

Events – Com Con 2023

**Workshop: planning an event for
your society**

Creating an event concept

Budgeting for your event

Evaluating your event

The Events Team:

**Danielle – Events Team
Leader**

Nicole – Events Coordinator

Who, What, Where, When and Why

**Who are your target audience? Who is likely to come – what is their budget?
(These two groups may not always be the same!)**

What will you be doing?

Where – where will your event be, and where will you promote it?

**Think: capacity, accessibility, public transport, cost. Where will you promote? Social
media, SU website, posters, emails etc.**

When will the event take place?

**Think about things like the time of year and the time of day. Also note things like bank
holidays, exams, and paydays/student loan dates.**

Why are you putting on the event?

**What do you want to achieve? Is it a fundraiser, to invite people to your society, an end
of year celebration, or as simple as to have fun?**

WHO	
WHAT	
WHERE	
WHEN	
WHY	

Budgeting

Financing your event – think about what you need to cover

Venue Hire

Travel

Catering

Equipment

Staff/Security



What money do you have coming in?



Ticket income



Do the maths

What is the minimum number of tickets you need to sell to cover the cost of your event?



Sponsorship



Are there any businesses who may sponsor you in exchange for advertising or bar profit?



**Union funding
(funding request form)**



This form allows you to apply for funding from the SU.

**Up to 50% matched funding.
Found in the committee portal**

The Paperwork



Event proposal and trip proposal forms must be submitted at least 1 month prior to event/departure



Trip registration forms must be submitted at least 1 week prior to departure



**Will you be having entertainment at your event?
Guest speaker form must be filled in
THINK: What equipment will they need**



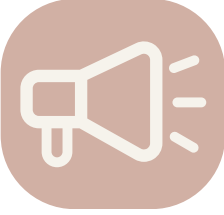
**Serving food?
Fill in the food disclaimer form
THINK: Where from? How will it be served? How will you deal with allergies and dietary requirements?**



**All events need a risk assessment!
The sooner this is submitted the sooner you can focus on the fun part.
If this is submitted less than 3 working days before your event then the event is liable to be cancelled.**

This can all be found on the Committee Portal

Marketing



**How will you announce your event?
Is it for your society only, or can anyone come?**



**How will you announce your event?
Email is a great way to give early access or discount codes
to members of your society**



**Social media is best used to announce tickets on sale,
countdowns to the event and getting your audience
excited!**

Keep the messaging different, don't post exactly the same thing.

Mix up images.

Take photos! You'll thank yourself next time.

**Who is responsible for posting on social media and replying to
DM's or comments?**

Who is responsible for the inbox?

Evaluation

How will you gather feedback?

What questions will you ask?

Did you achieve your goal?

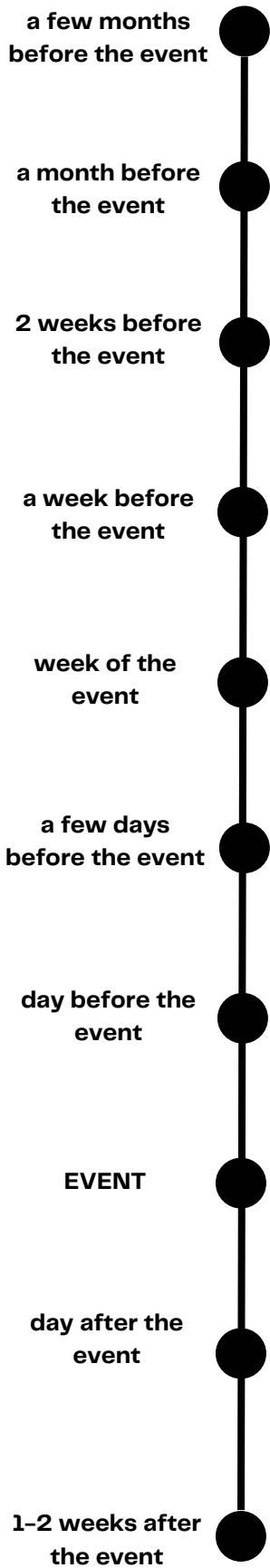
Did you stick to your timeline?

Were there any health and safety issues?

**Were there any unexpected problems or
outcomes?**

What will we change for next time?

