

### Why Use this Resource?

This is comprehensive resource outlines all elements of event design to streamline your planning activities. Use it to design a professional, well-considered event.

[Links to National Standards for Involving Volunteers - No.2 Management Responsibility]



### Selecting a Venue

Defining the design principles for your event really forces you to make a range of decisions about the event venue. You will need a venue that can encompass your needs for scale, shape and focus, but there are also a range of technical requirements your venue will need to fulfil if your event is to be successful.

- 1. Size** - choose a venue large enough to accommodate the event. If you want between 500 and 800 people to attend then ensure that you can legally accommodate 800 people. If in doubt have an inspection by a building inspector or the local fire service. The size and spacing of the fire exits is a factor in determining the legal capacity. Also remember that it's important to make sure that you can accommodate enough people to make a profit or at least break even.
- 2. Access** - will your audience be able to get to this venue? Is there public transport or car parking? Is this a space where your target audience will feel comfortable?
- 3. Check the load in and load out access.** This is important because some venues have stairs or small doors which can affect the set up time and this can incur more costs.
- 4. Check the entrances.** Is the venue secure? Will people be able to sneak in without paying entry charge? Is there space for admissions money to be handled securely? Will people with limited mobility be able to get in?
- 5. Consider your needs for different types of space.** Is there enough space for Cloak Room/First Aid/Merchandising if these are required? Is there a dressing room and suitable storage area for participants' equipment?
- 6. Are there enough toilets** for a capacity audience? Are there toilets for performers?
- 7. Check the available power facilities.** Where is the main switchboard? If the venue has a stage there is usually a second switchboard for stage and house lights. Check and count the number of general purpose power points (10 amps) around the entire venue and stage area. Locate the 3 phase power (32 amps power points) outlet. Ideally there will be two - one for the sound and one for the lighting. Any changes or additional power requirements must be done by a qualified electrician.
- 8. Check main areas,** entrance, toilets, cleaning cupboards, kitchen, cloak room, secure rooms, first aid station and general condition i.e. holes, broken windows, security positions.
- 9. Check if the venue has any special conditions** including noise restrictions and curfews. Make sure you discuss these issues with the Hall Keeper or Venue Operator.
- 10. Check whether the venue has a Liquor License.** It is preferable when organising alcohol free events that the venue does not have a license to sell alcohol as you will then have to arrange de-licensing with the Liquor Licensing Division at least 28 days in advance of your event.

Source *Staging1 A Guide to Staging a Musical Event*



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### Principles

#### Theme

Is there a central idea, visual motif or symbol that is meaningful to your audience and the purpose of your event?

Can you use it in a range of ways to tie all the elements of your event together?

#### Scale

Does the scale of your event match the scale of the venue and anticipated audience?

Can you link audience to the action in a large venue?

#### Shape

What is the shape of the space and how might people react to it?

Does the space have clean lines; is there a sense of enclosure?

Can people see and move around with ease?

#### Focus

How can colour, activity and intensity of light be used to focus the audience?

#### Timing

Does this event fit in the community calendar? Are there other events you can piggy-back on? How does your event fit with seasonal cycles (weather, tourist visits, workforce commitments etc.)?

#### Build

Does your event provide audiences with memorable experiences?

Does it build to a climax or finish on a high?

