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Checklist for event organising

The following information has been designed to assist you with the key elements of your event. The checklist includes many aspects of event management that you may need to consider when organising your activity. Auckland City Council can assist you with a range of the following points. We hope you find this checklist useful in your planning.

Starting out

- Event theme and concept
- Aims and objectives
- Identifying key audience
- Getting people involved
- Date and venue
- Wet weather plan

Money : How to get It and how to manage It

- Sponsorship
- Funding
- Budget

Operational requirements

- Auckland City open space permit for the use of venue
- Resource consent
- Road closures
- Parking
- Food stalls and licences
- Liquor licenses
- Permit to have a fire
- Extending shop trading hours
- Amusement device licences/fireworks
- Fire hydrant access permits
- Temporary building permits and indemnity
- Public liability insurance
- Damage bonds
- Health and safety plan
- Consultation with affected parties
- Noise control
- Liaison with NZ Police and other services
- Waste management and clean up

Event equipment and facilities

- Road closure equipment
- Event vehicle access to venue
- Security
- Lost children
- Signage
- Tents and marquees
- Tables and chairs
- Decorations and special effects
- Toilets
- Amusements
- Rubbish bins

- Communication
- Electricity and lighting
- Water supply
- First Aid and lifesavers
- Catering

Programming performance and activities

- Ideas for activities and entertainment
- Programming activities

Site management and equipment

- Public address systems
- Lighting
- Stage power
- Stage health & safety
- General information sheets: for performers, volunteers, officials, stall holders, etc
- Specific information sheets: specific to different people participating in the event
- Stage manager
- Source compere
- Production meeting
- Final details letter

Getting the word out

Various media

- Marketing/communications plan
- Media releases
- Media kits
- Photographs
- Newsletters, flyers, advertising leaflets
- Mail outs, letterbox drops
- Event program
- Distribution points for brochures and leaflets
- Paid radio and newspaper advertising

Promotional activity

- Letterhead
- Sponsors promotion
- Word of mouth
- Presentations, launches, sandwich boards
- Community launch
- Community noticeboards
- Street banners and pole banners
- Street parades
- Pre-event activities

Documentation and evaluation

- Press clippings
- Photographs and slides
- Video taping and video
- Radio and TV recording
- Surveys
- Sound recordings
- Post event evaluation meeting
- Putting together an analysis report
- Economic impact
- Thank you letters to sponsors

For further information, please visit our web site: www.aucklandcity.govt.nz/events