

Organising an Event

From concerts and club nights to weddings and birthday parties, some of the most memorable experiences you'll have in life will be from different events you attend. The events package gives you the opportunity to organise your own event and control all the key decisions. You will put together the programme, pick the venue and create the publicity materials.

Whatever event you choose to put on you don't need a big budget. And remember, it's all about you. Many of your fellow students have passions and talents that they don't get to share with the rest of the student body so look around and discover the hidden talents among your peers.

No matter what type of event you decide to put on, you should think about what message you want to communicate to the people taking part. This is your chance to give a positive impression of young people in your school.

Event is one of the most flexible packages that we offer. It can easily be adapted to things that are already going on in the school or your local youth club. So be creative and bold and create your own unique event.



Committee

Key Functions

Plan the Project
Make Decisions
Evaluate the Process

Take Action
Record Progress
Share Achievements with Others

Before you get stuck in, there are a few things you need to get sorted. The committee meetings are where all the important things will be discussed so it's essential that the meetings are productive. To help conversation and discussion flow, you need to agree on a set of ground rules. Examples are "We will not interrupt a person who is speaking" and "All key decisions will be decided on by a vote". You should brainstorm rules, write them up and vote on them. Make sure the list of rules are on display during every committee meeting.

You will also need to appoint someone to be the **chair** of the committee. This person will be in charge of leading committee meetings and setting the agendas and dates of future meetings. You also need a **secretary** who can take notes of the meetings. This is to ensure that agreed actions and decisions are recorded. You might also want to let someone be responsible for the project box, making sure all the components stay safe and that the box is brought to each meeting.

Staying in Touch

You will have regular committee meetings during the project, but a lot of activities will take place outside the meetings. It is important that you agree on a way for the committee to stay in touch. This way you can update each other about what you are doing and notify the group if you are running behind schedule.

Look Ahead

You are about to embark on the step by step guide. Before you get started with Step 1, set aside some time to have a look at the different steps. This will help you get an impression of what you will be doing at each stage of the project. It is particularly important to look ahead before you put together your work plan. You should also think about the different ways you can involve the rest of the school in the various stages of your project.



Step 1

What's Bothering You?



Your group has established a committee and agreed on some ground rules. Put these rules to the test right away to decide what you will each be doing.

Anti -Vandalism

Community Relations

Anti Bullying

Environment

Poverty

The Elderly

Social Enterprise

After School Clubs

Human Rights

Conflict

Knife Crime

Animal Rights

Disability Awareness

Purpose of This Step:

1. Agree the theme/issue the project will focus on
2. Decide on the main aim of the project
3. Break down the aim into activities

You can decide on the theme, aim and activities in many different ways – you might for example have a vote. The important thing is that the committee makes a decision as a whole.

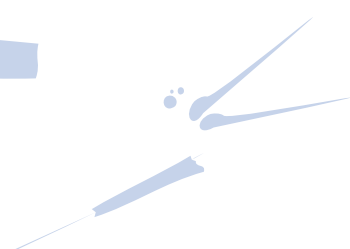
Theme

What topic or issue will you focus on? The following questions will help you to decide:

- What is important to you?
- What do you love?
- What makes you angry?

Your theme can be really broad, such as the environment or a charity you all believe in, or it could be more specific to your community or something in your school you feel strongly about.

Try to choose a theme that is simple to address and that the group are enthusiastic about. It is very important that you have fun when doing this project. It makes everything easier and will help keep you motivated.



Aim

Once you have decided on a general theme you need to decide on the aim of the event. To do this you need to think about what you want your event to achieve.

An event can be used to achieve all sorts of different aims. Think about it broadly first and consider what the purpose of your event will be. Perhaps you want to:

- Raise awareness
- Challenge people's views
- Change something
- Entertain
- Investigate

It's really up to you what you want your event to achieve but you might want to consider a couple of specific suggestions that have worked before:

- Raise money for a charity or specific cause
- Raise awareness about something you all believe in

Have a clear aim before you start to do anything. Make sure you and everyone you are working with understands that aim.

Activities

Once you know your overall aim look at how to achieve it by breaking it down into a list of activities and objectives that will help you in the next steps.



You might want to consider:

- Who do you want to influence?
- How will you communicate your aim?
- What is your main message?

