

# Event Planning

Bristol SU Groups



**BRISTOL SU**  
the best student life

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## Introducing the event planning process

Bristol SU groups run hundreds of events across the year, from large collaborative balls to debates and film showings. This toolkit will guide you through the process of planning and delivering a successful event step by step and includes plenty of practical checklists to ensure that you don't get tripped up by unexpected charges or considerations along the way. Use this toolkit in conjunction with our event-budgeting template to ensure your event is well planned and financially successful.

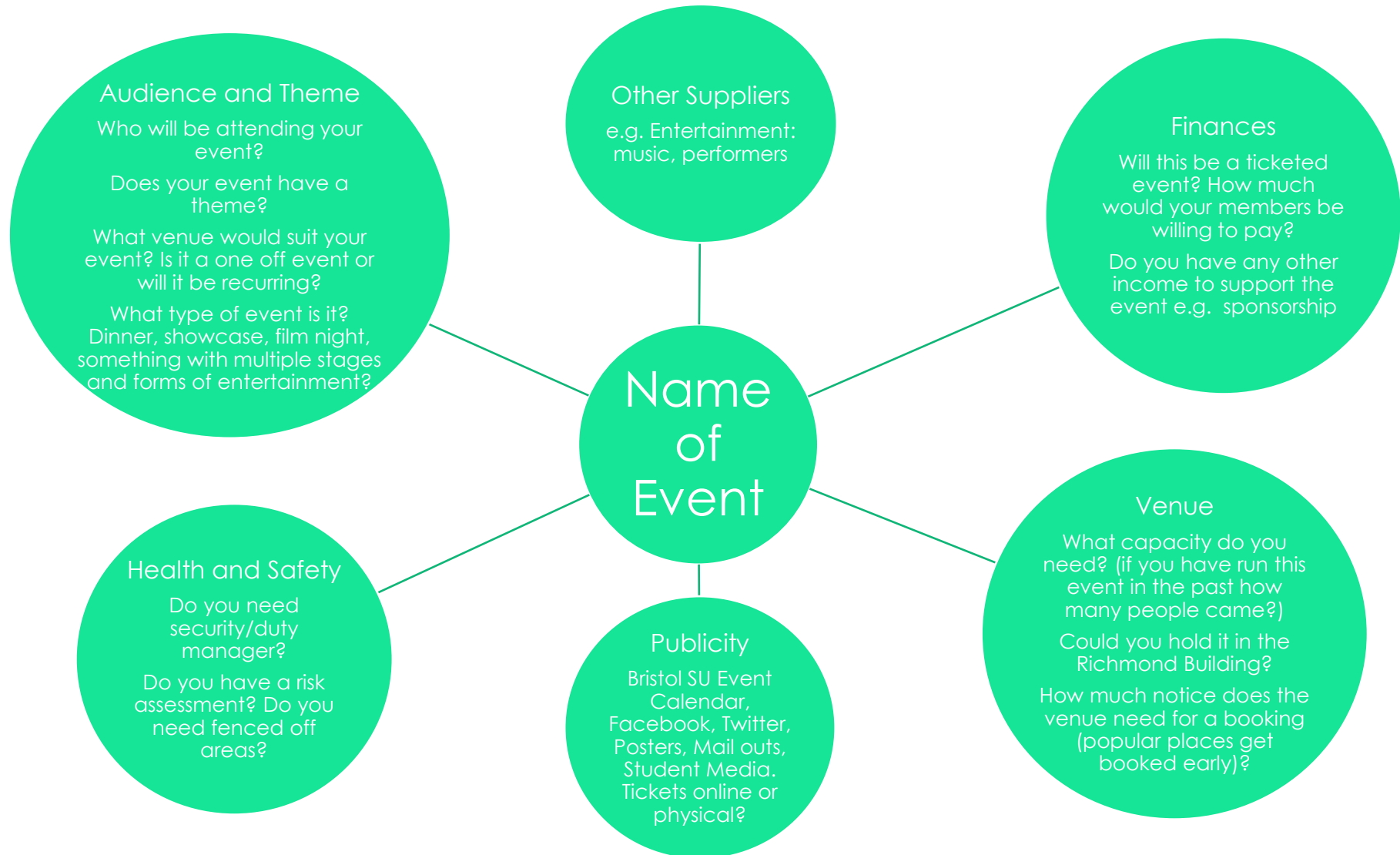
Planning and delivering an event consists of 5 key processes



\*Suggested timescales for planning – the earlier the better!

## Gather ideas

Get together with everyone involved in planning your event. If it's a big event why not ask other members if they would like to help or volunteer and get them involved? At this stage you can go crazy and think up all the elements you dream of having in your event. When you get to the research stage you will get a better idea of what is possible within your budget and timeframe. Get your creative minds on and use the next worksheet to help guide your discussions.



