**AUSA’s Events Management Handbook**

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**Introduction**

**Aberdeen University Students Association (AUSA) recognises the role that events play in improving students’ quality of life and we appreciate the hard work and dedication that goes in to organising them.**

AUSA’s mission is to **Support, Empower, Represent** the students of the University of Aberdeen.

**This event guidance document is intended to support students’ in their event planning.**

From brainstorming an initial idea to creating a final Event File, the information in this pack intends to empower students to plan and manage their events effectively, safely, legally and in line with the standards expected by AUSA.

We would advise reading through this handbook before you start your event preparation, so you can get to grips with the entire arc of the process and begin to understand just how much work might be involved in what you’re planning. However, it is designed so that you can dip into it as and when you need.

**We are here to help!**

If you are organising an event and require any assistance or just want to chat, please contact [ausaevents@abdn.ac.uk](mailto:ausaevents@abdn.ac.uk)

**Defining an Event**

This guide has been designed in order to provide an overall view of considerations to a generic event of any scale and type. Therefore, depending on your event, some parts may not apply to you; it is the responsibility of the event organiser to ensure they consider all aspects specific to their relevant event.

For the purposes of the handbook, an event is considered to be: **“Something that is out of the ordinary, not part of everyday activities and potentially needs additional thought, planning and coordination.”**

Examples of this could be:

* Debates
* Speeches
* Club Nights
* Pub Quizzes
* Performances
* Film Screenings

This list is by no means comprehensive, and principles of event management still apply to things such as meetings or ordinary activities. AUSA are more than happy to listen to any ideas if you are unsure whether your activity would class as an event or not.

**SECTION ONE**

**Initial Event Brainstorm – Developing your Idea**

**It might sound basic, but the five W’s (Why, What, Who, When, and Where), and an additional H (How) are a useful starting point to get you working towards something tangible.**

**Why?**Why do you want to run an event? Think about what you’re hoping to achieve from running your event - do you want to make a profit, or just break even? Do you want to raise the profile of your society or raise money for a charity (or both!)?

**Tip!** It is so important at the very beginning to establish WHY you are doing the event. Once you have established why, you should find it easier to identify your objectives.

**What?**When deciding exactly what kind of event your group wants to put on, you must consider the scale, size, and ramifications of what you’re planning. Think about whether your chosen activity is the best option to achieve your ‘Why’.

**Tip!** Think outside the box, do some research, brainstorm with other people and get inspired. Look at what other students, university's and charities are doing. If you would like to talk to AUSA about your ideas don’t be afraid to get in touch!

**Who?**Every student group has its own brand and demographic. In order to plan and host a truly effective event, your plans must reflect your demographic. First-years often provide a high turnout at events, but try to consider untapped groups such as postgraduates, mature students, and/or families.

**Tip!** As part of WHO, also consider who is going to help you deliver the event – is the event organised by just yourself, are your committee going to be involved, do you need to outsource additional support?

**When?**Think about what days and times your desired audience is most likely to be able to attend. It’s also helpful to avoid clashes with major University events such as Elections, or with local community events or similar activities being run by other student groups. You want to lower the level of competition you may have for attendees.

**Tip!** If you are unsure on major events, visit the university website and contact AUSA events for more information on suitable times.

**Where?**Your venue should be decided based on the type of event you’re hosting. Depending on your audience, you might want to host it on- or off-campus, and there are very different processes for each. You’ll need to consider access issues, contracts, and budgets, as well as booking far enough in advance. See pages 10 - 12 for venues considerations and information on campus room bookings.

**Tip!** When booking a venue, consider the following; are there good transport links to the venue? Does it fit with your budget, brand, does it have disabled accesses?

**How?**No matter the scale or type of event, successful and effective execution is all down to the amount of planning put in beforehand. What will you do to ensure the event comes off successfully? This handbook is where you’ll start to answer that question.