If you decide you want your event to raise money for a charity you might want to consider the following.

Fundraising

An event can raise money for a charity or a specific cause in four main ways:

1. Charge people to come to an event such as a party, an exhibition, a fashion show or a concert
2. Ask people to pay to take part in something at the event such as a competition like a raffle, a quiz or a tournament
3. Ask people to buy something at the event
4. A sponsored event or challenge

You can use one of the above for your event or you can combine several of them. You choose what suits you best.

Raising Awareness

You can raise awareness in any way you like as long as you make sure that the information you use is correct and that the charity/organisation involved is happy with everything you're saying etc.

By this point you have decided on your theme and the aim or purpose of your event. You have started to think about how you will achieve this aim by considering activities and objectives. This leads to Step 2 that decides who needs to do what.

Memo:

Think about how you can involve other students from your school in the project.

Skills Bank:

Team work

Contributing to group discussion

Negotiation skills

Use a democratic process to decide on a theme

Roles and Responsibilities

Step 2

You have got your committee organised, decided on your theme, aim and activities. Now it's time to agree on the different jobs that are involved in getting your project done.

Purpose of This Step:

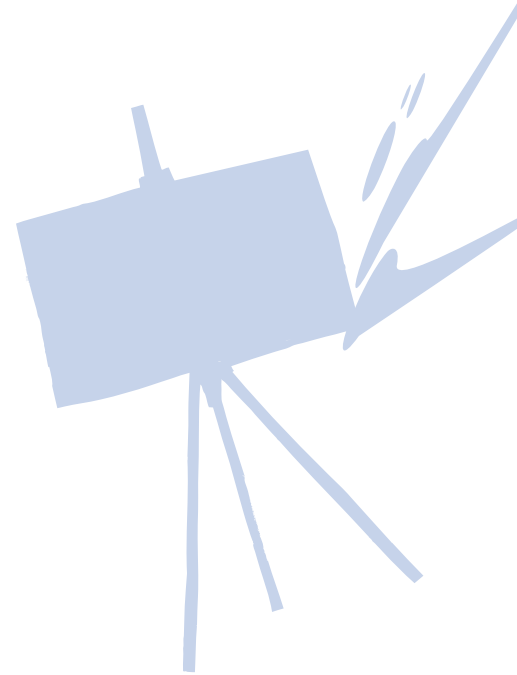
1. Assign roles and responsibilities to committee members

Roles and Responsibilities

A big part of teamwork is to divide the work between you. Not everyone can be involved in everything, so you will need to assign different roles and responsibilities amongst yourselves.

Think about the skills that everyone has and the types of things people like to do. You will probably find that everyone in the committee has something to offer and skills are likely to complement each other. Some might be more inclined to do the active roles such as getting out there and talking to people, while others will prefer to plan and organise the project, making sure that things run to schedule etc. Go with your key strengths but don't be scared of stretching yourself by trying something new.

On the next page you will find a list of suggestions for the types of roles involved in undertaking your specific project. This is not an extensive list so feel free to add other roles you feel are needed. The most important thing is that you cover the roles required for you to complete your project. Once you make the choices about who is doing what, there is a worksheet in the back section of the folder where you can record the group's decisions. Don't forget to make a note in your individual Student Log.



After dividing the roles, each individual should draft a list of what activities they think are part of their role. You may want to finish up with a group discussion to see if you have missed any activities or doubled up on some.

Memo:

Remember that you will each have to do forward planning for the activities you have been allocated – think about what you will do and when you will be doing it.

You will need to set aside time to organise the activities before they happen. For example you will need to set up an interview before you do it or you might need to apply for permission for the venue of your event.

Skills Bank:

