

Event Manual

Getting the idea:

First you need an idea for an event:

Either you already have one – or hold a creative brainstorm meeting. Think simple to organise and relevant for a bigger group of people than just the people behind it.

Setting the date:

Some ideas are obviously tied into special times of the year – some can be placed whenever. Start by finding a date for the event – this decides when you need to do all the other things.

Planning the event:

You have decided to organize an event and now what?

Start by getting a group of organisers together.

Make sure you all have each other's email addresses and remember to use the "reply to all" function, when communicating by mail. That way everyone is kept in the loop.

If you want to communicate on Facebook (in the event group or as messages), have meetings, and send out smoke signals – you do that, as long as everyone in the group is in on it.

Things to decide on the first meeting of the event group:

What is the title of the event?

- Sometimes it goes without saying like intro-dinner, Super Bowl night etc.
- Sometimes you have to come up with your own idea for a name.
Think catchy and easy to understand

What is the event about?

- What is the idea and content of the event?
- What is going to happen at the event?
- Why should people come to the event?
Remember to make it interesting for the guests and not just for yourself!

Who is the main audience?

- Is it the party crowd, people with a specific interest or the mentors/mentees?
- How many do you want to attend the event?
- How do you want to promote the event in order to attract the desired crowd?

Event Manual

What is the date and time of the event?

- Is it an event that has to be placed at a certain date and time or whenever?
- Should it be done at daytime, in the evening or at night?
- How long should the event last?

Location?

- Is it inside or an outside event?
- Can it be done at the university or do you need another location? Where?
- Do you have an alternate date or location if the preferred one is booked?
- If it is an “outdoor” event: Where is it? Where do you meet up?
- How to you expect people to get to the location? (Maps, organized tour etc.)

Cost?

- Do you need to buy anything special for the event?
- Do you want to sell anything?
- Should the guests pay to participate or is it free?
- How will you collect entrance/participation fee? Online? In the door?
Mobile pay or cash?

Who is doing what?

Make sure that you have assigned a person to be in charge of all the different tasks that need to be done.

Budgeting the event:

As a cardinal rule the budget of the individual event should break even and because of that, you're advised to keep the things that need to be bought on a minimum.

However, some events might require different things to be bought (maybe just coffee, snacks, alcohol etc.).

Always remember that the things you buy should be relevant and actually make the event better. If not it might be unnecessary.

You don't need to make a big budget or do the actual accounting, but try to break down what the things you're planning will cost, and check how much money you have available, before you go on a crazy shopping spree.

Event Manual

PR and promoting the event:

When planning the PR effort for the event please keep in mind how many people you need to attract for the event to become a success. Also, remember what location you are using. There is no point in overly advertising an event and getting 150 sign ups on Facebook, if it is held in a room where you can only fit 30 people.

Once you know how many to attract and who – then decide on how you want to promote the event.

Three obvious channels are Facebook (events), emails/newsletters (either specific about the event or in a bigger newsletter) and posters.

Choose the one (or ones) that makes sense for the event and the target audience. Rather do one thing well, than several things that does not work.

Facebook events can be a nice indicator of how many are interested in the event, but remember that it's not a solid picture of how many will come. If you need a more detailed signup, google forms is a good supplement to Facebook events or emails.

PR checklist

For all sorts of PR – remember to include at least this information:

- Title
- Date and time
- Duration
- Location and address. Be specific about the address if it is in a big venue – room numbers etc.
- Price
- What will happen during the event?
- Do you need to sign up or buy tickets?
- Is there a max. or min. number of participants?
- What do the participants need to know/bring/remember?
- (Where to get additional info?)

Event Manual

Having a bar:

If you want to have a bar – remember to check if you need permits for serving alcohol etc.

A bar can be everything from selling canned beers for cash to having a big organised bar – if you do earn money, make sure to keep them separate from your personal finances and make sure the accounting is done afterwards.

If you need help running a bigger bar – talk to either the local Friday bars or Studenterhuset for instance.

Food:

If you want to sell food (or snacks etc.) at the event, please keep in mind:

- Focus on non-perishable goods. If you don't sell it all, it won't go to waste..

Decoration:

Please remember:

- Keep on budget, do not spend money on stuff that is not relevant or makes no difference for the event.

- Remember to check if you already have some of the decorations from past events.

- Tiger, Søjstrene Grene and assorted party shops around Copenhagen are good bets for decoration materials. Buy in good time if possible, so you're not stuck with last minute solutions.

- Start decorating in good time – it always takes longer than you think! You want the place to be ready by the time the event starts.

- Remember that you have to remove the decorations again once the event is over. You are also the ones who have to clean. So an insider tip is to install an ABSOLUTELY no confetti rule! 😊

- **Keep it simple. Rather one thing that works, than several things that don't.**

Other stuff you need to remember:

Remember that events can be other things than parties.

Not everything has to involve alcohol.

Remember that the event preferably should cater to more than just one nationality or group of students.

This goes for both the content of the event and for the scheduling of one.

Remember that you can never find a date or time where everyone can attend!

Do not schedule for your friends, but place the event on a date that makes sense considering the crowd you want to attend.