

WE WANT TO RUN AN EVENT.... HELP!

RUNNING YOUNG FARMER EVENTS & WORKSHOPS

Events are a powerful form of communication and community for groups. They can build relationships, share knowledge, increase memberships, among many other advantages.

This factsheet introduces the tools you require to run a safe and successful event. In addition to this summary sheet, don't forget to download the full [Young Farmer Group Guidebook](#) for more detailed event planning

Before you start..... set some event objectives!

Consider answering the following questions before you get started:

1. What would you like an attendee to walk away with?
2. What format will best fit your objective?
3. What time of year and day will be suitable for your audience?
4. Can you charge entry?
5. Are you looking to make a profit?
6. What does success look like?

Running events virtually

Covid-19 has made us re-think the way events are held. Online events allow information and communication to virtually spread far and wide. Platforms include:

- **Zoom:** most popular/easiest platform to use. Free option for max. of 40 minutes/100 people and other options for larger meetings/ webinars. Zoom allows you to communicate with guests - send invitations, receive registrations, send out reminder emails.
- **Facebook Live:** great free option to livestream a Facebook event. However, video quality can be sketchy as often filmed with a phone.
- There is also dedicated **webinar software** on the market. We recommend looking at this list and the reviews on [Capterra](#).



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Event committee

Don't be a hero and try to do all planning yourself. Many hands make light work... so form a committee!

2

Event format

Meeting face-to-face is the most traditional form of connecting people, but is no longer the only option!

ONSITE

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Builds relationships • Effective form of communication • Engagement is easier/less distraction 	<ul style="list-style-type: none"> • Higher costs • Limitation on numbers • May require travel/accommodation

VIRTUAL

<ul style="list-style-type: none"> • Lower cost, no travel costs and time • Faster turnaround and broader reach • Bad weather? No problem! • Full recording of event • Allow participants that otherwise would not have been able to attend 	<ul style="list-style-type: none"> • Learn about technology options - may require additional expertise • More distractions • Less chance to build relationships • Tech doesn't always cooperate!
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HYBRID

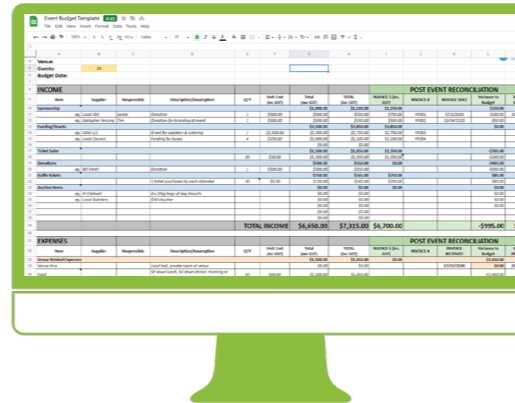
<ul style="list-style-type: none"> • Reduced travel costs and time • Allow participants to choose which format suits them 	<ul style="list-style-type: none"> • Logistics multiply! - Increased preparation, administration. • Learn about technology options - may require additional expertise
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Event budget and project plan

An event budget is an essential step in running a successful event. It might seem daunting to begin with, so we've developed this **Budget Template** and **Project Plan** to help you get started.

- Remember to make your budget realistic, and calculate as many of the expenses as you can and build in a bit of padding.
- If possible, get more than 1 quote for items.



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Event speakers

Speakers are a great way to build interest in your event and reach a wider audience.

Speaker tips



Access the full [Young Farmer Group Guidebook](#)

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Coordination, contingency & safety planning

1. **Runsheet:** Keep to time with a well prepped Master of Ceremonies (MC), a detailed run sheet and proper preparation of your guest speakers, caterers etc.
2. **Permits:** Your local council will be the best contact for information about permits, public liability insurance requirements, selling alcohol or food and other issues regarding your event.
3. **Safety:** Whether your event is large or small, for 10 people or 100 people, you must always consider the Health and Safety of your attendees. Use this [link](#) to understand your obligations as event planners.
4. **Contingency:** The easiest way to keep your calm is to make a list of things that MAY go wrong, and what the solution would be.

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Event sponsorship

Donations, sponsorship and auction items can not only help offset event costs, making the event cost to attendee lower, but they can also add immense value to your events. Sponsorship can come in many forms:

- Sponsor investment in exchange for benefits
- Cash donation for support
- Prize donation
- Grant funding



Sponsorship tips

- Create a hot, warm and cold **'hit-list'**. Refer to our full guide for more details.
- Always personalise your donation or sponsorship request letters.
- Use our **Sponsorship Deck Template** and **Letter** to help develop your pitch.
- Follow up your letter with a phone call to ensure the intended person received it and answer any questions they may have.
- Ensure promises are fulfilled ie. branding, business cards are out, pull up banners, thank them in intro speech
- Always, always send a **thank you letter** to any donors or sponsors. This ensures a strong relationship is fostered. We have a template for you!



- [Young Farmer Group Guidebook](#)
- [Event Budget Template](#)
- [Event Planning Template](#)
- [Sponsorship Deck Template](#)
- [Thank you Letter Template](#)
- [Event starter guide \(NSW DPC\)](#)
- [Event runsheet template \(Coffs Coasts Events\)](#)
- [Events \(NFP Law\)](#)
- [In Safe Hands Toolkit \(Conservation Skills\)](#)

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Promotion, promotion, promotion!

Getting bums on seats can sometimes be difficult, particularly if there are competing demands on people's time. However, you can put your best foot forward by promoting the benefits of attending your event and ensuring it is easy for people to register.

Reaching people online:

- Digital invitations
- Direct email
- Facebook event
- Registration platforms
- Industry and local calendars
- Targeted geographic advertising on social media

Reaching people offline:

- Classic letter drop
- Post invitations
- Posters in local businesses



YOUNG FARMER GROUP TOOLKIT

Event day

There's a well known rule for events - the 80/20 rule... 80% can be planned perfectly and 20% is "it'll be alright on the night".

1. Ensure runsheet is printed and everyone has a copy.
2. Always smile and never run in front of guests!
3. Ensure sponsorship promises are upheld
4. Promote throughout the day on social media and encourage attendees to do so too!
5. Leave the site as you found it.

Post event

Sorry but your job is not finished!!!! You need to evaluate every event and use any key learnings for future events.

1. **Survey** attendees.
2. Have an informal **committee meeting** to debrief (what worked, what didn't) and to pat yourselves on the back for a job well done!
3. Tie up **loose ends**.

Event checklist

PRE-EVENT

- Form a committee
- Affirm event objectives
- Who, What, When, Where
- Develop Project Plan
- Complete budget
- Create and distribute Invitations
- Create Facebook Event
- Create and distribute Event flyer
- Create a hit list for Sponsorship/Donations
- Create and distribute your sponsorship letter and/or proposal
- Create a run sheet
- Consider event Health and Safety
- Write contingency plan

DURING EVENT

- Calm troubleshooting
- Ensure sponsorship promises are met

POST EVENT

- Committee debrief meeting
- Attendee survey
- Thankyou letter to sponsors/donors
- Reconcile budget
- Start planning the next event!

