICE OR PRODUCT
 - Supplies, Equipment, F & B
 - Clothing, costumes
 - Prizes, awards, free giveaways
 - Printing, promotion
 - Props, décor
 - Office space, staff, volunteers

Success with Sponsorship

- Be specific
- Ask for specific quantities
- Be willing to negotiate - have alternative suggestions
- Never give up

What's in it for Them?

- Opportunities to Sell Product or Service
- Unique Position
- Long Term Relationship
- Exclusivity
- Name/logo on printed material or website
- Verbal recognition
- Opportunity to speak
- Displays, Banner, Signage
- Demonstrations or sampling
- Complimentary tickets
- Employee Involvement
- Hospitality Opportunities
- Charitable Tax Receipt
- Free Advertising Space
- Ability to quantify results (eg. Couponing)

Value Added

- Creating an ongoing relationship with your sponsor
- Year round contact
- Public Relations

Sponsorship Resources

- How to be Successful at Sponsorship Sales – Sylvia Allen
 - Bernie Colterman www.coltermangroup.com/workshops_details.shtml
- http://www.publicsectormarketing.ca/team_e.html

Media Relations

- Study the media – google a reporter
- Freelance vs. staff writers
- Think like an editor
- Make sure they can contact you
- Be accurate, current, punctual, polite, professional and helpful

Newsworthiness

- Timeliness
- Novelty
- Consequence
- Human Interest
- Prominence
- Proximity

Source: David Freeman, www.newstips.org

Volunteer Management

- Volunteer Co-ordinators
 - Paid vs. volunteer
 - Students, event planners in training
- Qualified Event Volunteers
 - Substantial Job Description
 - Community Research – volunteer pool
- Enthusiastic Event Volunteers
 - Training • Promotion
 - Incentives • Experience

Volunteer Co-ordinators

- Determine volunteer needs: #'s & skills
- Recruitment Plan
- Job Descriptions
- Recruit Team Leaders
- Policies & Procedures
- Construct Database
- Orientation Program
- Registration Process
- Training
- Scheduling
- Recognition
- Evaluation

Event Volunteers

- Orientation Program
 - Attitude
 - Expectations
 - Code of Conduct
 - Accreditation
 - Policies & Procedures
 - Position specific training

Event Job Descriptions

- Information
- Transportation
- Entertainment
- Site Services
- Food Services
- Bar Management
- Sponsorship
- VIP Services
- Communications
- Medical
- Specialized
 - Sport Technical
 - Translation
 - Parade
- Handbook or Pocket Guide
 - Contact Info
 - FAQ's
 - Schedule of Events
 - Maps
 - Volunteer Hospitality

Event Co-ordination

- Visioning Session
 - Creating the plan
- The Critical Path
 - Sequential list of activities and targeted dates for completion
 - Working document
- Production Schedule
 - Timed document that monitors set up, implementation and tear down of event
- Archiving Your Event
 - Constructed document that tells the story of the event and all its planning elements

Critical Path

- In calendar order by dates, weeks or months

Production Schedule

- Minute by minute operations
- Second by second for broadcasted events
- Convention Industry Council

<http://www.conventionindustry.org/>

- Event Specification Guide
- Click APEX, Accepted Practices

Archiving Your Event

- Event Summary
 - Checklist, financial report, event summary, recommendations, photos, media file
- Event Tracker
 - eventLogManager.com
- http://www.pikes.org/media/documents/OfficerResources/hb_specevents.pdf

Administration Resources

- Special Events –Roots and Wings of Celebration – Dr. Joe Goldblatt
- Art of the event : complete guide to designing and decorating special events - James Monroe
- Creative Event Development – Elizabeth Wiersma
- Event Planning – Judy Allen
- The Complete Guide to Special Event Management – Dwight Catherwood, Richard Van Kirk
- Event Management for Tourism, Cultural, Business and Sporting Events – Lynn Van Der Wagen
- Festival and Special Event Management – Johnny Allen
- 101 Festival Ideas(I wish I'd thought of) and other IFEA resources – www.ifea.com



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Event Logistics

- *The operational needs of your event*
- *Working with your theme and your site to make your event happen*