Developed team working skills

Developed project planning skills

Taken on individual responsibilities

Event – Roles and Responsibilities

- **Event Manager** – responsible for developing the programme, recruiting and briefing the presenter, speakers and performers. Also responsible for booking the venue as well as making sure you have all the equipment and resources needed for the event (i.e. catering, chairs, PA system)
- **Admin Officer** – responsible for drawing up the list of invitees, drafting and distributing letters, compiling the guest list and registering people when they arrive etc.
- **Researcher** – responsible for gathering information on the chosen theme, getting leaflets, posters etc from relevant organisations that can be used as part of the event.
- **Designer** – responsible for designing the lay-out of the promotional materials with various graphic designs, deciding where pictures and illustrations go and designing the overall look of the event
- **Marketing** – responsible for letting the rest of the world know about the event through developing marketing materials. Will work closely with designers for marketing materials.
- **Media and PR Officers** – responsible for informing local press about the event and making sure they attend, and writing and distributing press releases pre and post event.
- **Health and Safety** – responsible for making sure that all health and safety regulations are followed such as informing guests about fire exits at the start of the event.
- **Fundraisers** – Even if you are not doing a fundraising event, you might still want to raise some money for your own event. See fundraising section for more information about possible sources of funding.
- **Artists and Entertainers** – responsible for developing various elements of entertainment suitable for the event

Planning

Step 3

You have your theme and your aims. You've got your roles and responsibilities. All you need now is a plan!

Purpose of This Step:

1. Draw up a work plan with a timetable, targets and deadlines.

Plan Your Time

We have included schedulers for work plans and timetables in the worksheets section. You should consider:

- How long have you got to complete the project?
- Try and plan how long each of your activities is going to take.
- Set yourself targets you think you will be able to meet and try to stick to them as closely as possible.

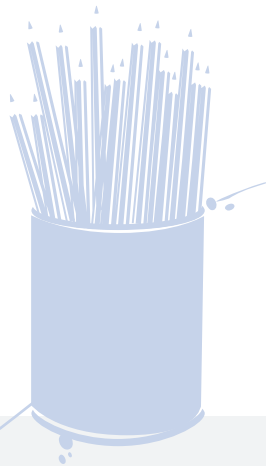
Find out what other events are happening in your area, as you may be able to work in conjunction with another activity or as part of another event. Look at national events and themed weeks – most of these are listed on: www.countmeincalendar.info

Make sure you keep your contact teacher and facilitator updated about your plans. You should try to arrange that any external people you have to speak to, visit you at school. In some cases (i.e. talking to the local authority or checking out a venue) this may not be possible so it is important to check with your contact teacher about the best thing to do in those situations.

Memo:

Record your activities

Make sure you are recording your work throughout the project process. Use your YTB digital camera and snap the group in action from start to finish. You should all use the reflection section in the Student Log to make notes and comments during the process. This will make it easier when



you are evaluating the project at the end, but it will also help you next time you are doing a project of this scale!

Skills Bank:

Developing work plans and schedules

Setting targets and deadlines

Research

Planning your event

Some things to keep in mind when you plan your event

The issue

- What do you want to achieve with your event?
- Do you want to raise awareness or raise money for a specific cause?

Target audience

- Think carefully about who is going to be attending the event.
- Once you know who you will be targeting, think about what they will find interesting, entertaining and worthwhile.

Venue

- Make sure you book your venue as early as possible. Without a venue, there will be no event.
- Keep it simple – use school facilities and save yourself a lot of hassle. Any licenses and insurance should already be in place.

Style

- Think about what type of event is suitable for your topic. If you are aiming to raise awareness of human rights abuses, you might want to have a fair trade event

Borrow ideas

- Think about events you have attended in the past – what have you enjoyed, what got your attention, what made you go?

Get attention

- Make sure you market your event by distributing publicity material.

A call to action

- If you want the guest to act on your message, make sure that there is a “call to action” included in the programme – a next step.
- This could be somewhere to register their interest, like a website, or another event that is coming up that you want people to know about.
- Maybe you want to create your own leaflet that provides information about your issue and how to get involved.

Event at a Glance

1 Theme

- Decide on the issue/theme/topic
- Research the issue
- Decide on the message

2 Type of Event

- Research different types of events
- Do you want to raise awareness or fundraise?
- What type of event will convey your message most effectively?
- Borrow ideas from other events that you've been to/know about

3 Impact

- Decide on your audience
- How can you have the best impact on them?
- Create awareness and a buzz about your event
- Get other students involved with getting your message out there

4

Planning

- Think ahead, book the venue in advance
- Invite any speakers, providing them with a clear idea about what you need.
- Make sure you stay organised.

5

Publicity

- Make sure you let the local media know about your campaign
- Create posters, promote and advertise your event
- Maximum impact!