**Other Considerations**

**Aims and Objectives**

**Before beginning to plan your event, it is important that the aims and objectives of the event are agreed, as this will help to ensure a focussed and coordinated approach to the planning and delivery of the project.**

**Tip!** For events which are being organised by way of organising committee, it is strongly advised that the aims and objectives are either agreed by all members of the committee or accepted by all members as the preference of the majority, as changes to the scope during the planning and delivery phases will cause frustration, disruption and put the event at risk of failure.

**Aim Examples**

Aims relate to the overall intent, strategic direction and purpose of your event i.e. the primary motivations. Objectives are essentially aims broken down into specific targets, to facilitate event delivery and evaluation.

* Sell tickets
* Raise money for charity
* Increase awareness of club/society
* Increase members
* Creating awareness of environmental issues
* Increase community collaboration and participation
* Provide educational workshops

**Objective Examples**

Once the overall aims of the event have been established you can then move onto setting objectives. These should be set in relation to the different areas of the event e.g. financial objectives, marketing objectives, participation, etc. Objectives are important as they provide benchmarks and targets to aim for and performance indicators, which facilitate monitoring and measures for feedback and evaluation.

* Sell 50 tickets at £5 each, to create a profit of £200
* To distribute a feedback form to all event attendees at least 2 days after the event
* Online ticketing to generate £100 in ticket revenue one month prior to the event
* Increase new members by 20% from 2020/2021 (25 new members in total)
* To recycle 80% of event waste
* To deliver 2 event workshops by January 2022, and 1 workshop by May 2022
* Collaborate on an event with 2 independent shops in Aberdeen
* Raise £500 for Mental Health Awareness Aberdeen

**Opportunities**

**As a team establish what opportunities are available to you that could make the event even more successful? These opportunities could include;**

* **Experience** – Have you delivered a similar event before that you can learn from?
* **Knowledge from Others** – Are there people in the team or at AUSA you can gain knowledge from that will make the event even more successful?
* **Social Media** – Does your event give you the opportunity to increase your social media following? Can you ask AUSA to share your event on their social media?
* **Availability of Finance** – Do you have funds left over from last year which can be used to finance the event, or are there any grants available through AUSA you could apply for?
* **Location** – Is your event in a prime location to generate more sales or is your location unique?
* **Audience** – Do you have a unique or large audience who would be interested in attending your event?
* **USP (Unique Selling Point)** – Does your event have a unique selling point which the local press might be interested in sharing?

**Tip!** If you are planning the event in a group sit down and create a mind map of these opportunities and how you might be able to utilise them to your advantage!

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**Roles and Responsibilities**

**At the start of the planning process it is a great idea to sit down with your team and establish each member’s strengths and knowledge base. From this you can more easily set roles for the team, so everyone knows exactly what their responsibilities are! These roles could include:**

**Event Manager**

Generally, overseas the entirety of the event planning process, provides advice and support to the team, ensures other team members knows what their roles are, communicates plans and meetings.

**Booking Manager**

Usually in charge of booking venue(s), transport, talent and security.

**Marketing Manager**

The marketing manager will generally be responsible for marketing material creation (posters or images), creating a marketing plan or campaign and communicating with press.

**Production Co-ordinator**

Primarily in charge of ensuring the production of the event runs smoothly. This could involve determining what sound equipment is needed, confirming details with venue on what’s available to use and creating an event running order.

**Sponsorship or Finance Director**

This person will create an initial budget for the event, ensure other team members are sticking to their budgets, compiling receipts and paying external partners.

**Catering Manager**

Buying food, drink supplies and ensuring dietary requirements are covered.

**Sales Manager**

The Sales Manage would usually be in charge of determining how tickets will be sold, monitoring sales and delivering tickets.

**Tip!** Sometimes having too many people involved in the event planning process can become overwhelming and unnecessary. Take time to consider the scale of the event, what you can do yourself and what roles are the most important to fill. In events management, the term “to many cooks can spoil the broth” is very appropriate, so don’t rush this step!

