

# **RISK PLANNING TEMPLATE / STEPS**

## **BUT FIRST... BRAINSTORM!!**

### **Purpose:**

1. What is the purpose of your event?
2. Who are you trying to reach?
3. How many attendees? Min? Ideal? Max?
4. Who will benefit from your events and how?

### **Design:**

1. What activity or offering will achieve the purpose of the event?
2. Who will contribute to the event? (e.g. your Collective/Committee, external speakers, industry partners etc)
3. When will you hold the event? Is that day/time suitable for your target audience?
4. Where will the event be held? Consider location, access, and transport.
5. Who runs this venue or space?
6. What kind of food or drink (if any) will you provide? Can you cater to varying dietary requirements?
7. Where will you get the food / drink from?
8. Is there a theme / branding / design required for promotions?

### **Planning:**

Do you need to organise any of the below?

- Venue Booking
- Microphone / Speakers
- Band / Music Player / Speakers
- Other AV
- Lectern
- Tables / Chairs
- PowerPoint Presentation / Holding Slides
- Signage & wayfinding
- Decorations
- Waste Management
- Ice / Ice Buckets
- Plates / Bowls / Cutlery / Platters / Serving equipment
- Food & Drinks
- Parking Permits
- Power Supply (cables etc)
- AV cords & adapters
- Awards / Prizes / Certificates
- Event Ticketing / Registration
- Waivers
- Attendance List / Check-in functionality
- Guest Speakers or facilitators
- Acknowledgement or Welcome to Country
- Games or Activities and relevant equipment
- Thank-you gifts
- Speakers
- Volunteers or Staff
- Stationery
- T-Shirts / Merchandise
- BBQ
- Laptop
- Nametags
- Trolley
- Photographer
- Wristbands
- Feedback forms
- Conversation prompts / ice breakers

1. How much can you spend on this event?
2. Where will this funding come from? Has it been approved or secured?
3. How will you measure registrations / anticipated attendance?
4. Will you charge for tickets? How much?

## **Marketing & Promotions**

1. Who (specifically) are you focused on targeting?
2. How will they find out about your event?
  - Facebook Page / Event / Group
  - Instagram
  - LinkedIn
  - Blitz advertisement
  - Tharunka article
  - Postering / signage / notice boards
  - Information Stalls
  - Flyering
  - Third party organisation or stakeholder
  - Personalised invitations
  - Mailing list (with permission)
  - Arc Website
  - Newsletters
  - Other promotional ideas (e.g. flash mob)
  - Sponsored ads
  - Existing networks and communities
3. Who do you need to speak to, to make this happen?
4. Have you given sufficient lead time AND information?

## **Staffing & Operations**

1. Who will run the event?
2. Do you have enough volunteers or staff?
3. How will you recruit additional help if needed?
4. Who is responsible for what? Do they know? How will this be tracked?
5. Have you created a run-sheet and circulated this? (example below)

Time (From / To)	Action / Task	Responsible Person	Notes regarding location or resources	Other Notes

6. Have you drawn a site map?
7. Have you completed a risk assessment?
8. How will you communicate a change of location / pivot to "Plan B"?

## **Post-Event**

1. What defines a successful event?
2. How will you capture metrics (engagement, signups, giveaways etc)?
3. Is there a feedback mechanism?
4. Did you gather contact information from attendees?
5. Are there any findings from your event that you need to share?
6. Is there anyone you need to thank?