6

Celebrate

- Your event is a celebration of your hard work
- Make sure that everyone who has been involved gets recognised
- Congratulate yourselves on a job well done and have fun

If you have chosen to do a fundraising event, you should pay special attention to the following points:

Fundraising legalities. There are quite a lot of legalities around raising money for charity, so here are the most important ones:

1. You can only raise money for a registered charity
2. All the money you raise must go straight to the registered charity
3. The charity's registered number must be on all fundraising materials
4. To collect money on the street you must be over 16 and sealed buckets must be used
5. All fundraising must be supervised by someone over 18
6. All monies collected must be managed by someone over 18
7. If you hire an external venue for your event check that they have all the correct licenses. A reputable venue will be able to show you the license, their public liability insurance policy and the health and safety policy.
8. It is also useful to talk to the local authority if you want to do an outdoor event. Each local authority will work slightly differently. Applications need to be made to most authorities three months in advance. Find out your local council contact at www.upmystreet.com

Managing money. When you're raising money make sure that there is a very clear and safe system for collecting and looking after money, that is being managed by a teacher or someone over 18.

Sponsorship and Donations

All requests for donations to charity must be done with an attached registered charity number. All funds raised by you for the charity must only be received by this charity organisation. Any personal information collected about donors or supporters must only be used only in compliance with the Data Protection Act 1998. When a proportion of the money raised is being used to cover costs, or a part thereof, then this must be made clear to donors.

Collections

Obtain a Street Collection License from the relevant local authority (the council or metropolitan borough) for all collections in public (a place where the public have unrestricted access to all the time). These are limited and need applying for well in advance (min. 1 month).

Get permission from the owner or manager of private property (e.g. shopping centre manager, station master) Obtain a House to House Collection License from your local authority for collections that move from place to place. For business premises, such as pubs, you also need the permission of the owner or manager. During all collections, you must wear ID badges and use sealed collection tins.

All collectors must be over 16.

Events

If the venue where you are holding an event does not have a licence to sell alcoholic drinks then you need to apply for an Occasional Permission from the local police. Similarly, if you wish to offer alcohol as a prize for raffles and auctions then you need an Occasional Permission. However, it is legal to sell tickets that can then be exchanged for an alcoholic drink. Food safety laws apply when you are selling food. There should be a trained and qualified First Aider present.

Raffles and Lotteries

If you want to hold a raffle at a one-off event, like a dinner or party, You must sell tickets solely at the event. Do not spend over £250 on prizes (donated prizes do not count) and there are should be no money prizes (vouchers do not count). This counts as a Small Lottery, for which you do not need a license. The result of the raffle must also be drawn at the event.

Any lottery or raffle other than those described above need a Lotteries License from your local council or metropolitan borough.

Liability for the legal organisation of a lottery falls onto the person/persons promoting it.

See the Young TimeBank website (www.youngtimebank.org) for 10 Top tips for fundraising and more information about fundraising. Click on 'Resources', then 'Fundraising'.

The Government has recently made available two new funds for young people – the **Youth Opportunity Fund (YOF)** and the **Youth Capital Fund (YCF)**. The Youth Opportunity Fund provides money for projects and activities in your area, while funding from the Youth Capital Fund can be used to buy the premises and equipment needed to get activities going.

Contact your local authority for more information or talk to your facilitator. www.direct.gov.uk/DI1/Directories/LocalCouncils/fs/en

V is a new charity launched in 2006 to promote youth volunteering. Their aim is to inspire 1 million young people to get involved with volunteering. V is a youth led organisation, and has an advisory board made up of 20 young people. Check out their website www.wearev.com for possible grant opportunities.

The Big Boost also gives awards to young people of between £250 and £5000 (11-25), to help them get their ideas that will benefit the community off the ground. Visit www.thebigboost.org.uk for find out if you are eligible and see what other young people have already done..

Do It

Step 4

Enough talking, debating and voting, now it's time to take action.

