

Student Event Manager Handbook



Introduction

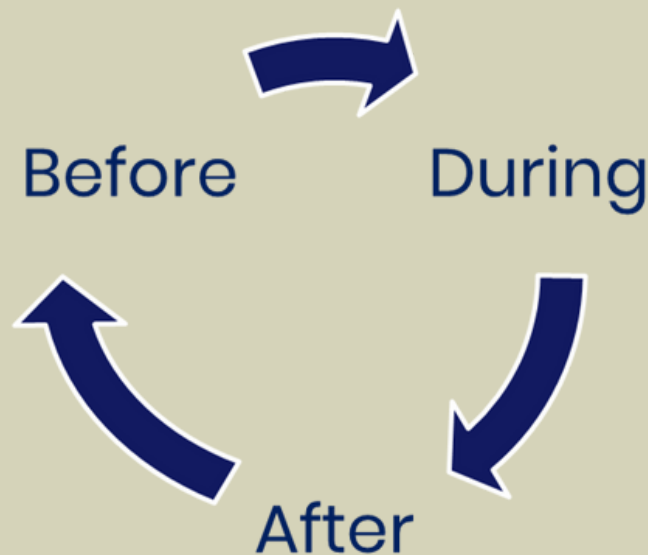


This document is designed to support the management of events from idea to wash ups. It will cover all the stages of the event and what you need to do as well as providing links to useful documents.

What is Event Management?

- It's the creation and development of events such as concerts, conferences, ceremonies, parties, activities or fundraising.
- This is done using practical skills such as planning, time management, budgeting and marketing.
- Plus, Event Management includes the act of running and overseeing an event as it is happening, ensuring it goes as planned.

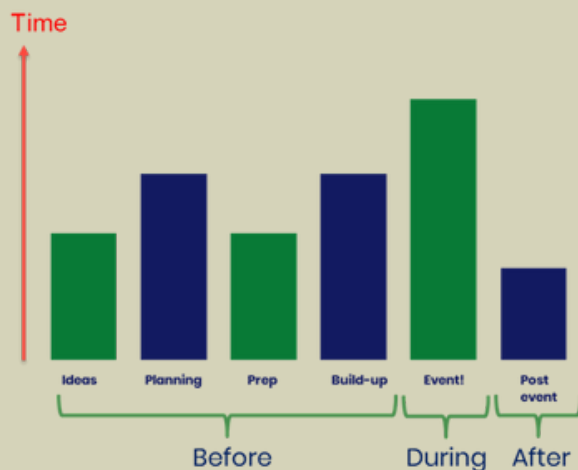
Stages of Event Management



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Time and Plan

Time Commitments to Event Planning



Whatever your event there will be periods where you will be busy, and times when you are less so.

Events tend to be particularly busy at the beginning and end but don't take your eye off the ball! You need to keep up momentum whether your marketing an event, fundraising or training!

What are some of the tasks in each stage?

Before

- Event Idea
- Planning your event
- Event timeline
- Event planner
- Money
- Venues
- Health and Safety
- Publicity
- Volunteers
- Final Checklist

During

- Setting up
- The Event!
- Clean up

After - Don't miss this step!

- Storage
- Wash Up/Evaluations
- Actions



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Starting Point



The Idea

Here are some questions to help you develop your idea

WHAT is the event?

WHY are you running it?

WHO is coming?

WHERE is the event?

WHEN is the event?



Green Thought!

How will your event effect the environment? Are you using single-use items? What could you do differently? Don't just think about what items you can or can't swap, think about the fundamentals of the event.

Planning a Timeline

To ensure that you meet deadlines and deliver your event on time you need to develop your event timeline. Start at when you want to deliver your event and work backwards to ensure you meet all deadlines and give yourself enough time to sort everything out.

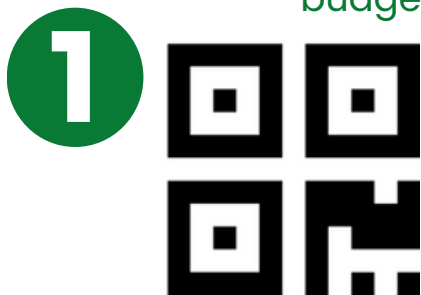
Certain activities have deadlines where things need to be submitted to the SU before they can publicise, so this will extend your planning time. Until it has been approved you cannot advertise your event or sell tickets.