Event Assistance

- *Municipal Events Dept*
- *Links the event organizer with City Depts.*
- *Begins with the Application for Special Events/Festival, Parade or Temporary Street Closure*

Municipal Support

- *City staff work together providing guidelines for events that meet the policy requirements of the City.*
- *Recommendations are forwarded to City Council for final approval of special events.*
- *Eg. Hamilton - Special Event Advisory Team (S.E.A.T)*
- *<http://www.myhamilton.ca/NR/rdonlyres/B3FF7299-2F24-4FAE-A45727C1913F063C/30316/2007SpecialEventApplication.pdf>*

SEAT Reps

- | | |
|--------------------------------------|---------------------------------|
| • <i>Culture</i> | • <i>Health</i> |
| • <i>Recreation</i> | • <i>Parking/Noise Control</i> |
| • <i>Building</i> | • <i>Parks</i> |
| • <i>Electrical Safety Authority</i> | • <i>Police</i> |
| • <i>Finance</i> | • <i>Traffic</i> |
| • <i>Fire</i> | • <i>Link to other agencies</i> |
| • <i>Public Transit</i> | |

Food Services

- *Food preparation*
 - *Hot foods hot, cold foods cold*
 - *Equipment and Utensils*
 - *Booth Construction / BBQ's*
 - *Water and Ice*
 - *Personal Hygiene*
 - *Waste Management*
- <http://www.myhamilton.ca/myhamilton/CityandGovernment/HealthandSocialServices/PublicHealth/FoodSafety/SpecialEvents.htm>

Alcohol Service

- *Municipal Alcohol Risk Mgmt Guidelines*
- *Licensed Venue vs. SOP*
- *Smart Serve Program*
- *Sufficient Controls*
 - *ID*
 - *Supervised Entrance/Exits*
 - *1 floor monitor/50 participants*
 - *Event workers cannot consume alcohol*
 - *Event workers of age, Smart Serve Trained*
 - *Two drinks served to one person at any one time*
 - *Non alcoholic beverages and food available*

www.smartserve.ca

Waste Management

- *Collection and Disposal*
 - *Recycling*
 - *Greening*
- <http://www.myhamilton.ca/NR/rdonlyres/9056D26C-A14F-43E7-B2C9-973B4AC3B808/0/WasteMgmtApplicationFormForFestivals.pdf>
- www.itsmypotty.com

USER FEES

eg. Hamilton

- *Tent Permit – Min. \$75.00*
- *Park Permit - \$50 - \$250 per day*
- *Food Vendor Permit - \$25*
- *Police \$41/hr/constable*
- *Road Closure \$175-\$450*
- *Hydro Permit & Inspection \$72 - \$288*
- *EMS - \$360/min. 4 hours*
- *Detour signage - \$150/sign*

Tents, Power & Lighting

- *Tent Structures*
- *Power Sources*
- *Lighting Requirements*
- www.intentsinc.ca/home.html
- www.concordpro.com

Admission, Ticketing & Registration

- *Ticketed event*
- *Personnel*
- *Fee or Free*
 - *Pricing*
 - *Advance Sales*
- *Accreditation*
- *Tracking Attendance*
- www.admitec.ca

Communication

- *Event Staff Communication*
 - *walkie talkies*
 - *cell phones*
 - *Command centre*
- *Event Audience Communication*
 - *Portable Sound System*
 - *Signage*
 - www.3lsound.com

Parking & Transportation

- *Assess need*
- *Fee or Free?*
- *Staffing*
- *Operations*
- *Shuttles*
- *Public Transit*

Safety and Security

- *Protection of property & assets*
- *Orderly control*
- *Emergency and crisis mgmt*
- *www.missingkids.com*

Liability Insurance

- *\$2 Million*
- *\$5 Million – fireworks, amusement rides, helicopter rides, hot air balloons, alcohol*

More Information...

- *<http://www.myhamilton.ca/myhamilton/CityandGovernment/CultureandRecreation/CommunitySpecialEvents/>*
- *Your local municipality, public health office*
- *Festivals and Events Ontario*
www.festivalsandeventsontario.ca



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