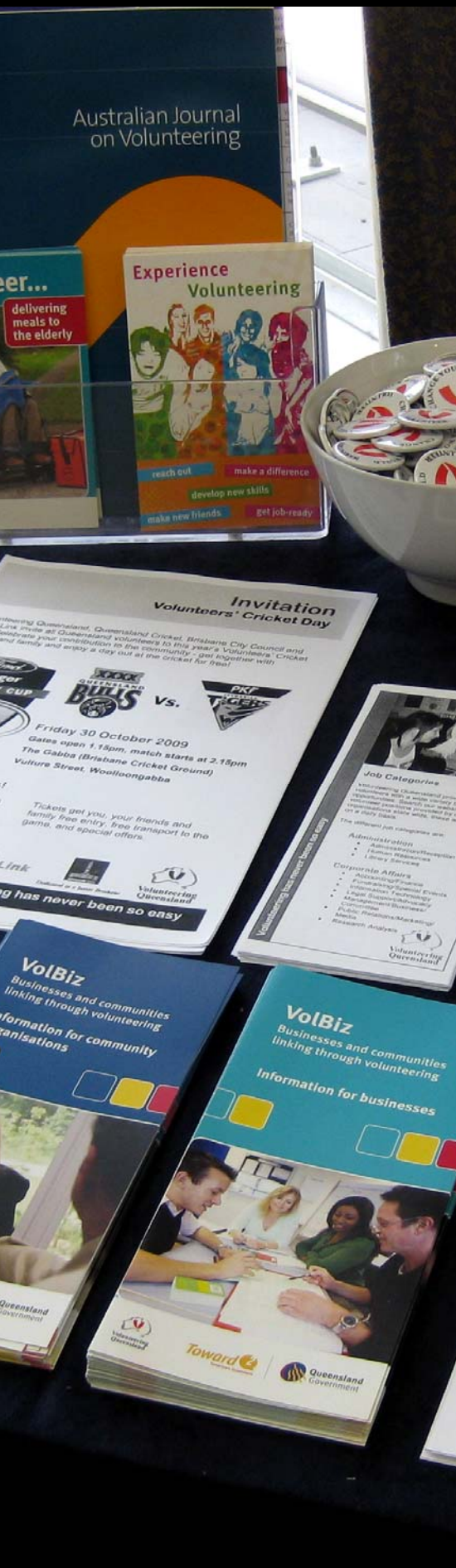
#### The Next Big Thing

How is your event bigger and better than last time - and what about next time?

- ANZAC Day Parades.
- Feeling that they are part of something that's bigger than they are? Need to know audience very well - checking research; harness emotional power.
- Beaconsfield miners at Health & Safety Conference.
  
- Make the venue so you can see action from every section.
  
- Venue checklist.
- Need a sense of enclosure - need to bring people close to the action; or action to the people.
- Have pathways - exhibits lined up to draw you into main event.
  
- See event planning - keep active elements going all day one after the other.
- Passive elements sited so you can still watch the active; piggy-back on events.
  
- Dysart relay for life; November Gala.
- Shave off during an event.
- Announce how much they raise.
  
- Like an act in a play - climax keep crowds amused or they will amuse themselves.
- Event Planning.



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## Event Core Values

### What is an Event?

*"A unique moment in time with ceremony & ritual to satisfy specific needs".*

These questions can help you plan and communicate the concept of your event. This can be a good group brain storming activity for your first event planning meeting.

**WHY** is the event being held?

**WHO** is the event for?

- Who is the main target group; secondary target group?
- Get to know your community - what do they want?
- How will you know what they want?

**WHAT** will happen at the event?

What do we **WANT** to achieve?

- Key performance indicators/outcomes.

What will **SUCCESS** look like?

- Visualise how you would like the event to look.



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### Developing a Site Plan

You will need to draft a site plan for your event, so that your event team and stakeholders are all clear about what will happen where. This is an important part of planning to ensure that your event will be safe, well set-up and meet legal requirements as well as your audience's needs.

If your venue is an inside one, it may be possible to get building plans from the venue manager and then add in the details of how you will set up and use the venue. If the event is to be held outside, the venue owners or your local council may have plans and dimensions, or you may have to pace out the site yourself. Include on your site plan:

- Existing features (e.g. fixtures and topography)
- Access to electricity and water
- Areas surrounding the venue
- All entrances and exits
- Emergency access routes
- Paths used by vehicles
- Paths used by pedestrians
- Parking
- Bus stops etc.
- Stage/s location
- Seating arrangements
- Entertainment or activity sites
- Stall-holder/ Food venue locations
- Security and police locations
- First Aid stations
- 'Chill out' (safe, rest) areas
- Lost children/property
- Toilets
- Drinking water sites
- Boundary of licensed area (if licensed)
- Liquor outlets
- Non-alcohol areas
- Communication centre/command post
- Fire extinguishers
- Refuse containers
- Public telephones
- Media points
- Planned location of technical equipment (lighting etc. including cables)
- Planned location of generators
- Wheelchair access
- Any planned barriers, gates/turnstyles etc.
- OTHER - specific to your event



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- Venue can legally accommodate expected audience numbers
- Public transport is accessible
- Car parking is available
- There is sufficient access for equipment (size of entrances, corners, stairs etc.)
- Entrances and exits can be secured
- Disability/Limited mobility access
- Sufficient storage (equipment, catering supplies etc.)
- Green room/dressing rooms where applicable
- Sufficient toilets for a capacity audience
- 3 phase power
- Sufficient general purpose power points
- Noise restrictions or curfews appropriate to event
- Liquor license

### Venue Checklist

Venue:			
Address:			
Nature of venue (hall, stadium, etc...):		Capacity of Venue:	
Day 1:	TIME	START:	FINISH:
Day 2:	TIME	START:	FINISH:
Day 3:	TIME	START:	FINISH:
Day 4:	TIME	START:	FINISH:
Required set up time (bump in):		START:	FINISH:
Required time to return to original condition (retro-fit)		START:	FINISH:



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