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Why have Events?

Developing events, especially those which have the potential to become regionally and nationally significant, can have many benefits. They can help to raise awareness of a place, or an issue, and can bring about a positive impact on the local economy.

For example, events can:

- Create jobs and income for the local area;
- Raise the profile of the area at regional, national and international level;
- Bring local people together, whether as participants or spectators;
- Promote healthy living through sports and physical activity;
- Create access to local culture, for example heritage, nature, art or sports; or
- Provide opportunities for local and national charities to raise funds.

This toolkit is a practical resource for anyone who is planning to organise an event. It provides information, standards and guidelines and helps to break it all down in order to plan, design and run your event successfully.

This toolkit includes:

- Things to think about at each step of developing your event;
- Top tips throughout each section;
- Guidance on processes and procedures;
- Guidelines in relation to current legislation; and
- Templates to help with your planning.

Bridgend County Borough Council can help at various stages in planning and managing your event. Specific departments are responsible for key activities relating to licensing, health and safety, highways, trading standards, marketing and promotion but your first point of contact will be with the **Tourism Team**, visit www.BridgendBites.com/Events for more details.

What is an Event?

An event is an activity that happens at a particular time and enables people to come together. They might come together in celebration, a shared love of music, sports challenges, community fundraising or purely for entertainment such as a circus night. There are a number of other reasons too, the first thing you will need to consider is why you are planning to hold your event.

Events can vary in a number of ways, for example, attendance might be free or you may need to buy tickets. It could be open to the public or by invitation only. Decisions like these depend on a huge range of factors but primarily they depend on what the event is hoping to achieve, in other words, what its objectives are.

For example, an event's objectives might be linked to making a profit so entry will be exclusive to ticket holders who will have paid a price to attend; or they could simply be linked to social or community benefits and so the event is open to anyone and free of charge.

How far in advance an event is planned usually depends on the scale of the event. Events that are promoted on an international scale, for example, will be years in their development but local events tend to be somewhere between six and twelve months. Make sure you have a realistic idea of how long you will need to plan for your event.

Whatever the scale of your event, to run it successfully requires thinking through each element beforehand and you will find plenty of tips and suggestions in this toolkit to help you along the way.