**PLANNING AN EVENT**

It is crucial when planning an event that you think carefully about who and what you will need in order to make it successful.

First check the following:

* Where will the event take place?
* How much will it cost?
* How much will it raise?
* Have you discussed it with the teachers organising the trip?

Then the more detailed questions can then be asked:

1. **Venue**

* What venue is available? – check the school calendar
* What is the capacity?
* How much will it cost ( hopefully free!)
* Are any licenses required? – who should be approached?
* Check if you need insurance or permission to put on an event.
* What furniture and equipment is required/provided? Where can I get it?
* Confirm the booking in writing/email.
* What will it cost?

1. **Catering**

* Ask team members to help.
* Food – Hot/cold, buffet or sit down, full meal or snacks?
* Can crockery, food, glasses etc be donated/hired/borrowed?
* Waitressing – get team members/friends to help
* Do you need to book the kitchen?
* Is a let required?

1. **Entertainment**

* DJ or MC – can broadcast details about the expedition and the reason why people should be spending lots of money
* Arrange a raffle or auction – get lots of people selling tickets for you.
* Aim to get sponsorship for all prizes.
* DJs/MCs etc may need payment. Check the cost.

1. **Ticketing**

* Make sure that you cover your COSTS and MAKE A PROFIT!!!
* Recruit your interest directly by issuing tickets
* It is worth giving away free tickets to people who could widen your audience – perhaps 1 free ticket for every person who sells 10
* Use IT skills to create professional looking tickets, posters etc – keep to a theme.
* Use the name of the expedition and logo on the ticket and all advertising material.

1. **Extras to consider**

* Fire exits and security, key holders etc
* Security – do you need doormen?
* Cloakroom and toilets?
* Decorations
* Car Parking and Access

DO FOLLOW THESE POINTS AND ANY OTHERS THAT ARE RELEVANT TO YOUR EVENT.

IT IS VERY FRUSTRATING TO PUT IN A LOT OF HARD WORK AND THEN HAVE AN EVENT CANCELLED BECAUSE YOU HAVE NOT MADE THE NECESSARY ARRANGEMENTS.

**ADVERTISING IS ESSENTIAL!!**

Advertising options:

School Website; School Newsletter (approx once per month); Press and Journal; Ross-shire Journal; Inverness Courier; Highland News; MFR; BBC Scotland; STV North; Inverness City Advertiser; Chatterbox; Black Isle Website, Spotlight

Posters in local shops; Post offices; community centres; churches etc.

Bang in Boards

Community Councils

And anything else you can think of!!!

Remember your own network of family and friends is crucial.