

## 10am Starts

### Introduction

#### **Where to Start**

Concept, vision, values and mission. SMART objectives. SWOT. Dates, Venues & Action Plan.

#### **Business Planning**

Includes a take away template/guide

## Coffee Break 11am 15 mins

#### **Your Team**

Roles, responsibilities, recruitment and legal obligations

#### **Budgets and Financial Management**

Includes guidance and template, managing finances on site, tips, VAT

#### **Fundraising**

Ticket sales, commercial sponsorship, merchandising, managing the relationship with your sponsor

#### **The Event Programme**

Tips and general points on how to structure the programme

## Lunch 1pm - 40 mins

#### **Legal Issues**

Event ownership, contracts, licenses, permissions, disability issues, equal opportunities, data protection and insurance.

#### **Insurance**

More general advice and tips on the cover and claims management.

#### **Event Production**

A detailed look at the The Event Management Plan and Event Safety Plan – template, advice and tips

## 3pm coffee break 15 mins

#### **Marketing, Communications & Visitor Research**

Short overview

#### **Post Event Report**

What needs to be in it and why it's vitally important

#### **Summary**

4pm ENDS