

Event Planning: Tips to Organise your Event

Are you interested in hosting your own books and reading-themed events to celebrate Australian Reading Hour but aren't sure where to begin? We can help!

Tip 1: Start as early as possible

As soon as you have decided to hold a book-related event, it's best to put in place an action plan to give you plenty of time to work on your idea and prepare everything you need.

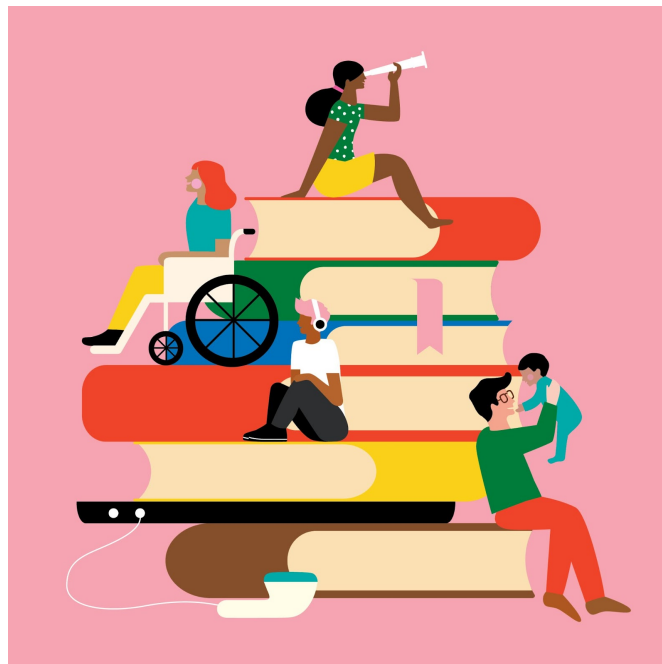
Tip 2: Consider using planning documents and getting a team together to help

Events are exciting, but can often be challenging to plan and run – so don't go it alone! Australia Reads has put together this helpful events pack and planning checklist (see next page) to support you, so that you can organise a fun and successful event that meets your goals.

Tip 3: Register your event as soon as you have confirmed the details

Once you know what your event idea is and have the basic details confirmed, [register your event](#), whether it is a private event, or an event that will be open to the general public to attend.

For public events, we will add them to the Australian Reading Hour events calendar on our website. This will help people find out about your event to help you sell tickets or drive bookings.



Event Planning Checklist

Task	Comments	Completed
<p>Define what kind of event you'd like to run</p>	<ul style="list-style-type: none"> • Do you want it to be a casual or more formal event? • What kind of activities do you want to include? • Do you want the overall feeling of the event to be relaxed, energetic, reflective, conversational, interactive? 	
<p>Determine the goals of your event</p>	<ul style="list-style-type: none"> • Who is your target audience – i.e. who is the event for and who do you want to attend? • How many people do you want to attend? • Do you want to sell tickets for a cost, or is your event free of charge? • What do you hope to accomplish with the event? • What things will make the event a success for you / your organisation? 	
<p>Decide the event time</p>	<ul style="list-style-type: none"> • Ensure hosts, VIPs, and any speakers are available for your event which will be at a time of your choice during Australian Reading Hour on Thursday 9 March, 2023. • Will your event be in person, online/virtual or a hybrid event? 	
<p>Set budget and organise ticketing / booking or RSVP details</p>	<ul style="list-style-type: none"> • Do you have a budget for your event? 	

Task	Comments	Completed
	<ul style="list-style-type: none"> • Will you cover some of your costs by selling tickets for your event? • If it is a free event – will you still take bookings or RSVPs or create free tickets to keep track of how many people are planning to attend? 	
<p>Find and book your venue</p>	<p><i>Remember to think about:</i></p> <ul style="list-style-type: none"> • Audio-visual capabilities and requirements if this is not already set up or provided in your venue • Parking availability/restrictions • Maximum capacities of people attending • Other events occurring near the space – will they impact on your event? • Accessibility – how will persons with disabilities enter and leave the venue? • What time can you access the space to set up before start time? • Load in and delivery capabilities if this is required for any equipment • Included equipment with room rental / hire – e.g. chairs and tables, projector and screen. • Wet weather backup plan if your event is taking place outdoors 	
<p>Consider diversity, inclusivity and accessibility in your event plan</p>	<ul style="list-style-type: none"> • Check access and inclusion is appropriate for people with disabilities 	

Task	Comments	Completed
	<ul style="list-style-type: none"> • Will you need to organise an AUSLAN interpreter or live captions for your event? • Do any of your event guests or speakers need any extra support to participate in the event? • Have you thought about diversity when planning your event line up of guest speakers and presenters? • Do you know how to give an Acknowledgement of Country for your local area, or will you invite a traditional owner to give a Welcome to Country for your event? 	
<p>Consider safety and sustainability requirements in your event plan</p>	<ul style="list-style-type: none"> • What sustainability measures would you like to include – e.g. not using single-use plastics, using recycled materials for any craft activities, ensuring there are recycling and general waste bins at the event, re-considering the need for printing documents / only printing as much as you need. • Covid-19 contingencies and safety – access to hand sanitiser stations, ventilation of space, how to communicate with your events attendees the steps you are taking to make your event Covid-safe. • Familiarise yourself with First Aid requirements, evacuation plans and any other safety considerations that are essential for your venue or organisation so you are prepared in case of an emergency. 	
<p>Research needs for special permits, licenses, insurance, security etc.</p>	<ul style="list-style-type: none"> • Check with your organisation, the venue manager and local council if necessary 	

Task	Comments	Completed
	<ul style="list-style-type: none"> • Be able to demonstrate upon request from Australia Reads that you/your organisation has the capacity to deliver the event in a safe and legal manner, hold appropriate insurance cover and can provide a risk assessment and safety plans when required. 	
<p>Develop a plan for any promotional, marketing or event materials you might need to write, design, create (and print if necessary)</p>	<ul style="list-style-type: none"> • Consider items like a program, flyers, posters, website information and images, signage, worksheets (if you are doing an activity that requires these) and any other logistics documents you might need on the day. • Make sure there is plenty of time to design and produce all these items well in advance to give you time to share and promote your event to get the best chance of attendance. 	
<p>Determine a meeting schedule for your committee, set expectations and assign responsibilities for tasks to be completed by individuals and the team.</p>	<ul style="list-style-type: none"> • Do you plan to organise this event with the help of a committee or a team? • It might be helpful to set up a recurring calendar appointment in everyone’s diary and discuss expectations of what everyone is responsible for. Note this down in a shared document at your first meeting. 	

Your Event Planning Notes
