

VIEW Event Planning Guidelines



Overview

VIEW events provide a wonderful opportunity to promote VIEW in the community, help members and members of the public expand their knowledge about VIEW and The Smith Family, to meet new people and raise funds to support The Smith Family.

If event management is not your area of expertise, don't hesitate to appoint a person or small group of people to assist.

Effective planning and preparation are crucial to the success of an event. There are numerous elements involved in planning and preparation. The following guidelines may assist you in the planning process.



Event Goal and Objectives

Before you start planning an event set up your goals and objectives.

Examples:

"Increase the profile of VIEW and its association with The Smith Family in our community"

"Attract new members"

"Raise funds to support LfL students"



Set & Save the date

Set the date

Sometimes the date of an event can be pre-set. If it is a new event, make sure you select a date that:

- Gives you enough time to plan (depending on the event, about 4-6 months is recommended)

- Doesn't clash with any public and/or school holidays or with VIEW National Events

Save the date

Provide advance notice as soon as possible of the date of your event. Make sure each club receives an emailed notice of the upcoming event including the date, time and venue.



Select the venue

Selecting a venue is one of the key aspects of event planning. Consider a venue with central location and with capacity for maximum attendance.

Accessibility is important, consider parking, proximity to public transport, availability of a public address system. Are there lifts for less mobile guests.

Prior to booking a venue check the policy in relation to final numbers (including any requirement for advance payment). It is usual to provide approximate numbers to the venue about two weeks prior to the event, then about a week before to give tentative numbers. It can be prudent at this stage to advise a lower number than you expect (it is easier to "top up" a day or two before the event, rather than 'round down' the numbers).



Develop an event budget

Once you have set up event goals you need to estimate the projected cost and prepare a budget prior to setting a price (cost for the event per person).

It is important that all sources of income (meals, merchandise, raffle tickets, sponsorship, etc.) and all costs (venue hire, meals, guests' meal, Audio/Visual, decorations, printing, etc.) are accounted for.

Entertainment that is free of charge is preferred.

A venue where the staff is willing to work with you and give good value and service is the best possible option. Ensure that a good relationship is maintained with the venue staff to make the function enjoyable. Consider negotiating with the venue for complimentary meals for your VIP guests.

VIEW Event Budget			
Name of the event:			
INCOME			
	Estimated	Actual	Comments
Bar & Refresh	\$2,500.00	\$2,500.00	
Merchandise	\$500.00	\$500.00	
Publicity	\$100.00	\$100.00	
Sponsorship	\$100.00	\$100.00	
Total Income	\$3,200.00	\$3,200.00	
EXPENDITURE			
	Estimated	Actual	Comments
Expenses	\$100.00	\$100.00	
Travel	\$1,500.00	\$1,500.00	
Publicity	\$100.00	\$100.00	
Merchandise	\$100.00	\$100.00	
Total	\$2,800.00	\$2,800.00	
NET PROFIT/LOSS			
	Estimated	Actual	Comments
Net Profit/Loss	\$400.00	\$400.00	

VIEW National Office can provide VIEW Event Budget template. List all your income and expenditure for the event, ensuring that the greater figure is the 'income' section.

An event budget and **Ticket Price Calculator** is available. To estimate the cost per person, incorporate all your expenditure. Add at least 10% on top of estimated cost.

It is important to review your event budget at least twice prior to the event to make sure you stay on track with income and expenditure.



Tips

All transactions **MUST** be recorded in Area/Zone Cashbook



Guest Speakers

Consider inviting a Smith Family team member or *LfL* student as a Guest Speaker at your event.

If Clubs, Zone Councillors or National Councillors wish to invite a member of the National Executive to a function, an invitation should be emailed to VIEW National Office who will forward the invitation to the relevant National Executive representative.

Past members of Executive who attend a function may like to be seated in an area of the room which recognises their past position, i.e. nearby table with other special attendees or committee members. It is also respectful to acknowledge their presence at a suitable time in the agenda.

The Smith Family team has a job to do, and there is a need to respect their time. It is usual for a State General Manager or VIEW National Manager to speak at an Area Gala, and for a Zone Conference to be addressed by a Regional Programs Manager, Team Leaders, Program Coordinator, etc.

Before inviting a Program Coordinator Learning for Life, student or family member, or representative of a Community Partner, check with your National Councillor/VIEW National Manager.

If you require any assistance or contact details, please contact National Office at view@thesmithfamily.com.au



Tips

Often guests do not need to be given gifts especially if you have paid for their meal. A simple thank you card is sufficient or if a gift is deemed necessary VIEW Merchandise makes a great gift.



Invitation

Make sure each club receives an emailed invitation including the date, venue, cost, start time, theme and RSVP details. The invitation for each function should be sent at least two months prior to the function.