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**Considerations & Limitations**

**At the “get go” consider what might limit you from delivering the event successfully and those points which might need attention or an action to make the event viable. Limitations could include:**

* **Timescale** – Do we have enough time to deliver the event?
* **Knowledge** – I don’t have any previous experience
* **Staffing** – Can you recruit people to help?
* **Finance** – Do we have any money to fund the project?
* **Licensing** – Do we need to obtain a license of the event, e.g. alcohol?
* **Study/Exams** – Do I have other responsibilities that need to take priority?

**Tip!** Don’t be disheartened straight away if you have identified some limitations. Talk to your team or AUSA for advice if you see barriers which you might feel are hard to overcome.

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**SECTION TWO**

**Event Outline File**

**Once you have brainstormed the initial event idea you will need to create a more in-depth outline of the event which can be shared and worked on with the event management team.**

**Tip!**  Think of the Event Outline File as a document which you should be able to give to someone who doesn’t know anything about the event but could use it take over at the last minute. The file should tell them everything they need to know!

**Help!** We would encourage you to use AUSA’s Event Outline template which can be found on the website.

**These are just some of the main points which should be identified in your event outline:**

**Event Name**

**Tip!** Consider the following; is your event name unique? Memorable? Clear and descriptive so it’s easy for people to know what your event is about?

**Timings (and Date)**

**Tip!** Make sure you consider set up time and ensure you inform the venue what time you will be arriving, when the doors open and event start/ends.

**Key Contacts and Roles**

**Tip!** Include ALL Key Event Contacts (even your own). This could be the contact information of all Event Management, Staff, Venue, Security and any other suppliers.

**Venue Details with Booking Information**

**Tip!** Include the details of venue contact (who you booked with) and what was agreed. If someone from the venue is unsure on your booking details when you arrive, it is great to have proof and details of booking.

**Entertainment**

**Tip!** When booking any entertainment ensure you have their equipment requirements. In your Event Outline, list what they will be bringing and any equipment you may need to borrow or rent. It is also a great idea to check in with them the day before the event to make sure they know the venue location and time.

**Hospitality**

If your event includes any food or drink, ensure you have all ingredients listed for attendees to see. Plan for food handling and storage! When it comes to catering, single-use plastic and mixed material packaging should be avoided (see section on Sustainably for more details).

**Transport Information**

How are staff getting to the venue, do you need to arrange a bus, what is the best way to reach the venue?

**Ticket Information**

Can people buy tickets on the door? How much are they? How can people pay – cash only?

**Event Box**

**In good time, sit down and make a list of everything you may need for the event. Preparation is key! Here are some things which might be needed in your event box:**

* Event Outline
* Tickets
* Float
* Pens, paper, tape, bluetac
* Hand Sanitiser
* Signage
* Caution Tape
* Raffle Tickets
* Microphones or other equipment
* Name Badges

**Tip!** Some of these might seem obvious, however when you are busy it can be easy to forget. Make a list in advance and tick the items off as they go into your box (or bag). Make sure you know who is brining what and remind them if you think they might.

**Help!** You will be able to find a checklist template on the AUSA website which you can edit and print for yourself!

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**SECTION THREE**

**Online / Virtual Events**

**Holding an online/virtual event? All events come with logistical challenges so here’s some tips on how to avoid hiccups during your event:**

**Create a Game Plan**

Whether you are planning a Quiz Night or a Yoga Workshop, every event should have a strategy. Before hosting a virtual event, have a discussion with your team and answer the following questions:

* What kind of experience do you hope to deliver?
* What platform are you going to use?
* Will the event be live, on-demand, or both?
* Will you require event registration?
* Will people still have access to the event once it’s over?
* What roles will the team have?
* What pre-planning needs to take place?

