

EVENT HANDBOOK

A GREAT GUIDE FOR PLANNING AN EVENT



INTRODUCTION

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THIS HANDBOOK IS MADE BY VIIMSI YOUTH COUNCIL AND SELTJARNARNESS YOUTH COUNCIL AND INCLUDES EXAMPLES FROM OUR COLLABORATIVE PROJECT. THE IDEA FOR THE EVENT WAS DECIDED WHILE VISITING ICELAND DURING THE ERASMUS+ YOUTH EXCHANGE PROGRAM. THE EVENT TAKES PLACE IN BOTH ESTONIA AND ICELAND. IT WAS DECIDED THAT IT IS GOING TO BE A LIVE CONCERT AND FOOD FESTIVAL AND ALL THE COLLECTED MONEY GOES TO CHARITY.

THE MAIN GOAL IS TO SET AN EXAMPLE FOR OTHER YOUTH COUNCILS ON HOW TO ORGANISE AN EVENT. THE HANDBOOK CONSISTS OF A TIMELINE OF DIFFERENT TASKS IN CORRECT ORDER, TIPS ON HOW TO HAND OUT TASKS AND MANAGE GROUP WORK.

LETS START

CREATIVITY TECHNIQUES

REACHING YOUR GOALS AND FOCUSING ON THE TOPIC CAN BE HARD SOMETIMES. HERE ARE SOME EASY WAYS TO KEEP YOU ON TRACK AND ANALYZE YOUR IDEAS.



B R A I N S T O R M

BRAINSTORMING IS THE MOST EFFECTIVE WAY TO JUST GET THE IDEAS OUT AND DOWN ON PAPER. YOU SHOULD ALWAYS KEEP IN MIND THAT:

- ALL IDEAS ARE GOOD
- NO CRITICISM
- BE FAST AND WRITE EVERYTHING DOWN
- THINK OUTSIDE THE BOX

BRAINSTORMING IS REALLY SIMPLE - JUST WRITE EVERYTHING DOWN THAT YOU CAN COME UP WITH. IT DOESN'T MATTER IF THE IDEA SEEMS REALISTIC OR NOT, BAD OR GOOD. YOU CAN COMBINE THINGS THAT SEEM TO FIT TOGETHER AND ALSO POLISH THEM LATER.



M A P

MAP OR MASSIVE ACTION PLAN HELPS YOU TO REALIZE WHERE YOU ARE TODAY AND HOW YOU CAN REACH THE GOALS YOU'VE SET. WITH THIS YOU GET TO THINK THROUGH THE BASIC STRUCTURE AND NOT FOCUS ON THE DETAILS TOO MUCH.

QUESTIONS TO ASK YOURSELF:

- **WHERE ARE YOU TODAY?** – WHAT ARE YOUR CURRENT RESOURCES?
- **WHERE DO YOU WANT TO BE?** – WHAT IS THE OUTCOME OF YOUR PLAN?
- **HOW CAN YOU GET THERE?** – WHAT DO YOU NEED TO DO IN ORDER TO

REACH YOUR GOALS?

YOU SHOULD HAVE THE ANSWERS IN FRONT OF YOU DURING THE PROCESS OF REACHING THE GOAL. IT'S ALSO OKAY TO ADJUST THEM WHEN YOU REALIZE THAT THINGS ARE DIFFERENT.

IF YOU FOCUS ON THE "WHY" THEN "HOW" WILL GET ANSWERED NATURALLY.



S. M. A. R. T.

WITH S.M.A.R.T. ANALYSIS YOU CAN UNDERSTAND BETTER IF YOUR GOALS ARE REALISTIC OR IF NOT, THEN MAKE THEM MORE REAL.

S.M.A.R.T. IS AN ACRONYM THAT STANDS FOR:

SPECIFIC – HOW WILL YOU KNOW IT'S DONE?

MEASURABLE – HOW WILL YOU KNOW IF IT MEETS THE EXPECTATIONS?

ACHIEVABLE – CAN IT BE DONE? DO YOU HAVE ENOUGH RESOURCES?

RELEVANT – WHY SHOULD YOU DO IT? WHAT IS THE IMPACT?