Send invitations to Executive member, National Manager, representative from The Smith Family, other speakers or special guests. Offer home stay accommodation to a Senior Office Bearer if they are not able to arrive/return home in the one day.

Invitations should include the purpose of the event, theme, date, time, address and clear directions to the venue. Include information about availability/cost of parking or public transport options – if this is an issue. On receiving an acceptance, it will be necessary to check mode of transport (public or private) and time of arrival so that your guest may be met.

Then, a couple of weeks prior to the function, contact the relevant person to confirm the arrangements. If relevant, include the name of the VIEW member who is meeting the guest speaker at the train, plane, etc and give details of accommodation including name, address and phone number of hostess (as a courtesy for urgent contact).



The invitation should be sent to National Office **at least 3 months** prior to the function date.



Tips

To save postage cost we recommend you send your invitations via email.



Promotion and Publicity of your event

There are different ways to promote your event

- at meetings
- provide your event information to VIEW Web Administrator to include on VIEW website
- post on your Club's Facebook page

Contact Media Liaison for assistance with publicity and attracting new members to VIEW. Advise the local paper the week before. Invite a representative and/or photographer from the media to the function and ensure that staff and hostesses are informed when they are coming.

Provide a photograph or arrange for a photo opportunity beforehand and forward, with the press release, to the media, together with a suitable succinct caption.



Seating Plan

Prepare a seating plan for members and VIPs (colour coding can be helpful), ensuring that those who have hearing or sight problems are near the front. You may choose to allocate tables on a 'first come, first served' basis, or arrange seating to mix up members of different clubs. It is not necessary to have a 'top' table of VIP's – they often enjoy the opportunity to sit amongst guests. If you do have a 'top' table, it doesn't have to be long - round tables are great at relaxed functions.



Raffle prizes

Raffles are a good fundraising opportunity at your event. Try to source donations of Raffle Prizes if possible.

We recommend you use inexpensive 'coat check' tickets unless tickets are being sold externally.



Prepare a program or run sheet

A program is a broad overview of the main 'steps' for the event - and can be printed and placed on tables for the guests. Sometimes, the menu can also appear on the program.

A run sheet is a list of what is happening, when it's happening and who is responsible on the day and is essential for coordinating a successful event. Prepare one copy for yourself, one/two for the venue (Head Waiter, Function Manager), and perhaps another for the person on the door, so that everyone will know what is happening - and when. Extra notes will help everyone. When preparing your run sheet, you might consider allowing the guests to have sufficient time to mix, mingle and meet others. Plan to draw the raffles/auctions/lucky door prizes to fill in natural gaps between courses.



Selling VIEW Merchandise

VIEW merchandise also makes great gifts for Guest Speakers as well as promoting the VIEW organisation to others.

A variety of VIEW merchandise is available from National Office. Your order should be placed with National Office at least one month to ensure that it arrives prior to your event.

Go to www.view.org.au/resources/merchandise to check current items available.

Briefing your guests

Make sure the National Executive representative/National Manager, guests and other officials from VIEW or The Smith Family receive:

- ✓ A copy of the program, or details of the run sheet
- ✓ A list of guests and relevant background details Information about the Area or Zone - e.g. new clubs, increased membership and other messages you would like included in their presentations, a map of the area, marking the location of the venue
- ✓ Expected arrival times; some representatives prefer to be present for the whole event, others such as guest speakers or public figures with busy

schedules, may only attend for part of the event. This should be negotiated well in advance.

- ✓ Confirm arrangements for meeting/transport/home hospitality for the function. The National Executive representative may like time during the function to meet some of the members and particularly at the end of the function, to accompany the National Councillor to the door and say goodbye to the women as they leave.

On the day of event

Ensure there are jugs of water on the tables. If wine is included with the meal, explain to the venue that the bottles should be opened before guests sit down - this saves time and frustration and helps keep the program running to time.

Consider requirements for stage lighting, microphones and other electronic equipment; ensure that they are working prior to starting the function.

Make sure your event ends and your guests leave at the designated time as venues might charge you for extra hours.



CHECKLIST

- Select a venue
- Confirm Price
- Develop an event budget
- Book a venue
- Confirm booking and menu
- Note dietary requirements
- Prepare and send invitations
- Set agenda
- Lucky door prizes
- Colour scheme
- Table Decorations
- Theme
- Entertainment
- Guest Speakers
- Promotion & Publicity
- Hostesses
- Raffle ticket sellers
- Pin lucky door tickets to agendas
- Organise Lectern, Microphone
- Organise display tables
- Display assistants
- Floor plan for tables
- Seating arrangements
- Organise VIEW signage
- Thank You card (VIEW merchandise if necessary)