**Prepare for Tech Troubles**

If physical events have hitches, virtual events have glitches, therefore it’s a great idea to anticipate troubles you may encounter with hosting events online. The sooner you identify problems, the sooner you can identify solutions. Consider the following:

* Is the platform we are using reputable?
* Don’t assume everyone has the same technological abilities – make accessing the event easy by giving clear instructions on how to take part.
* Do the event organisers have significant internet access to host the event?
* Do potential attendees have the correct information to access the event – link, password etc.
* Do the hosts need to wear a headset or microphone for attendees to be able to clearly hear?

**Make it Inclusive**

Just like in-person events, virtual events should be as inclusive and accessible as possible. Before you make any final decisions, please consider the following:

* Is your language clear? Remember not everyone’s first language is English, so refrain from using slang or colloquial language
* Use large fonts, and high colour contrast for any event graphics
* Provide captions and visuals where possible for audio
* Remember that not all disabilities are visible
* Think before you speak and warn attendees of any contact which may be offensive or upsetting, as some subject may be trigging for people.

**Encourage Engagement**

To help make your event more engaging, think about the following:

* Why not ask attendees to submit questions in comments or through a chat tool? Chances are the people who ask questions are going to stick around to see if they get answered. Pro tip: If you do this, make sure to have a moderator assigned to the task of fielding questions.
* If your online platform has interactive features, ask people to participate in polls or quizzes.
* Encourage live tweeting.
* Take requests and suggestions. Or simply shout out names as people tune in.

**Be Safe, Sensible and Respectful!**

Although events online offer a range of opportunities, unfortunately, moving events online also has its challenges. In order to stay safe online, please follow these rules:

* Refrain from giving out personal information including your home address or personal email address.
* Be careful what you download.
* Think carefully before posting pictures or videos of yourself. Once you’ve put a picture of yourself online most people can see it and may be able to download it, it’s not just yours anymore.
* Never give out your passwords!
* Remember that not everyone online is who they say they are so be sensible and if something doesn’t feel right, inform the event organiser.
* Think carefully about what you say before you post something online
* Respect other people’s views, even if you don’t agree with someone else’s views doesn’t mean you need to be rude.
* If you see something online that makes you feel uncomfortable, unsafe or worried: leave the event and contact [ausaevents@abdn.ac.uk](mailto:ausaevents@abdn.ac.uk) with details immediately.

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**SECTION FOUR**

**Entertainment**

**If you are looking for entertainment as part of your event, why not try contacting other groups or societies to see if they would be willing to collaborate on your event or perform for you. Find a list of societies here:** [www.ausa.org.uk/getinvolved/activities/](http://www.ausa.org.uk/getinvolved/activities/)

However, if some of our ‘in-house’ performers don’t fit the bill then search around for other local performers. A good place to start would be contacting venues that regularly host performers (usually live music). They might be willing to give you the contacts of their performers; this may have an additional cost so just ensure you have money in your budget for this.

**Equipment**

When hosting an event within the AUSA building you will have access to a selection of the equipment such as PA systems, projectors, screens, AV equipment and microphones. If you require any additional equipment this will need to be sources by your group or society, AUSA may be able to recommend suppliers for any equipment that we can’t provide. Please contact [ausa@abdn.ac.uk](mailto:ausa@abdn.ac.uk) for a list of all available equipment.

**External Speakers**

**If you are booking any external speakers there are a few things you will need to consider.**

* The external person must not be subject to any sanctions of the UK government or ‘no plat­form’ policy of the SA Council or membership of any UK government recognized proscribed or banned organization.
* Any speaker who is likely to be offensive, controversial or cause alarm must be disclosed with full details to the AUSA CEO and President for Societies at the time of requesting a room booking.
* If any payment is being made to the external speaker, please ensure you have a contract which clearly states your expectations of each other.

The Students’ Association retains the right to withdraw an invitation to attend any event that has been extended to an external person – whether they are speaking or not.

**SECTION FIVE**

**Picking a Venue**

**When booking your event’s venue, the following should be considered:**

**Location**

Can students get to it easy? Is there public transport links?

