

# How to run Events

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# Me

Rotaract Australia Communications Director  
2019-2021

District Rotaract Representative 9650  
2018-2021

Australian Rotaract Conference Committee Member  
2019

Hastings Rotaract Communications Director  
2018-2020

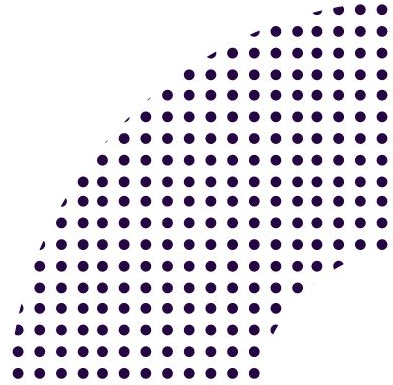
Luminosity Youth Summit Committee member  
2018-2021

Port Macquarie Hastings Sports Awards Committee member  
2018-2020

# Why an event?

Clubs run events for a variety of reasons.

- Make/raise money
- Raise awareness for a cause
- Membership drive
- Social event
- Have a presence in the community



# What kind of event?

- Gala Dinner
- Bunnings BBQ
- Social dinner
- Trivia
- Raffle
- Zumba
- Cause event
- Membership drive





# Things to have...

Before you start thinking about who to run the event you need:

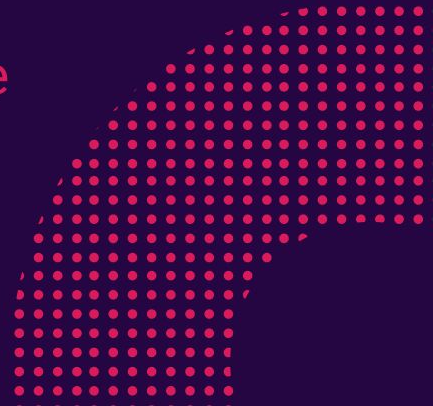
- An idea - why you want an event
- What do you want to do?
- Who is going to help?
- What is the outcome?
- Start a plan



# Starting out

First next steps:

- Get a committee
- Appoint people to roles
- Make a budget
- Flesh out plan (include dates to make things happen by)
- Start telling people to create hype about event
- Start gaining sponsors/prizes/assistance



## Hastings Rotaract Family Fun Day:

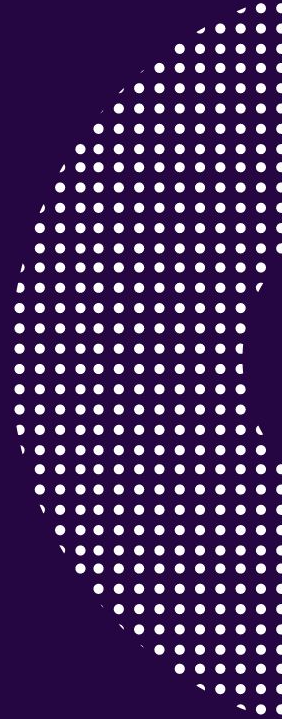
- An idea + perfect timing
- Sally (support person)
- A free outing to bring people together after bushfire and drought
- Grant = Free money
- Outreach to small community
- Connecting with other groups outside of Rotary

# Case Study

# Nitty Gritty

Event planning is stressful but worth the effort:

- Find a day/time that doesn't clash
- Grants and sponsorship
- Insurance
- Negotiate prices ALWAYS
- Media strategy

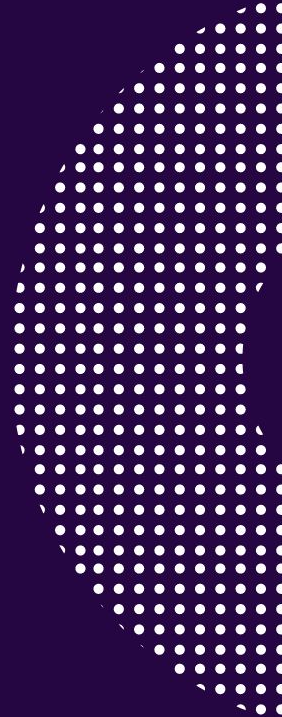




# Nitty Gritty

Event planning is stressful but worth the effort:

- Seek out people who have done what you want to do
- Have a dedicated place to store work/documents (Slack, Mondays.com)
- Ask mentors, people for help
- Meet regularly and trust your team
- Run through before/set up/pack up plan





## Hastings Rotaract Family Fun Day:

- The idea came from DRR and District grant
- Clear purpose was for easy event for family/town
- Small team, know your audience
- Planning is key when organising an event. With a small time frame we met a few times a week and were constantly updating each other on developments.