TIME-ORIENTED – WHEN WILL IT BE DONE?

EXAMPLE: AS AN ORGANIZATION IT'S IMPORTANT TO GROW YOUR BRAND. THE GOAL IS TO HAVE 20 MORE FOLLOWERS ON INSTAGRAM AND 30 NEW LIKES ON FACEBOOK BY THE END OF THE EVENT.



S W O T

SWOT ANALYSIS CAN BE APPLIED TO DIFFERENT ASPECTS OF THE PLAN NO MATTER HOW SMALL OR BIG THEY ARE.

SWOT STANDS FOR **STRENGTHS**, **WEAKNESSES**, **OPPORTUNITIES** AND **THREATS** - ALL THINGS THAT YOU SHOULD THINK THROUGH IN ORDER TO BE SUCCESSFUL. STRENGTHS AND WEAKNESSES SHOULD BE ABOUT YOUR GROUP OR YOUR IDEA AND OPPORTUNITIES AND THREATS ABOUT EXTERNAL THINGS.

STRENGTHS – INTERNAL POSITIVE ATTRIBUTES OF YOUR SITUATION (MARKETING, ASSETS, HUMAN RESOURCES, FINANCIAL RESOURCES)

- WHAT KIND OF RESOURCES DO YOU HAVE?
- WHAT KIND OF EXPERIENCE YOU HAVE RELATED TO THIS TASK?
- WHAT MAKES YOUR IDEA UNIQUE?
- HOW STRONG IS YOUR BRAND?

WEAKNESSES – INTERNAL NEGATIVE ATTRIBUTES OF YOUR SITUATION

- WHAT ASPECTS DO YOU NEED TO IMPROVE?
- IS THERE ANYTHING THAT YOU DO NOT KNOW YET, BUT SHOULD?
- IS THERE ANYTHING SIMILAR?
- WHAT KIND OF RESOURCES DO YOU LACK?

OPPORTUNITIES - EXTERNAL POSITIVE FACTORS THAT COULD HELP YOU (COMPETITIVE, ECONOMIC, MARKET, POLITICAL AND TECHNOLOGICAL ENVIRONMENT)

- WHAT ARE THE CURRENT TRENDS AND CAN YOU USE THEM?
- CAN YOUR BRAND HELP YOU?
- WHAT WOULD BE THE IDEAL OPPORTUNITY?
- CAN WEATHER HAVE AN IMPACT ON YOUR PLAN?

THREATS – EXTERNAL NEGATIVE FACTORS THAT COULD HARM YOU

- WHAT ARE THE BIGGEST OBSTACLES IN YOUR WAY TO REACH THE GOAL?
- ARE THERE ANY COMPETITORS?
- IS THERE ANY SIGNIFICANT CHANGE COMING UP THAT COULD AFFECT YOU?
- HOW COULD POLITICAL OR ECONOMIC CONDITIONS AFFECT YOU?

AFTER DOING THE ANALYSIS, YOU NEED TO FIND OUT HOW YOU'RE GOING TO MINIMIZE THREATS AND WEAKNESSES BY USING THE STRENGTHS AND OPPORTUNITIES.

THE TIMELINE



Before

3 MONTHS



- CHOOSE THE THEME OF THE EVENT
- CHOOSE A CHARITY TO DONATE MONEY FOR
- SET GOALS TO REACH THROUGHOUT THE EVENT
- DECIDING ON DATE AND TIME
- DISCUSSION OVER THE SPECIFICS OF TARGET AUDIENCE
- FORMING TEAMS: FINANCE, MARKETING, SOCIAL MEDIA, CATERING, TECHNICAL PROBLEMS FOR EXAMPLE
- HANDING OUT TASKS
- MAKE A BUDGET
- WHEN AND IN WHAT FORM IS THE CHARITY COLLECTING DONATIONS
- WHAT % OF THE REVENUE WILL BE DONATED
- FIND A VENUE, WHERE THE EVENT TAKES PLACE