An example timeline is featured on page 8.

GREENEST EVENTS EVER!

Top tips for reducing your groups' environmental impact!

Most flyers end up dropped on the floor or binned without a second glance. This leaves more litter for you (and us) to clear up at the end of the day, wastes money in your budgets and wastes resources.



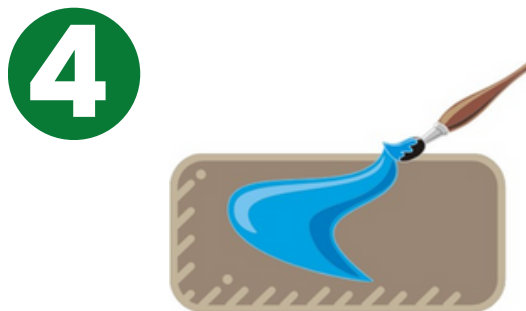
Use a QR code to link directly to your resources!



Print one time table and get them to take a photo!



Use an online form instead of paper for sign-ups!



Go pre-digital! Paint your own sign on old cardboard!



How much packaging are your sweets in? Are they Fairtrade? Do you have allergy and dietary information?



Freebies? Are they useful or will they just get binned and forgotten by tomorrow?

Event Planner



What is an Event Planner?

An event planner is a document, found here www.thesubath.com/new-event/, that needs to be submitted to the SU for certain events. It's a more formal and structured event plan for events that have higher elements of risk to them.

When would I need an event planner?

My Event	Needed	Not Needed
Requires an online product	✓	
Requires tickets	✓	
Costs over £2000	✓	
Has over 200 guests	✓	
Has an external speaker	✓	
Is a show/performance	✓	
SU Socials (PLUG/TUB)		✓
Small Fundraiser		✓

Deadlines



If you need an event planner there are deadlines you need to be aware of. These need to be met and the event planner approved before you can start advertising your event or start selling tickets.

Activity	Deadline
On campus event or activity	3 weeks in advance
On and off campus shows	3 weeks in advance
Off campus activity or event (No contract to be signed)	4 weeks in advance
Barbecues (BBQs)	3 weeks in advance and BBQ Risk Assessment
Off campus activity or event (contract to be signed)	6 weeks in advance
External speaker	At least 3 weeks in advance including External Speaker form completed
Overseas trip	6 weeks in advance



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Example Timeline

Step:	How long to complete:	When:
Start Planning	Tweak to plan what and when	9 June
Room Booking	Tweak to confirm space booking	16 June
Event Planner	Submit 3 weeks before you want to publicise	23 June
Publicise	Advertise for a week	14 July
Buy BBQ Food	Day before	20 July
Event Happening		21 July

When planning your event out, give yourself plenty of time to get everything sorted. People always underestimate how long it will take to do an event and this will impact on your publicity window. Using the above example, you will need to start planning your BBQ in June to deliver on 21st July.

Useful Document Link
[Timeline Template](#)

Monies



Things To Consider

- How are you paying for things? Your options are: Invoicing, SU Card, Reimbursement.
- Are you selling tickets? This should be done through the SU website.
- How are you keeping cash safe? Do you need cash? Remember we are a cashless campus.
- What will you do with the money collected?
- Who will be responsible for depositing into SU Finance?
- Are you fundraising?

The marketing team can offer a mentoring approach to sponsorship and also take responsibility for checking contracts and invoicing for sponsorship deals.

Venues

Where are you holding your event?

Do you need to book it? How?

Do you need to plan for bad weather?

Is the space accessible and suitable?

Do security need to be aware of your event?

