



Step Forward Plan



Top ten event tips

When resuming the planning and delivery of events, to help you get started here are ten top event tips.

1 Event date



- > When choosing a date for your event ensure that you allow enough time for planning, contacting external providers, securing workforce, and promoting. The complexity of the event will determine how much time you need to secure a date in advance.
- > Check that your chosen event date does not clash with any surrounding events in the area to ensure greater levels of attendance.
- > Consider when your members are most likely to be free, for example do they go away during the summer holidays?
- > Promote your event with enough time in advance to ensure it is a success, consider sending a save the date via email or via your social media to make sure people are free to attend.

2 Organise the team



- > When planning the workforce for the event, consider specific roles that will be needed on the day and who might be suitable for those roles.
- > Delegate tasks and responsibilities and ensure that everyone is aware of what is needed from them in the run up to the event and on the day.
- > Refer to the [Step Forward Plan Volunteer Toolkit](#) for further guidance on how to support your event volunteers.

3 Action plan



Planning as much as possible will prepare all involved when delivering an event.

- > Create an event action plan breaking down the responsibilities into tasks, outlining who is responsible, the action that is needed to be taken and by when.
- > Share event information with all relevant event staff.
- > Include a list of all the documentation that you will need for running your event.

4 Type of event, discipline or theme



- > When deciding on what type of event to run, keep it simple by deciding on a discipline or theme that your club can easily cater for. For example, ensure that you have suitable equipment, and that coaches are qualified in the chosen discipline.
- > Once you have decided on a discipline or theme ensure you design a floor plan or event layout to ensure your venue can accommodate the chosen event.
- > Ensure you complete an event specific risk assessment for your chosen discipline or theme.
- > Be creative when choosing your theme to encourage increased participation and make it fun and exciting for all taking part.

5 Communication plan



Effective communication is key to the success of your event.

It is important that you communicate effectively with your workforce in the run up to the event to ensure they are prepared for their role and understand what is expected of them.

- > Ensure you have allowed adequate time prior to the event to communicate with clubs or organisations that have shown interest in your event.
- > Before accepting entries to the event ensure you have fully promoted any key event information.
- > Give a cut off date for all entries to have been received, after this date all relevant documentation such as programmes and schedules can be created and circulated to the entered clubs and organisations.

6 Research



- > Ensure that you research and contact multiple suppliers to ensure prices are competitive, it is worth constantly researching the market to compare prices of items such as medals, rosettes, refreshments, and anything else that might be needed for the event day.
- > Consider researching local companies that might be interested in sponsoring your event as this could be a way of reducing your financial outgoings. A local company could sponsor your event by the way of advertising, purchasing medals or providing refreshments, in return for advertisement of their company.

7 Finances for the event



It is advisable to create an income and expenditure budget sheet to help you keep track of your event finances:

- > Example income: entry fees, spectator fees, programmes, refreshments
- > Example expenditure: staff costs, medals, judges expenses, venue hire

When booking or hiring an event venue ensure that all conditions and policies are confirmed in writing, for example cancellation policies.

Whilst planning for the finances of your event it is a good idea to consider whether you can carry out any fundraising. The [Step Forward Plan Fundraising Guide](#) has some great ideas to assist you.

8 Event Information



- > When creating materials for your event, such as an event handbook, ensure you add as much detail as possible. Ensuring everyone has all the information that they might need in advance will reduce the need for them to contact you to ask further questions.
- > It is also good practice to ensure event information is received by the required persons at an adequate time prior to the event.

9 Be adaptable



- > Try to pre-empt all the possible problems or scenarios within your risk assessment and discuss with your event team how these can be overcome.
- > Be prepared and remember that things do not always go to plan on the day, however, it is important to remain calm and use your support network to make any necessary on the day changes. Do not be afraid to ask for suggestions from your team to help adapt the situation quickly.

10 Review



- > Post event take time to thank all involved for their contribution to the event. This can be done on the day of the event or via email, phone calls or post.
- > A post-event meeting is a great way to learn from the event, to gain feedback and to finalise the budget.
- > Is there anything that worked better than expected? Is there anything that could be changed for next time? Can you gain feedback from any organisations that attended the event to help with future improvements?
- > It is also a good idea to send a provisional save the date for the following year if it is a re-occurring event.



For further support on planning and delivering your event

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