**Accessibility**

Is it wheelchair friendly? Are they welcoming to all?

**Cost**

Do you have to pay for the space? Can students afford to “hang out” there?

**Practicality**

Does the space work for the event’s activities?

**Facilities**

Do they have facilities you need - internet access, projector, sound equipment?

**Tip!** When booking a venue make sure to check whether you are required to pay extra for their facilities.

**Hospitality**

Are you allowed to eat or drink alcohol

in the space? Can they provide snacks?

**Sustainability**

Does the venue have a sustainable policy? Will they recycle your event waste?

**Reputation**

Does the venue have a good reputation? Would their reputation hinder or positively influence attendance numbers?

**Booking Process**

Is the booking process straightforward? Do they need a large deposit? Does it take weeks to get a response from the venue?

**Bookable Rooms and Venues on Campus**

**AUSA have a variety of spaces which are available for you to book directly via an online booking system on the AUSA website. Rooms include:**

* AUSA Hillhead
* Societies Centre @ Student Union Building
* Union Brew Meeting Room
* Union Brew Stage

**Tip!** More Information, including pictures, booking process and University venues which are also available to hire can be found on the AUSA website.

**SECTION SIX**

**Timescale and Setting Deadlines**

**Once you have set your event date you will need to identity when your key event timings and planning deadlines will be.**  **Start with the event date and work yourself back. Think about…**

* When do I want to sell the tickets?
* When do I want to start promoting the event?
* How long will it take to have posters/flyers printed?
* When do I need to have artwork approved?
* When do I need to have entertainment, volunteers etc. confirmed?

**Tip!** Ensure your event date is realistic and consider how long it will take you to achieve each step. Gantt Charts are a great way to plan an event’s deadlines. A template can be found on the website!

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**SECTION SEVEN**

**Finance and Event Budget**

**You may decide that your event is going to have a Finance Manager who deals with creating a budget, however it’s a great idea (for many reasons) that the whole team are involved in at least the initial budgeting to ensure everyone is happy and understands how the money will be spent. You should consider the following:**

* What are the costs associated with the event?
* How do you plan to cover these costs?
* How many tickets will you need to sell to breakeven?
* Will you have the funds to cover the costs if you don’t meet projected ticket sales?
* Other than selling tickets, is there another way you can make money at the event?
* Do you need a float for the event?
* Are you able to offer card sales?

**Tip!** A budget template can be found on the website!

**Ticketing and Admission**

**From first glance the ticketing or admission aspect of your event might seem straightforward, however there are several aspects event organisers may overlook which can later down the line cause confusion and issues. Take some time to consider the following:**

* How are you going to sell your tickets?
* Can people purchase their tickets before the event?
* Is there a cheaper price for pre-sale?
* What are the terms and conditions for your ticket sale?
* Can under 18’s attends?
* Do your ticket prices reflect the event’s value?
* Can people resell tickets?
* Are you going to print physical tickets?
* How can attendees prove proof of purchase if selling online?
* Do you need a stamp for admission after first entry?

**Tip!** Get the details sorted at the start and it will make it so much easier – trust us!

**Sponsorship**

**Event sponsorship is the way in which organizations give support to an event by providing financial assistance, products or services. If you feel that ticket sales alone may not cover the event’s costs, a sponsor may be a possibility.**

When asking for sponsorship it is important to decide what you are able to offer an organisation in exchange for their kind donation. For example, if you were given £100 towards an event you can offer the organisation a logo on your promotional materials, a promotional email to your society members or sharing information on your social media pages.

**Who should you approach?**

Any company, large or small, can be a potential sponsor. The most popular tend to be companies associated with your group’s activity, graduate recruiters or local bars and pubs. Do some background research and find out more about each organisation, what they do and how their work can relate to your group’s activities.

Feel free to ask AUSA about organisations we have worked with in the past as it is often easier to work with organisations where there are already links.

