



Planning a successful event



1. SET CLEAR OBJECTIVES

Ask yourself: What do you want to achieve?

- » Raise awareness?
- » Celebrate a milestone?
- » Generate leads or revenue?

This will guide all decisions moving forward.



2. KNOW YOUR AUDIENCE

- » Understand who the event is for.
 - » Tailor the content, location, and atmosphere to their preferences.
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3. CREATE A BUDGET

Include line items like:

- » Venue
- » Catering
- » Entertainment
- » Marketing
- » Staff
- » Miscellaneous (permits, transportation, etc.)

Always add a buffer (~10-15%) for unexpected costs.



4. PICK A DATE AND VENUE EARLY

- » Check for conflicts with other major events or holidays.
 - » Ensure the venue is accessible, the right size, and has necessary amenities (parking, Wi-Fi, A/V).
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5. BUILD A TEAM

- » Assign roles (e.g., logistics, promotions, sponsorships, guest management).
 - » Use tools like Trello, Asana, or Google Sheets to track progress.
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6. DEVELOP A TIMELINE

- » Work backwards from the event date.
- » Set deadlines for tasks like booking vendors, launching invites, confirming speakers, etc.



7. PROMOTE THE EVENT

Use a mix of:

- » Email marketing
- » Social media
- » Flyers/posters
- » Influencers or partners
- » Press releases (for large public events)



8. PLAN FOR THE DAY OF

- » Create a detailed run-of-show schedule.
- » Have contingency plans for weather, no-shows, tech issues.
- » Prep your team with a briefing and contact list.



9. ENGAGE YOUR GUESTS

- » Use activities, games, or interactive elements.
- » Provide opportunities for networking or Q&A.
- » Capture content: photos, videos, testimonials.



10. FOLLOW UP

- » Send a thank-you email.
 - » Share event highlights or media.
 - » Gather feedback via surveys.
 - » Analyse what went well and what could be improved for next time.
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Things to consider

EVENT MANAGEMENT OVERVIEW

Event managers are essential to the planning, coordination, and success of any event. They juggle multiple responsibilities and must ensure compliance with legal duties around health, safety, and duty of care. Success is measured by economic, social, health, and safety outcomes, with impact on attendees, staff, emergency services, and the wider community taken into account. Refer to the [!\[\]\(c507f772dba2b921f86777f01218e570_img.jpg\) **Health and safety / Risk management at events**](#) on the QLDC website.

STAKEHOLDER CONSULTATION

Engage key stakeholders early—police, emergency services, council, security, and affected groups. Early consultation encourages cooperation and smoother planning. Keep a record of all stakeholder communications including dates, contacts, and notes. Hold planning meetings well in advance to accommodate feedback and changes.

PRE-EVENT BRIEFING

Before the event, gather all participants for a briefing. Cover communication, schedules, alcohol service, security, and emergency protocols.

POST-EVENT DEBRIEF

Conduct a debrief soon after the event with stakeholders to review attendance, incidents, and feedback. Use this to evaluate what worked and what can improve.

VENUE SELECTION

Venue choice impacts all aspects of event planning. Consider:

- » Necessary services/equipment
- » Crowd flow and safety
- » Emergency access
- » Hazards and environmental impact
- » Accessibility and parking
- » Stakeholder agreement

A list of venues is available on QLDC's website.

SITE PLAN

A detailed site plan is critical. It helps during planning, setup, and emergencies. Ensure:

- » Grid layout with landmarks and street names
- » Marked entrances, exits, services, and restricted areas
- » Clear legends for symbols and numbers
- » Paths marked for patrons, vendors, and emergency services

PROMOTION & TICKETING

Promotional messages shape patron expectations and behaviour. Communicate:

- » Event purpose
- » Safe drinking, food, transport, entertainment

Use tickets to share:

- » Event maps
- » Rules and services
- » Health/safety tips (e.g. sunscreen, water)
- » Timings and transport info

SIGNAGE

Use clear, visible signage for parking, entry conditions, first aid, toilets, and licensed areas. Place signs before entry points to ease congestion.

WEATHER PLANNING

For outdoor events, weather is key. Provide shade, water, and space. Have a backup plan for rain or extreme heat, and decide how to communicate changes to the public.

INFORMATION & COMMUNICATIONS

For large events, set up a visible, well-staffed information center. Ensure clear communication among staff and with patrons, especially in emergencies.