# Case Study

## Hastings Rotaract Family Fun Day:

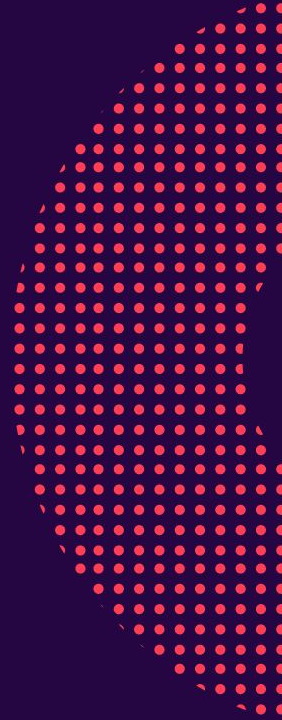
- Use your connections
- Ask for help
- Connected with media to boost presence (social media but also local papers and radio)
- Work out timeline to do things
- Connected with local groups (free venue/and equipment + other resources)

# Case Study

# On the day

Plan for everything:

- Unforeseen problems will come up
- wear your running shoes and bring problem solving skills
- Always overestimate help needed
- Designate people to tasks (photos!!!)
- Pack up is important (rubbish!)
- Have Fun

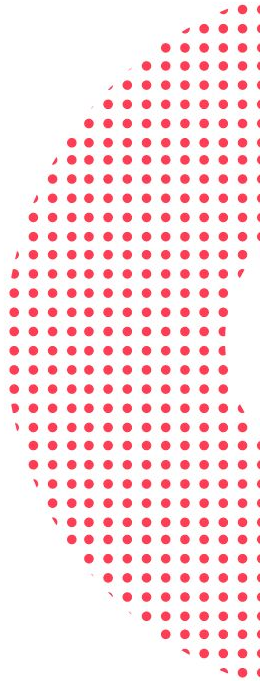




# On the day

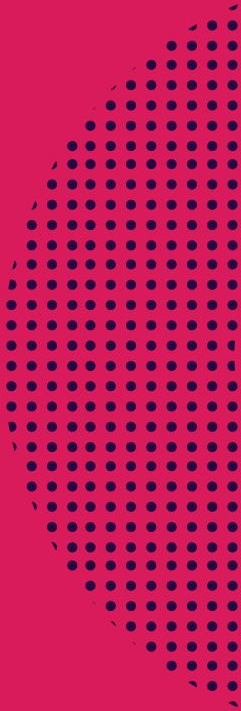
## Hastings Rotaract Family Fun Day:

- Problems will arise! Expect it and get ready to work around them
- Rain, faulty equipment, missing vendors they all happen so have a back up plan
- Take photos - of the event and your people
- Have a schedule and try to stick to it
- Have Fun



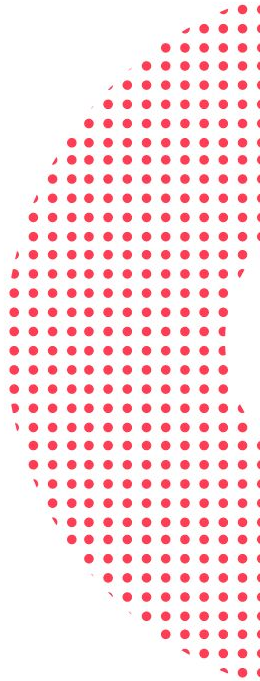
# After

- Celebrate! You made it!
- Sit down with the team and talk about what worked and what didn't
- Take best learnings back to the club
- Plan your next event!



# Key take away messages

- Have a clear goal you want to achieve with the event
- Problems arise - expect it and adapt
- Share the journey (during and after)
- Have a schedule and a plan
- Have Fun



Questions...





# Thank you

Please feel free to get in touch with me  
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