**Contracts**

Once you have discussed a sponsorship deal with an organisation you can draw up a contract which will guarantee that both parties stick to the terms agreed. If the external organisation creates the contract and there are somethings you don’t understand do not hesitate to ask for clarification. You can even bring it into AUSA where we will be able to help you make sense of it all.

As a minimum you should include the following information in your contract:

* Date & time services will be provided
* Payment amount and process of payment
* Procedure for cancellation or changes
* Double check your contract to confirm that VAT has been included, this will be 20%. For example, if you are charging £100 for sponsorship, this would be £120 with VAT.

**Tip!** Do not sign anything you are not sure of- come and see us!

**Maintaining relationships with sponsors**

It’s important to maintain a good relationship with a sponsor to increase the chances that they’ll want to work with you or other groups in the future. There are many ways of doing this including:

* Informing them of any progress or successes of the group
* Notifying them of any changes made to the group
* Inviting them to events and any press opportunities
* Sending them termly reports of activities
* Sending them photos of activities and events
* Send copies of anything with their logo (this may be stipulated in the contract)
* Answering any communication from them promptly
* Passing on any information on the contract to your successors when you handover
* Making sure you deliver what you promised

**Fundraising**

**If you are adding a fundraising element to an event, please read the “Student Fundraising Handbook” which gives information on the following areas:**

* What is fundraising?
* Fundraising Ideas
* Law and Regulations
* Fundraising through AUSA
* Beyond student fundraising – Careers in the charity sector
* Useful Links

**Tip!** This document can be found in the “Event Planning and Promotion” section of the website.

**Raising and Giving (RAG)**

**RAG is the major student fundraising group at the University of Aberdeen- raising over £97,000 in 2017/2018 for 32 charities.** If you, your society, sport club or group are doing any fundraising, RAG would love to collaborate with you. Get in touch and see how they can help and increase your fundraising.

* More information here: www.ausa.org.uk/getinvolved/raisingandgiving/
* Facebook - [www.facebook.com/ausaRAG/](http://www.facebook.com/ausaRAG/)
* Instagram – [@AUSA\_RAG](https://www.instagram.com/ausa_rag/)
* Email – [RAG@ausa.org.uk](mailto:RAG@ausa.org.uk)

**SECTION EIGHT**

**Health and Safety**

**It is important to understand your responsibility as the event organiser!**

Event organisers have a legal responsibility to plan, manage and monitor their events in order to reduce risk and ensure, so far as reasonably practicable, the health, safety and welfare of other students, volunteers and attendees. It is important that the individual, organisation or organising committee responsible for the event understand this, accept this and put measures in place to reduce the risk of accident or injury to those at the event. Please read on to learn more about how you can ensure your event is safe for all.

**Risk Assessments**

**It is mandatory when planning an event, you carry out a Risk Assessment!** **A risk assessment is a systematic process of evaluating the potential risks that may be involved in a projected activity or undertaking. These can be risks to staff, volunteers, guests and reputational risks to both your society and AUSA. These questions should be answered in your risk assessment:**

* What risks are present?
* Who might be harmed?
* How might they be harmed?
* What are you already doing to control the risks?
* What further action do you need to take to control the risks?
* Who needs to carry out the action?
* When is the action needed by?

**Here are just a few examples of risks which could be identified and would need to be measured:**

* Food Handling – How will the food be stored? Does it need kept cold? Is the ingredient list visible for people to see?
* Slips, trips and falls – Are there any obstruction in the venue? If someone tripped, what would you do?
* Fire – How and who will identify fire exists? How will this information be communicated?
* Alcohol – How will alcohol consumption be monitored? Will there be a process in place to check attendees on arrival for alcohol?
* Fall from height - Is there any reason for someone to be working from height? Do you have the necessary equipment to complete task safely?