Purpose of This Step:

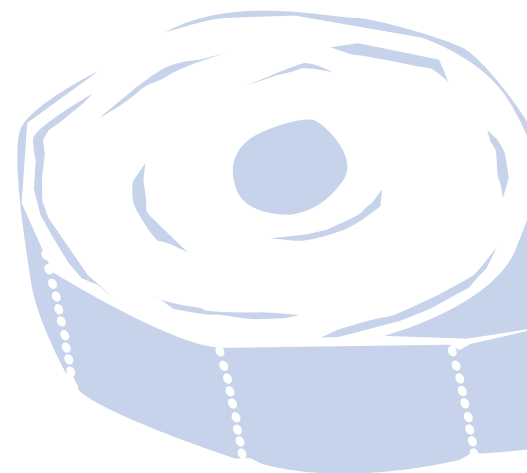
1. Put your plans into action

Stick to your workplan and deadlines from step3 and make sure nothing gets forgotten. The following checklist should help you keep an eye on progress but remember to add anything that you think has been missed out. For more information on the different roles and activities, get in touch with the Young TimeBank Helpdesk 020 7785 6374.

Check list

Logistics

- Decide on a time and date for the event after having consulted the committee and your contact teacher
- Research venues available and decide on the most suitable one (in terms of insurance and health and safety we advise you to utilise your school facilities for the event)
- If you hire an external venue for your event check that they have all the correct licenses. A reputable venue will be able to show you the license, their public liability insurance policy and the health and safety policy
- It is also useful to talk to the local authority if you want to do an outdoor event. Each local authority will work slightly differently. Applications need to be made to most authorities three months in advance.





Admin

- Draw up a draft invitation list and consult the committee regarding additions or removals
- Agree on the content of the invitation letter with the person responsible for the programme
- Agree on the lay-out of the invitation letter with marketing and design
- Make sure you have the stationary needed for your tasks

Health and safety

- Familiarise yourself with the regulations that apply to your event (see Step 5)
- Ask for advice from your school and the local council
- Draft and send any applications you need to complete
- Decide if you need 'first aiders' present at the event
- Make sure all the necessary health and safety information is given at the start of the event (fire exits etc)

Fundraising (for fundraising event)

- Decide on what approaches you want to take to raise money at your event – be creative
- Familiarise yourself with the regulations around fundraising (see Step 3)
- Set up a system for money collection
- Write up guidelines for people collecting money to ensure everyone is aware of their responsibilities
- Make sure you have someone over 18 to supervise the fundraising and manage the money

Fundraising (for non-fundraising event)

- Think about ways you can raise money for your event on the local level without too much hassle
- Ask your contact teacher and facilitator for advice
- Research potential funders locally and nationally
- Draft and send funding applications
-

Artists and Entertainers

- Plan and develop your part of the entertainment – be creative and innovative
- Work closely with the person responsible for the programme
- Keep in mind what opportunities you have at the venue – if possible visit the venue as early as possible to get an impression of what you can do
- Try to involve students that are not members of the committee

Research and Evaluation

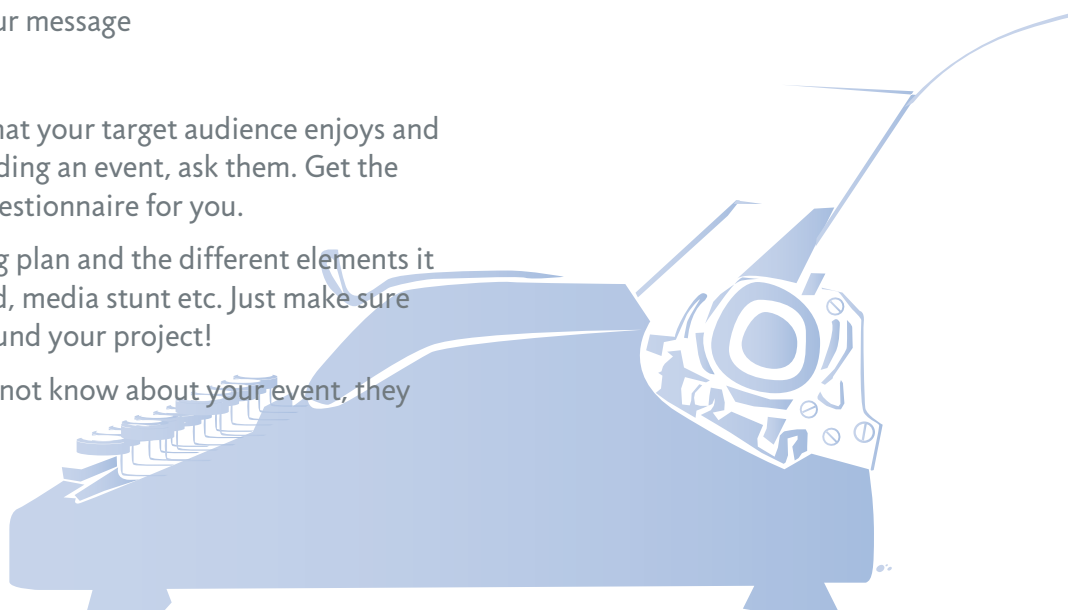
- Research the theme of the event
- If you are doing an awareness raising event, gather as much information, leaflets and posters about your theme as possible
- Provide marketing with your findings to help inform any leaflets you are producing
- Decide on how you want to evaluate the event and develop your plans accordingly