## Research

Assign someone responsible to each area of planning to go and research possibilities. Set a date for the next meeting as a deadline for the research.

<b>Planning Area</b>	<b>Suggestions to research</b>	<b>Who is responsible?</b>
Venue	<i>e.g. What equipment does the venue come with? Will you need to hire a PA, lights, tables, chairs etc?</i>	
Finances	<i>e.g. approach potential sponsors, complete budget template</i>	
Publicity	<i>e.g. ask Epigram how to advertise the event there</i>	
Audience & Theme	<i>e.g. survey to our members to see if they would rather a Circus theme or a Arabian nights theme</i>	
Other Suppliers		
Health & Safety	<i>e.g. Does the venue have a risk assessment? Does it need adapting?</i>	
Date of next meeting:		

## Plan

Complete the event brief and our budget template (separate excel document) with your final decisions.

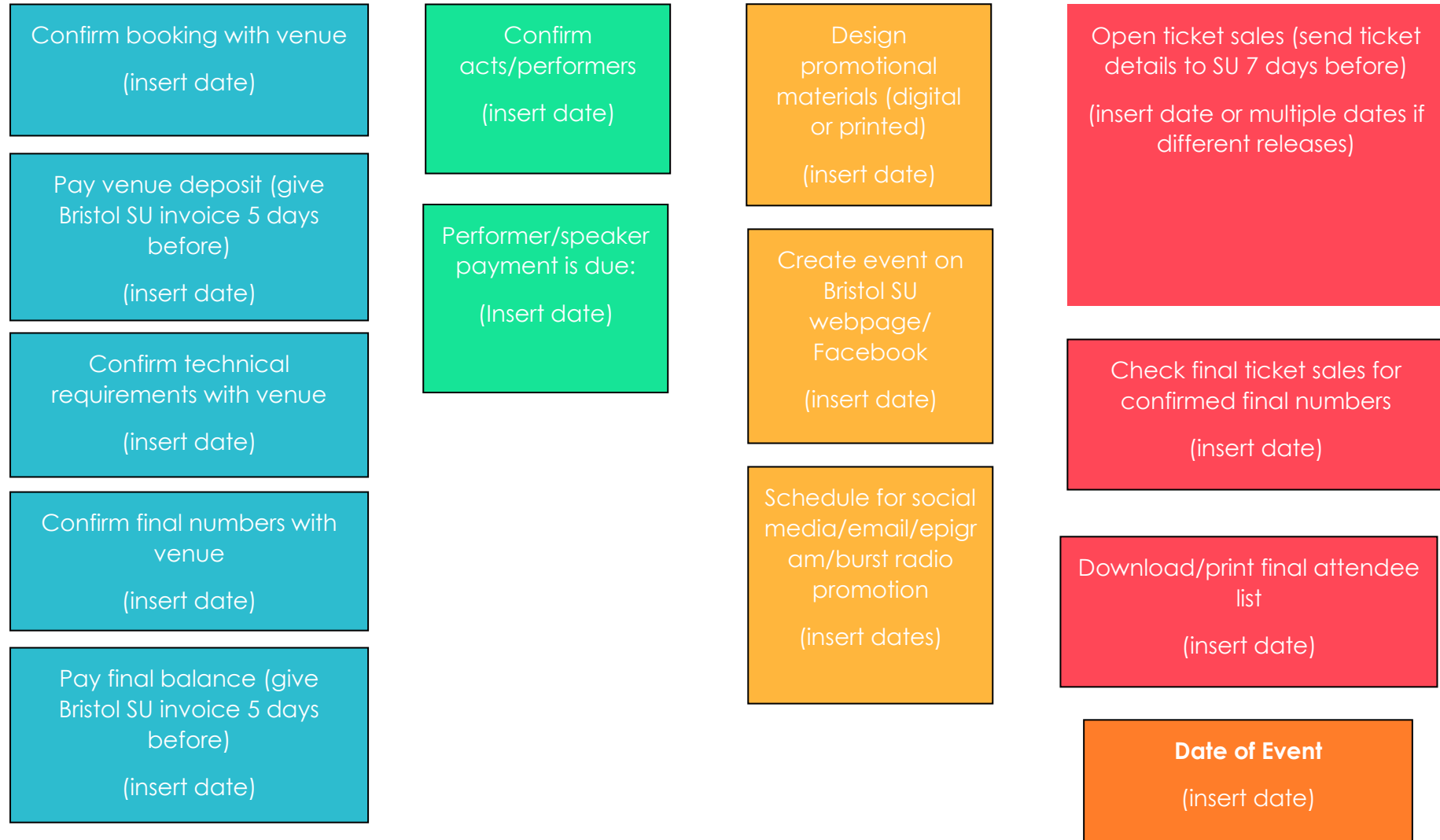
### Bristol SU Group Event Brief

Name of Event	
Date	
Time	
Location	
Expected number of attendees	

Security	
Suppliers	
Performers/Speakers	
Catering	
Entertainment	
Decorations	
Tickets <i>No. of tickets, method of sale e.g. SU website, different types/prices</i>	

## Bristol SU Event Planning Timeline

Complete the timeline as a reminder of all the important deadlines.