**Tip!**Visit [www.hse.gov.uk](http://www.hse.gov.uk) for loads of useful information on all things Health and Safety.

**You must consider all possibilities and make necessary steps to have safety measures in place.**

**Security**

**For some events, especially where alcohol is present, having security offers many benefits, notably helping to provide a secure environment. Before finalising your event details, consider the following:**

* How many people are expected to attend your event?
* Does the venue provide security and how many will be on duty before, during and after the event?

**When booking security:**

* Ensure they are SIA qualified – this will ensure they are fire safety and first aid trained
* The company has a good reputation – ask AUSA for advice.

**Before the event ensure:**

* Your booking details confirm the exact time and location of event.
* You will want security on site before the doors open so they can identify their surroundings.
* Introduce the event team to security, communicating what their responsibilities are so they know who to ask questions too.
* Brief the security on the event activities and how many people are expected to attend.

**Event Licences**

**If you are hosting entertainment, screening a film or if alcohol will be on the premise, before booking a venue, it is important to check they have up to date licences. Please see most commonly required licenses below. If you aren’t sure - come and ask!**

**Occasional License (Alcohol)**

* Events taking place out with a licensed bar or venue where alcohol will be sold may require an Occasional Licence, please contact AUSA Event Coordinator for any advice on whether your event will require one.
* Please note: A minimum of 8 weeks’ notice is required to process an Occasional Licence with the council and there is a fee of £10 which will be incurred by the society/club.
* For large scale events involving alcohol official security must be hired to oversee the event and safety of attending.
* Due to Licensing and Health & Safety Regulations AUSA is unable to approve events with Bring your own Booze (BYOB).

**Public Entertainment License**

* A licence is required where you intend to have entertainment, such as a dance, concert, variety show or other entertainment to which members of the public are to be admitted.
* Most bookable venues in Aberdeen should have a Public Entertainment License, however please check before booking a venue they have one in place**.**

**Screening Licenses**

* If you want to show a film outside the home or cinema, you need the permission of the copyright owner, therefore you may require a “Public Video Screening License” or “Single Title Screening License”.
* When inquiring with a venue, please ensure they have the appropriate license.
* More information on screen licenses can be found here: [www.filmbankmedia.com/licences/](http://www.filmbankmedia.com/licences/)

**SECTION NINE**

**Publicity**

**There are so many ways you can promote your event, however it’s important to consider how your intended audience will find out and engage with you. Some of the ways you could publicise your event are:**

* Social Media
* Posters
* Flyers
* Newspaper Advert
* Stand at Union Brew
* TV Screens in Union Brew
* AUSA’s Channels and Website

\*If you would like to promote through AUSA’s channels you can fill in the Google Form at <http://bit.ly/AUSApromo>. If you are looking for advice, please contact Karolina Kubala, Communications and Digital Media Coordinator at karolina.kubala@abdn.ac.uk.

**Marketing Tips**

**When you are creating any promotional material for your event e.g. poster or flyer, we recommend you consider the following:**

* Does the poster include all key event details?
* Does the imagery suit the event?
* Is the imagery suitable?
* Is there anything in the poster people may find offensive?
* Is the poster easy to read?

**Adding events to AUSA’s “What’s On” page**

* You will need to have admin rights to your committee. If you are unsure who has admin rights in your committee, please email [ausa@abdn.ac.uk](mailto:ausa@abdn.ac.uk)
* Login to AUSA Website (top right)
* Follow this step by step guide: [www.ukmsl.com/kb/organisations/support/events/](http://www.ukmsl.com/kb/organisations/support/events/)

When uploading an event to the website, please have the following information ready:

* Event Name
* Date and time
* Tagline/Short Description
* Location/platform – Where will the event be held online?
* External URL – How and where can students join the event?
* Description – Is there any equipment students need for the event? What does the event involve?

