

Event Planning

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Who is your target audience?

What do you want to achieve from your event and start form marketing ideas.

Socials - society members

Free Tasters - New students/members

Fundraising Events - Whole student body

Plays - Students, externals and staff

Example:

Society members for my regular social, with an additional target to bring along their friends

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Budget

Think about what you are willing to spend to achieve your goals set out in step 1. Events do not need to cost money but you must consider all possible expenses.

Consider:

Catering

Venue

Promotions

Freebies

Decorations

Example:

£0 I will be working with the local community to get discounts and hosted in a free venue, promoted on social media.

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Date and Venue

Start to set the specific details.

Keep events semi regular, same day each week or 1st of the month so people can plan for it

What is easy for you target audience to get to and best suits your event

Example:

Society socials will happen every tuesday for regularity at Bedford Place (Close proximity for members)

QnA with a quest speaker
Fundraising Sports Day
Karaoke
Free trial
Beach trip

As it is the first official social of the year the theme will be dress as your degree to help facilitate new people meeting.

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Marketing Plan

Ensure that you post well in advance of your event to create traction and people can plan their time around the event.

Ensure that the caption has all the key details; date, time, venue, theme.

Post a reminder on the day with clear instructions about the event

Example:

Post a week before the event with graphics and then a story on the day with clear instructions

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Event Plan

Do not underestimate the importance of having a written plan as the day can get quite hectic without one.

- Risk Assessment (mandatory)
- Step by step of the night
- Register attendees
- Money management
- Entertainment
- Speaker/talent

Example:

Filled out and submitted my risk assessment for the event 2 weeks beforehand



Event Team

Having a good team to help run the event throughout the night is crucial to ensure success.

Depending on the style of event you will need a different team with different directives. Consider each of these areas for your event:

Venue manager
Catering
Marketing
Welfare
Management

Example:

My social sec will be managing the event and stay sober throughout the night. The VP will run the social media throughout the night and ensure student welfare.



On the Night

There are certain rules that you will need to follow on the night, for more clarity contact the Students' Union.

There must be at least 1 sober committee member at every event.

Events are not allowed to go to nightclubs, you must finish the event before continuing.

If there is drinking at the event there must be alternatives available.

Example:

Society members for my regular social, with an additional target to bring along their friends

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Wrapping Up

After the event it is still important to do some kind of wrap up to reflect on the event or create want for another.

This can be done by:

Team debrief

Social media posts

Survey the attendees thought

Plan with the venue another event

Example:

Round up post from the night to showcase how it went and create want for more - photos from the nightd