Useful Document Links

- [SU Finance Training](#)
- [Fundraising Toolkit](#)
- [Venue Guide](#)



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Safety, Health and Wellbeing



Questions to ask yourself

- Who is doing the risk assessment?
- Does it include everything that is needed?
- Have you checked the venue to make sure you aren't missing anything off the assessment?
- Who needs to sign off on it?
- If you are using volunteers, have you thought about their wellbeing? Food, breaks and things like that?
- Do you need a first aider?
- Will the event include under 18s? Are Disclosure and Barring Service (DBS) checks or safeguarding needed?

What can we do for you?

We have lots of guidance and templates on The SU website, including generic risk assessments for bake sales. See this page:

www.thesubath.com/health-and-safety/

Big events

Some large-scale events or trips will need to go to the events committee so its important to get them in early. They will be able to advise on your safety measures. More information can be found on page 15.



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Publicity



Where to start:

- How are you planning to advertise the event?
- Do Marketing need to be involved?
- Do your event materials meet brand guidelines?
- What communications need to be sent to people? Support staff, volunteers, etc?
- What's the plan for publicity during the event?
- Do you need any photographic consent forms?

What can Marketing help with?

Support to student groups on all aspect of communications: Social media; plasma screens; flyers; posters; writing news stories; etc; as well as approve all artwork in line with out brand guidelines.

SU Web can help with all things relating to the website.

SU Marketing: sumarketing@bath.ac.uk

SU Web: suweb@bath.ac.uk

Useful Document Link
[Marketing Guide and](#)
[Brand Guidance](#)



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Volunteering



- Do you need to recruit volunteers to run this event?
- How will volunteers know what is expected of them?
- What will you do to ensure all volunteers have a good time?
- Who will be responsible for volunteers?

Extra Help

- V Team is the largest volunteering group on Campus and can help with all things community volunteering
vteam@bath.ac.uk
- The Volunteering Team can advise on all things best practice when working with volunteers
volunteers@bath.ac.uk



VTEAM
STUDENT VOLUNTEER

Useful Document Link
[Recruiting Volunteers](#)



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During the Event



Questions to ask yourself for a well-run event:

- What needs to be set up? Decorations, food, drinks, music, equipment?
- Who is responsible for what?
- How are things being packed away and stored?
- Do you need to pay for anything on the day?
- Have you got an accident form and access to a first aider?
- Have you briefed people on key aspects of the risk assessment?
Who is doing this?
- Who are your sober people if the event includes alcohol?
- Who is briefing the volunteers/committee on the risk assessment and the event plan?
- Have you got a specific timeline of actions for the day?
- Have FUN!



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Wrapping Up



We have done the event. What now?

- When are you having a wrap up meeting?
- Are there any problems that need immediate action?
- Have event things been put away properly?

Depending on the size of your event you may be able to do a small wrap up as part of your committee meeting. If you have done a larger event with multiple partners, you should book a meeting with everyone to feed back on how it went.

Structuring your wrap up meeting

- Who needs to be there?
- What went well?
- Were there any problems?
- Did you stick to your budget? Why not?
- What could be improved?
- What are the opportunities for next time?
- Is there anything that needs to be acted on now?
- Where are the leftover resources being stored?

Ensure this meeting has notes saved somewhere central so that next time people can learn from what went well and what could be improved. Any notes on what you did and how it would be useful for the people running the event next time as well.

Useful Document Link
[Wrap Up Template](#)



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Further Information



Further Information and Support

The SU holds Event Committee meetings to support you with higher risk events and will check over your risk assessment, give financial advice and guide you through the planning stages. If your event exceeds 200 people, expenditure is over £2000 or personal safety may be at risk you will be invited to attend an Event Committee meeting to chat through your plans. Do come and chat with us or your support staff member for more details.

For fundraising, the RAG website has lots of information, including upcoming events and how to contact us:
thesubath.com/rag/

For volunteering, the V Team website has lots of information, including upcoming events and how to contact us:
thesubath.com/vteam/

Contacts

Societies: susocieties@bath.ac.uk

Volunteering: volunteers@bath.ac.uk

Fundraising: su-fundraising@bath.ac.uk

Sport: subathsport@bath.ac.uk

Diversity & Support: suadvice@bath.ac.uk

Marketing Office: sumarketing@bath.ac.uk



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