



## Plan an Event

By coming along to events the public can see first-hand that environmental action can be energising and engaging. Events can make issues and solutions more tangible. For example, at Cambridge Carbon Footprint, we find there's nothing like a Repair Café or Swish (clothes swap) to bring the ideas of the circular economy to life.

There is a lot to consider when planning an event and there are different resources around to help ensure that you don't forget things. We have pulled together the below checklist to help you get started. Not everything will be relevant to you, so you may want to use some points and ignore others.

Cambridge Carbon Footprint created specific guidance documents for organising a [Repair Café](#) and a [Swish](#) (clothes swap) if you want to plan either of these.

### Aims, targets, goals

At your first event planning meeting you should ask yourself 'why?' - Why are you doing this event?

#### Aim

- What do you want to achieve?  
Social events are ideal opportunities to recruit support for other local sustainable initiatives and activities or get contact details for your newsletter.

#### Target audience

- Who is this promotion targeted at?
- What does the audience need to know?
- What will hold their interest?

#### Message

- What do you want to say to the target audience?
- What do you want them to know or do?

#### Goals

- How will you evaluate your success in achieving your aims? E.g. list SMART goals (Specific, Measurable, Achievable, Realistic, Timely).
- Think about number of attendees, mentions in the press, diversity of attendees, feedback, pledges, social media shares/likes.

## The Basics

A list of the key information and decisions regarding your event

### Name

- What type of event is it (building opening, sports day, art show, launch of new program)
- Is the event name engaging/intriguing/inviting/motivational/inclusive/...?

### Date

- What constraints do you have (season, venue, volunteer availability, ...)
- Is it tying in with local/national/globally relevant day?
- If recurring or multiple event then when will they occur?

### Timings

- Public times (when will it open and close?)
- Time at the venue (when do you need to start setting up? How long do you need for tidying away)
- Volunteer times (do all volunteers need to be there all the time? Are there shifts?)

### Location

- Online, in person, hybrid
- Outside or inside
- Venue considerations
  - o Location!
  - o Cost
  - o Specific requirements (e.g. kitchen, parking, availability, accessibility etc.)
- How to book and make payment
- Visit venue beforehand: What do you need to bring? Where does everything go?

## People

There are different layers of people involved in running an event: The core team of volunteers, external partners and the event participants.

### Team

- Roles: Who is doing what?
- Recruitment: How do you find (more) volunteers?
- Communication: How do you communicate? Meetings? Emails? Chat groups?
- Planner: Who is doing what when? E.g. volunteers manning stalls
- Briefing: Inform team about event details and make sure everyone knows what to do.
- Agreements: Do volunteers need to sign any documents?

### Partners

- Guest speakers/facilitators: who looks after them? What do they need?
- Partner organisations: Who liaises with them? Which organisation is doing what?
- Sponsors/Funders: What do they need?

## Participants

- Booking/registration beforehand? How?
- User experience: How do people move through the event? What do they need?
- How will participants engage on a deeper level?
- Are there opportunities for them to get involved in other things?
- Will you use evaluation forms?

## Event planning

Apart from the core event information and people involved there are a few other areas of event planning that you will need to consider, especially for medium and larger events.

## Resources

- What do you need to do the job? e.g. projector, table, display boards, kitchen equipment
- What do you need around the venue? E.g. signage, safety equipment, decorations

## Budget

- Costs: venue, paid staff, resources, food and drink, printing, advertisement, fuel, ...
- Funding: Where is the money coming from? Are there opportunities to fundraise at this event, e.g. by donation?
- Governance: Who needs to approve spending?

## Risk assessment

- Identify possible risks (e.g. trip hazards, food hygiene etc.)
- Develop strategies to minimise these risks (e.g. taping down cables, ensuring everyone working on food is aware of food hygiene standards etc.)

## Insurance

- Do you need any insurance?
- Who is responsible? Has it been arranged?

## Publicity

- Write some copy about the event that can be used for all publicity
- Publicity channels
  - Website (yours and partners)
  - Newspapers (consider deadlines!)
  - Newsletters (of related groups etc)
  - Social media
  - Flyers/posters (consider cost and time for printing and distribution)
  - Other events/meetings
- Are there opportunities to raise your group's profile?
- Publicity plan: When do you need to do what?
- Make sure to take pictures and record feedback during the day

Flow chart example of different steps to organise a repair cafe:

