

PRE-PLANNING

- Form a working group and agree roles and responsibilities for each person.
- Agree a timeline and set targets to ensure the event runs smoothly.

PLANNING



Budgeting: Do you have a budget to run the event? Is the event a fundraiser that will be self-financing? Make a list of the upfront costs involved and any expected income.

Sponsorship: Local businesses may be willing to offer sponsorship for your event. Financial sponsorship or in-kind sponsorship (eg: water, refreshments, fruit) can often be secured. It is important to acknowledge your sponsors during event promotion and post-event.

Date & Time: Choose the day and time of day carefully. Consider factors that may hinder attendance to the event. Also consider the availability of volunteers.

Volunteers: Consider how many volunteers will be needed to run the event. Take into account requirements for marshalls, registration staff, food team etc. Hi-vis may be necessary for some/all volunteers.

Distance/Route: Think about the suitable distance. This will depend on the aim of the event and the target market. Take time to choose a suitable route. Accessibility and safety are of paramount importance. Ensure that the route is adequately sign-posted on the day.

Facilities: For the start/finish of your event an accessible space is essential with toilets, changing areas, power points and parking. Partner with local facilities if possible.

Promotion: There are many ways to promote events including; social media, local newspapers, local radio, newsletters, posters, flyers, websites.

Timing: Events can be timed or untimed. Consider the aim and target group of the event. Also consider the available budget.

Registration: It may be a good idea for people to sign up before the event. Consider whether to offer online registration. This will give an idea of the numbers attending the event, can help with cash flow, will enable collection of essential details such as emergency contact, any medical conditions, and is also a great way to promote the event. Remember a coin/cash float if taking registrations on the day.

Sponsorship cards: If the event is a fundraiser sponsorship cards may be issued to participants in advance.

Water and Refreshments: Water and refreshments may be needed, depending on the time of year and the distance/intensity. These are always very welcome.

Signage: Good signage directing people to the event is important and also helps to promote the event in the lead-up.

Traffic Management: Consider parking, getting to and from the event and participant safety during the event.

On the day: Be organised, start the event on time and be enthusiastic.

ESSENTIAL AND LEGALITIES CHECKLIST

Risk assessment: Completion of a risk assessment will identify potential risks and actions to be taken to help reduce risk. This is often required for insurance purposes also.

Permission: Gardai the local authority and/or landowners may need to be informed of the event depending on the location. Permission may be necessary.

Insurance: Check your organisation's insurance cover and ensure that the event is adequately covered.

First Aid: Qualified first aiders will be required.

Child Welfare: Consider appointing a Child Welfare Officer who is suitably trained and vetted. This person would be responsible for child welfare on the day e.g. lost children. Also ensure there is appropriate permission for taking and use of photographs.

Most importantly, have lots of fun!