## 6 week cash-flow planner

Complete the cash-flow planner to ensure that you have enough money coming in to cover your costs.

	42 days	35 days	28 days	21 days	14 days	7 days	Event
e.g. Venue		e.g. £1000 deposit (50% of total)				e.g. £1000 (remaining balance)	
Venue							
Food							
DJ/Band							
Culmulative Total spend:							
Ticket sales needed:		e.g. 67 tickets @ £15					

## Some tips from Bristol SU

We've seen many student events come and go. Some were hugely successful and others were a complete disaster! Here's a few tips we've discovered along the way to avoid the common pitfalls:

### Budget

- Check if all your quoted costs include VAT. If not this could add 20% to your costs!
- Keep to your budget – no last minute splurges on flying carpets and snake charmers
- Budget to break-even at two thirds of your maximum ticket sales (use our budget calculator and it will do all the maths for you).
- Sell tickets on your SU page. There are no transaction fees and the money will go directly in to your Union Account. No messing around collecting cash or chasing bank transfers. You can easily print out a guest-list from your page, set up a mailing list for all attendees and can even ask them to specify dietary requirements or menu options. To set up tickets email [bristolsu@bristol.ac.uk](mailto:bristolsu@bristol.ac.uk) with your requirements.
- Having different ticket releases at different prices is a great way of encouraging people to buy tickets early ensuring that you have enough cash to pay your suppliers.
- Allow for other additional costs like riders for entertainers and additional equipment
- Check the date that you have to confirm final numbers with your venue. Make sure you give an accurate number to the venue on this date to avoid being charged for catering for more people than you will have attending.

### Publicity

- Create an event on your SU Webpage. This will show up on your page and in the SU 'What's on' section of the website and is free extra advertising.
- Tweet us @Bristol\_SU and post to our Facebook page (<https://www.facebook.com/bristolsu>) about your event and we will shout about it for you.
- Use social media to spread the word and save paper. Schedule posts and create event pages on Facebook to promote event and have somewhere to direct people too (like a good website or event page). If you have a popular speaker/act get them to tweet your event.
- Think about when you start publicising to your members. If it is a busy exam period they might miss some of your emails. The earlier you start promoting the better.

## Venues

- Come and have a look at the Richmond Building. No other venue can compare on price (free for Clubs, Societies and JCRs!) and service (our whole reason for being is to support students). Please note there may be charges for bar staff, extra portering, equipment hire and tech support but our rates are very competitive.
- Take a look at our guide to community venues for other options.

## Entertainment

- Why put money into the pockets of other artists when you can support your fellow societies? We have more societies than any other Union we know so if you want a wandering magician, a poker table, jazz ensemble, rock band, dance performance and more have a look at all the SU society pages for inspiration.
- Do the acts you have performing have "riders"? If yes, then allow time and budget to buy this. It may also include hotel rooms so make sure you book in advance

If you want help and guidance please arrange a meeting with the Bristol SU Development Team and we'd be happy to help.

## Deliver

Your event has arrived! Complete the following checklists to run your way smoothly through the day.

### Main Contacts for Event

	Supplier Contact	Contact Number	Student Lead	Contact Number
Venue				
Technical Set-up				
Venue set-up/decorations				
Entry List				
Performers/speakers				

### Template Agenda

Name of Event		
Activity (examples)	Time	Who
<i>Decorations arrive</i>		
<i>Room set-up</i>		
<i>Equipment check</i>		
<i>Guest Arrivals</i>		
<i>Dinner/Speaker/Activity</i>		
<i>Entertainment</i>		
<i>DJ</i>		
<i>Close</i>		
<i>Clear up</i>		

## Debrief

Congratulations! You've held your event and hopefully all your hard work and planning led to a successful, stress-free and profitable event. Even if everything was perfect take some time to gather your planning committee back together and have debrief all aspects of the event. Think about the topics below and pull together all your thoughts in a short report so that future committees can benefit from your wisdom. Add the report to handover files.



If you want to talk to anyone about an upcoming event the Students' Union are always here to guide and advice. Please get in contact at [bristolsu@bristol.ac.uk](mailto:bristolsu@bristol.ac.uk)