**Developing your Idea**

It might sound basic, but the five W’s (Why, What, Who, When, and Where), and an additional H (How) are a useful starting point to get you working towards something tangible**.** Work through this document to help develop your ideas and visit the Events Management Handbook for more information.

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| **WHY:** |
| Why do you want to run an event? Think about what you’re hoping to achieve from running your event - do you want to make a profit, or just break even? Do you want to raise the profile of your society or raise money for a charity (or both!)?  **Tip!**  Once you have established why, you should find it easier to identify your objectives. |
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| **WHAT?** |
| Consider the scale, size, and ramifications of what you’re planning. Think about whether your chosen activity is the best option to achieve your ‘Why’.  **Tip!** Think outside the box, do some research, brainstorm with other people and get inspired. Look at what other students, university's and charities are doing. |
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| **WHO?** |
| Every student group has its own brand and demographic. In order to plan and host a truly effective event, your plans must reflect your demographic. First-years often provide a high turnout at events, but try to consider untapped groups such as postgraduates, mature students, and/or families.  **Tip!** As part of WHO, also consider who is going to help you deliver the event – is the event organized by just yourself, are your committee going to be involved, do you need to outsource additional support? |
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| **When?** |
| When will desired audience is most likely to be able to attend? Avoid clashes with major University events such as Elections, or with local community events or similar activities being run by other student groups.  **Tip!** Check out the AUSA website for upcoming events! Once confirmed add your event to the website’s “What’s On” to deter others from organising an event on the same day! |
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| **Where?** |
| Your venue should be decided based on the type of event you’re hosting. Depending on your audience, you might want to host it on- or off-campus, and there are very different processes for each. You’ll need to consider access issues, contracts, and budgets, as well as booking far enough in advance.  **Tip!** When booking a venue, consider the following; are there good transport links to the venue? Does it fit with your budget, brand, does it have disabled accesses? |
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| **How?** |
| No matter the scale or type of event, successful and effective execution is all down to the amount of planning put in beforehand. What will you do to ensure the event comes off successfully?  **Tip!** Here, consider timescale and how long it will take to deliver the event. Check out AUSA’s Event Management Handbook for more information on setting deadlines and sticking to a timeline! |
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**Other Considerations**

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| **Aims and Objectives** |
| Before beginning to plan your event, it is important that the aims, objectives and scope of the event are agreed, as this will help to ensure a focused and coordinated approach to the planning and delivery of the project.  **Tip!** For events which are being organised by way of organising committee, it is strongly advised that the aims and objectives are either agreed by all members of the committee or accepted by all members as the preference of the majority, as changes to the scope during the planning and delivery phases will cause frustration, disruption and put the event at risk of failure. |
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| **Opportunities** |
| As a team establish what opportunities are available to you that could make the event even more successful? These opportunities could include;  **Tip!**  If you are planning the event in a group sit down and create a mind map of these opportunities and how you might be able to utilise them to your advantage! |
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| **Roles and Responsibilities** |
| At the start of the planning process it is a great idea to sit down with your team and establish each member’s strengths and knowledge base. From this you can more easily set roles for the team, so everyone knows exactly what their responsibilities are!  **Tip!** Sometimes having too many people involved in the event planning process can become overwhelming and unnecessary. Take time to consider the scale of the event, what you can do yourself and what roles are the most important to fill. In events management, the term “to many cooks can spoil the broth” is very appropriate, so don’t rush this step! |
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| **Considerations and Limitations** |
| At the “get go” it’s a great idea to consider what might limit you to deliver the event successfully and those points which might need attention or an action to make the event viable. Limitations could include:  **Tip!**  Don’t be disheartened straight away if you have identified some limitations. Talk to your team or AUSA for advice if you see barriers which you might feel are hard to overcome. |
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| **Accessibility and Inclusivity** |
| It is important to consider how accessible and inclusive your event idea is and try and find ways early that might improve these. These considerations should include disability access, language, colour/graphics and non-alcohol/under 18’s. **Tip!** Visit AUSA’s Event Management Guide for an extended list. |
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**Planning Notes**

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