MAKE A SOCIAL MEDIA PLAN ●

MAKE A MARKETING PLAN ●

MAKE A PLAN ABOUT FOOD AND CATERING AND CONTACT THEM (SPECIFYING TECHNICAL NEEDS) ●

FINDING AND CONTACTING SPONSORS ●

CHOOSING AND CONTACTING PERFORMERS ●

FIND A SOUND TECH ●

FIGURING OUT THE SOUND AND LIGHT SYSTEM ●

ASK FOR A BID/PRICE QUOTE FOR CATERING, LIGHT/SOUND EQUIPMENT, VENUE, PERFORMERS ETC ●

CREATING THE TIMETABLE ●

FIND A WAY FOR NO PLASTIC POLICY ●

DECIDING UPON WHETHER THERE WILL BE TICKETS AND WHAT SELLING SYSTEM/PRICES WILL BE USED ●



2 MONTHS



- **PERFORM AN ALL OVER BUDGET CHECK**

● **MAKE EVENT SPECIFIC CONTENT** ●

- **CREATE A PUBLIC EVENT ON FACEBOOK**

● **REVEAL THE ARTISTS ON THE EVENT** ●

● **SEND OUT INVITATIONS ON FACEBOOK AND SENDING PERSONAL INVITATIONS FOR THE MUNICIPALITY**

● **CONTACT INFLUENCERS TO PROMOTE AND SHARE OUR EVENT**

● **CONTACTING THE LOCAL NEWSPAPER ABOUT A SPOT FOR AN ARTICLE (NEEDS TO BE CONTACTED ABOUT 1 MONTH EARLY)**

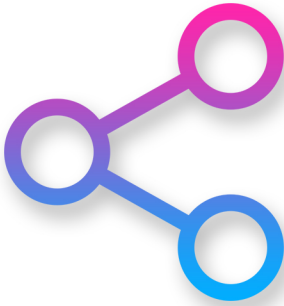
● **IF NEEDED: BUY DECOR, RENT CHAIRS AND TABLES, TENTS**



I MONTH

- ✓ **START ASKING FOR INVOICES FOR THE EXPENSES**
- ✓ **IF NEEDED: PLAN TRANSPORT FOR THE PARTICIPANTS**
- ✓ **MAKING OR ORDERING THE TICKETS TO SELL**
- ✓ **INTRODUCE THE IDEA ON A LOCAL TELEVISION/RADIO**
- ✓ **A CALL FOR VOLUNTEERS (TICKET SELLERS ETC.)**
- ✓ **INVITATIONS FOR THE LOCAL MEDIA (NEWSPAPER ETC.)**
- ✓ **FIND A HOST FOR THE EVENT**
- ✓ **FINDING A PHOTOGRAPHER**

3 WEEKS



**HAVE PARTNERS
SHARE THE EVENT!**

**MAKE A SPONSORED
POST ON SOCIAL
MEDIA TO
PROMOTE THE
EVENT!**



2 WEEKS

**HAVE A SOCIAL MEDIA
CONTEST(BASED ON
SHARING/COMMENTING)**



**DRAW UP AN AREA
PLAN/MAP**

**FIGURING OUT
HANDLING TRASH**

I WEEK

**POST ABOUT/
INTRODUCE
PERFORMERS ON
SOCIAL
MEDIA**

**CHECK
WEATHER
FORECAST**

**ASSEMBLE
GIFTS FOR
PERFORMERS/
VOLUNTEERS**

**DO A
PRESS
RELEASE**

**CHOOSING
THE PEOPLE
RESPONSIBLE
FOR CLEANING
UP**

THE EVENT DAY

1

POST A REMINDER ONLINE

2

SET UP STAGE FOR PERFORMERS

3

PUT UP THE DECOR AT THE VENUE

4

LIGHTING CHECK

5

SOUND CHECK

6

PUT UP CHAIRS, TABLES, TENTS

7

GIVEAWAY ON THE EVENT (MERCH)



THE DAY AFTER

A group of about ten people are gathered around a long wooden table in a meeting room. They are looking at laptops and talking. The room has large windows on the left and a framed picture on the wall.

**POSTING PICTURES
ONLINE**

Three people are silhouetted against a bright sunset over a landscape of rolling hills. One person in the center has their arms raised in a celebratory gesture. The sky is filled with warm orange and yellow light.

**CONDUCT AN
ASSESSMENT ON HOW
IT WENT**

SUMMARY

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