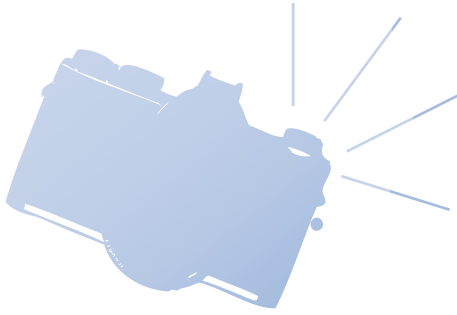
Designers

- Look at different styles for design – see if there is something specific you like, something that catches your eye and looks funky
- Talk to the rest of the group; listen to their ideas about the way the publicity materials will look
- Talk to Marketing about a theme – do you want your own logo and distinctive style
- Keep in mind what type of event you are doing when you choose style and logo – try to use visual expressions to increase the impact of your message

Marketing

- If you want to find out what your target audience enjoys and doesn't enjoy when attending an event, ask them. Get the researchers to create a questionnaire for you.
- Come up with a marketing plan and the different elements it will include: leaflets, stand, media stunt etc. Just make sure you make some noise around your project!
- Remember – if people do not know about your event, they will not attend!
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Memo:

This is where you really get stuck in so have fun

Skills Bank:

Working as a team

Turning your plans into action

Communication

Learning a particular skill

PR/Media

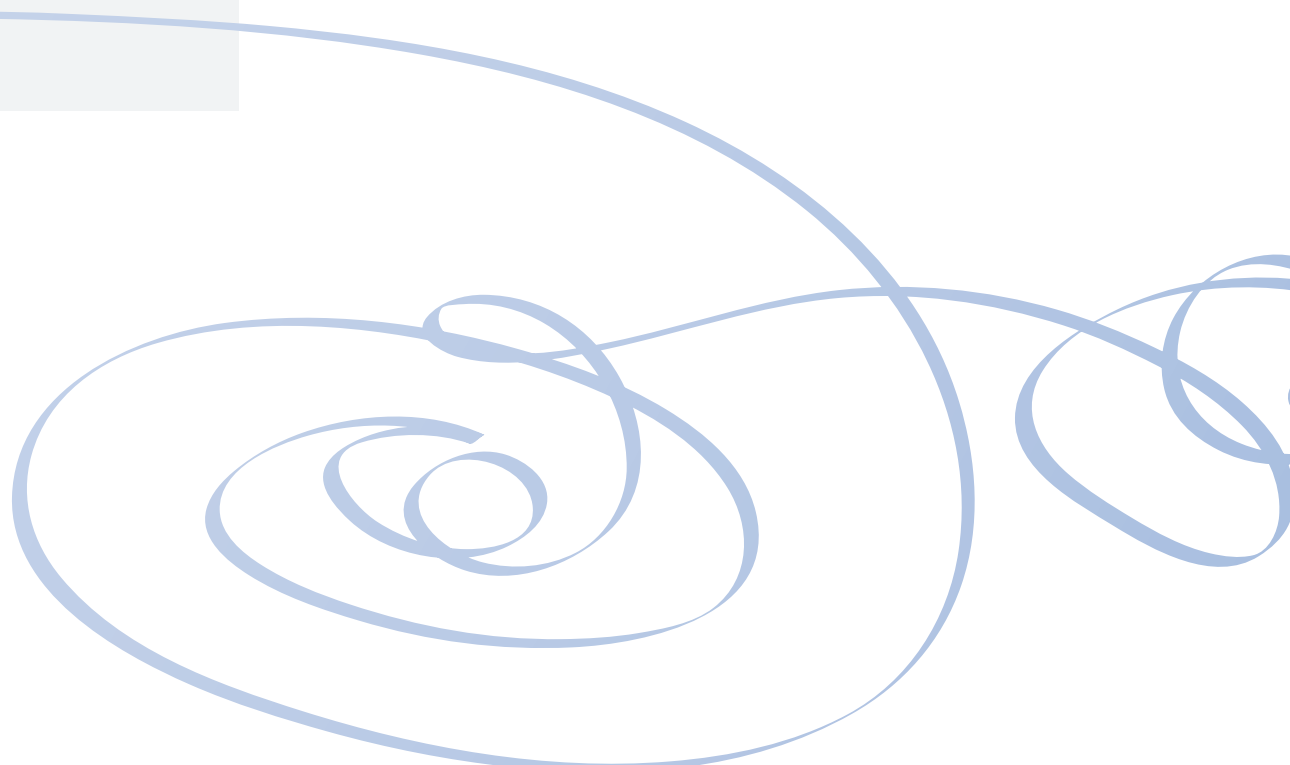
- Use the sample press release as a basis to create your own release
- Make sure you work with the photographer to cover the event.
- Make sure the local media is invited to the event
- Send pictures with your press release
- Write up a case study on one or more of the members of the committee along with pictures and quotes from teachers.