Timeline



Event/trip proposal form

Social media posts

Social media countdowns

Emails and newsletters

Risk assessment

Booking of hosts or entertainers

Guest speaker form

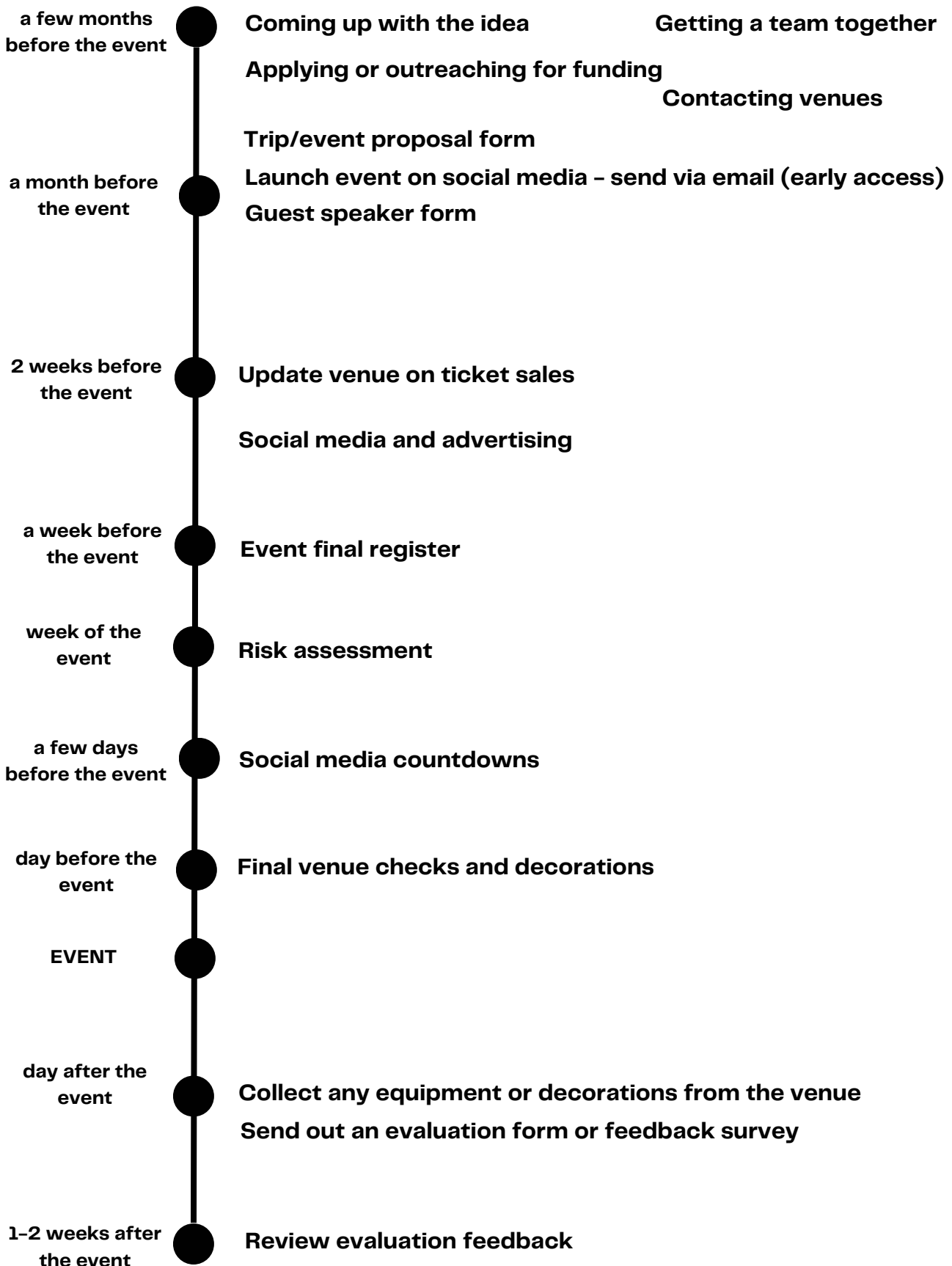
Evaluation

Sending out surveys or feedback forms

Trip registration forms and final registers

Applying for funding

Example timeline - end of exams party



Lets work together!

Host a Give It A Go

A society run event.

Society members create, organise and run the event – with support from the SU.

You have control of what you do, where you go and who's there.

A great opportunity to showcase what your society is all about, entice new members and share your passion.

NOT just for Welcome, you can run these throughout the year!

Attend a Give It A Go

Use our events as a social

Ask nicely and you might get an even better deal for your society members!

You get to sit back, relax and let us take care of all the work!

Ask us for advice

**suevents@shu.ac.uk
giveitago@shu.ac.u**

RECAP

For events remember Who, What, Where, When and Why. Make sure to keep up interest and excitement by utilising social media.

Do your paperwork!!

The Give It A Go programme helps you run your own events, or you can piggyback and create a social at a preplanned event.

Use the Committee Portal.

Everything you need is on there, take some time to look through and find your way around – you'll thank yourself later!

Talk to us!

suevents@shu.ac.uk

giveitago@shu.ac.uk