Photographer

- Make sure you visit the venue before the event itself to have a look around and see where the best photo opportunities are
- Remember to cover the whole project process with your camera, not only the final result
- Ensure you have all the equipment you need

Programme

- Think about what type of event you want to have. Think about events you have attended and what you liked and didn't like about them.
- Try to involve students outside the committee in the event. Are there any talented musicians, actors, singers etc in the school? Ask if they want to perform at the event.
- Make a programme of the event with timings and distribute to everyone involved



Celebrate

Step 5

Your event will also be your chance to celebrate your achievements throughout the project as a whole.

Purpose of This Step

1. Recognise your achievements
2. Share your achievements with others

Recognise your Achievements

Think about the contribution each individual team member has made throughout the project to make the event a success. You may like to add a celebration section to the end of the event to congratulate the individual members of the team. Invite your friends, parents and family to see the result of your hard work and involve the wider community. This would also be an extra pull to attract publicity.

Memo

First Aid – do you need First Aiders at your event? Ask your contact teacher who the registered First Aiders are

Insurance – check with the school to see if your school's insurance covers your event

Rainy weather – if your event is taking place outside, you should have a back up plan in case of bad weather

Spreading your Message

It is important to keep those who were not able to attend the event informed about what went on. Remember to take photos that you can send with your written record of the day to those interested in knowing more about your project.

This information will help create a legacy about your work as people can refer back to it in the future. Young TimeBank will use it as a case study or an important councillor might use it as an example of the positive impact of young people engaging with citizenship issues.

Food – if you are planning to have food at your event, you will need to check with the school for any health and safety guidelines you need to follow

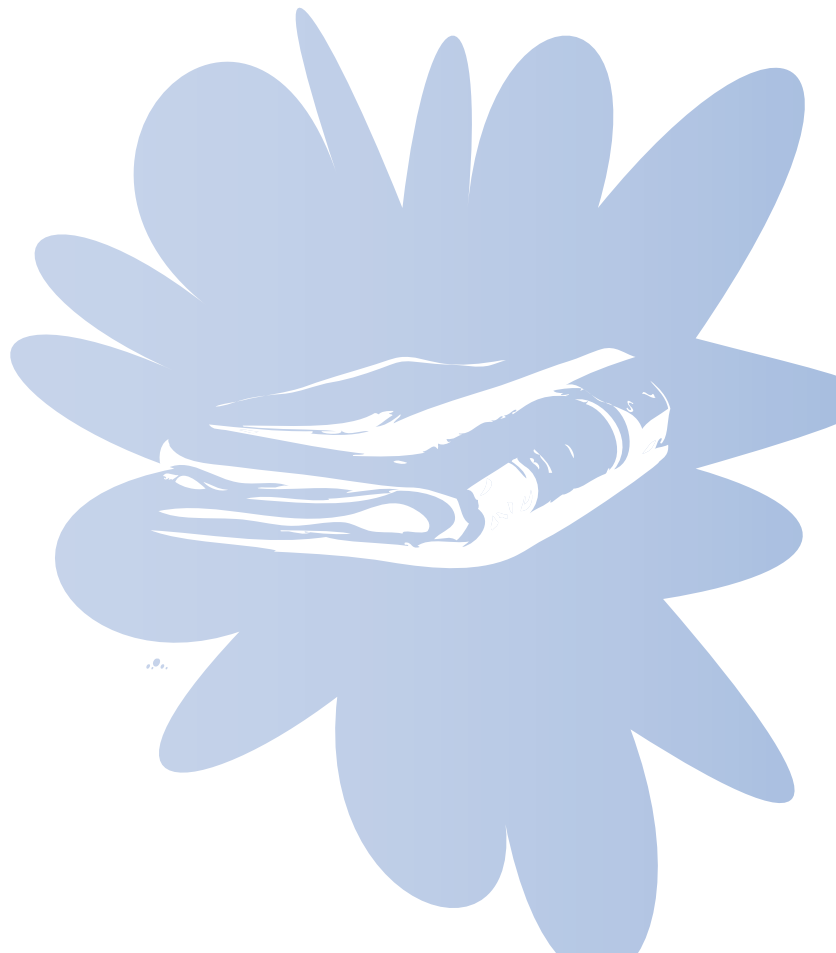
Skills Bank:

Events organising

Liaison with people in authority

Communication skills

Promotional skills



Reflect

Step 6

You've done it and celebrated your achievements. How did it go? What worked? What would you have done differently?

Purpose of This Step:

1. Evaluate the project
2. Evaluate your personal involvement

An important part of any project is setting aside time to reflect on what you have achieved and evaluate what you have learnt. Think about the skills you have gained, the things that worked and what, if anything, went wrong. This will help you be better prepared for the next time. Don't forget to look over the information you have recorded throughout the project – pictures and individual logs – to help remind you.

Evaluate the Project

There are numerous ways for you to evaluate the impact and the success of your event.

Group discussion

The most obvious way to evaluate your project and the progress you have made is to discuss it as a group. Everyone then has an opportunity to reflect on their part in the process and how it all came together.

Questionnaires

A familiar approach for evaluation is by questionnaire. This helps to gather people's ideas, opinions and views on specific questions which also makes it easier to analyse. Think about the type of questions you ask in relation to what you were trying to achieve by doing the project. Has awareness been raised? How has it affected others? Can you ask people the same questions at

the beginning of the project and at the end, to see how people's awareness/opinion has changed as a result of the campaign?

There are two types of questions you can utilise: open or closed.

Open questions require a written answer. These are useful to gain an insight into a person's views. However, it can be difficult to get good answers because people tend to write very brief responses or overly long ones that are difficult to compare to others.

Closed questions are generally easier to analyse because they present a range of multiple choice options. They are generally quicker and easier to complete and will give a very specific range of answers, and can be easily quantified e.g. 75% of Year 10 students that we asked, said that they now know more about the issue than before our campaign, 40% of people we asked changed their mind as a result of the campaign and now support us.

Monitoring

You decide from the outset what type of information you would like to monitor. For example, is it important that you know how many other people were involved in the project or how many attended the celebration event?

The above techniques such as group discussions can also be used to assess your personal involvement in the project. Remember, there is space in the Evaluation and Reflection worksheet to write down your notes.

Five questions to think about when you are evaluating your event

- How was the uptake? Did you get as many people attending as you were hoping?
- How did the guest respond to your message?
- How did the event itself go? Was it on schedule?
- Was the programme well received by the guests?
- Were you able to get the speakers and performers you wanted? If not, why?

*Evaluate your Personal Involvement***What were the best things about taking part in this project?****What skills have you gained as a committee?
What have you learnt?****What could the Committee do differently?
How could you work better?****How could the project be improved?****What else could Young TimeBank do to support you?**

One of aims of the YTB projects is to challenge stereotypes around young people and volunteering. Young people have traditionally not been very well represented in volunteering activities – but your project has already shown that you have so much to contribute.

- Do you think you are more likely to volunteer in the future as a result of taking part in the YTB project?
- Do you feel more confident at setting up your own projects?

Memo:

Make sure you get back to the Young TimeBank staff with your feedback

Skills Bank:

Evaluation methods

Personal reflection on activities

Analysis