**SECTION TEN**

**Sustainable Events**

**Here at AUSA and the University, we are committed to ensuring our activities are as sustainable as possible. There are many ways you can make your event more sustainable and actions should be taken before, during and after every event. Please see some ideas below:**

* **Go Plastic Free -** Reusable crockery and cutlery should be used, however, if their use is not possible, compostable materials should be used if they are disposed of in the designated waste stream.
* **Encourage attendees to bring a reusable bottle –** Check with your venue that their tap water is safe to drink and encourage event attendees to take their own bottle which can be refilled at the venue free of charge.
* **Ditch the Paper** – Is there ways to eliminate paper before or during your event? Adapt more sustainable ways of working by not printing meeting agendas and using an electric device instead of printed ticket sales list.
* **Food and Beverage –** Go organic and local!The menu served at events should be composed of locally sourced, seasonal, organic and Fairtrade products. Event organisers should consider adopting a completely vegan and vegetarian menu since these products are significantly less carbon-intensive, use fewer resources, and stay fresh for longer than items containing meat or dairy.
* **Choose Responsible Venues with Environment Policy** – When booking a venue don’t be afraid to quiz them their single use plastic policy and if they have waste recycling bins.
* **Recycling Event Waste** – After every event put plans in place to ensure all event waste is recycled in an appropriate manner.
* **Be Travel Savvy** – Make your journey more sustainable by walking, cycling, sharing a lift or by taking public transport. In your event marketing comms, why not give your attendees all the transport options and state the most sustainable ways to travel.
* **Go Online** - Does your event need to be physical? Online events tend to be more sustainable, so consider if your event can move online.

**Tip!**Please visit the AUSA website for our Sustainable Event Checklist.

**SECTION ELEVEN**

**Post Event**

**Once your event is over, there are a few important post event things to think about:**

* **Leave no trace** – When leaving a venue you should ensure it is as you found it. Clean up the event space, gather all decorations and supplies (some venues may let you leave them at pick them up the next day).
* **Settle Up** - Count and deposit any cash that was collected and in the days following the event process any outstanding payments you may have for the event.
* **Feedback** – After the event, make sure to circulate a feedback survey to attendees and staff. This can be vital in helping improve future events.
* **Take down posters** - Finally, remove any publicity materials you have posted around the campus or pinned on notice boards. If your event was being promoted on plasma screens across campus contact Media Services - [mediaservices@abdn.ac.uk](mailto:mediaservices@abdn.ac.uk), to let them know the advert is no longer required.

**SECTION TWELVE**

**Big Tips!**

**Common Sense**

When it comes to Event Management, a lot of the planning needs common sense. Take some time to think logically about problems in order to work through them sensibly.

**Flexibility & Staying Calm**

Things might not always go how you hoped but learn to be flexible and make changes when needed.

**Time Management & Organised**

“Fail to Prepare, Prepare to Fail” – its true! Try your best to stay organised and stick to your deadlines.

* Run through the event from start to finish in your head; paying attention to what you are using/the facilities you need.
* Always schedule more time that you think you will need (planning & on the day).

**Leadership**

Organising an event is a great way to develop your leadership skills. Being a good leader means taking responsibility for your actions, being committed, inspiring others and being confident. Identify the qualities you’d like to strive for and use the event planning as an experience to gain them.

**Team Player**

In addition to all the qualities and tips mentioned in this section, being a team player is one of the most important! Function as an active participant – don’t just put all the work onto your team and embrace collaboration!

**Understanding**

You may feel not everyone in your team is on “your level” or on “your wavelength”, however have understanding of your team’s skills, needs, personal life and other responsibilities – we are all different and have our own life’s outside of the event. Be understanding!

**Honesty**

If you make a mistake, own up to it. If you need help, ask for it!

**Communication**

Communication is key! Keep in contact with all team members and communicate any planning developments and changes.

**Roles and Responsibilities – set them!**

**Check in with Teammates**

Planning and delivering events can be stressful, so make sure to check in with your team throughout the process to make sure they are happy.

**You can’t be everywhere all the time – plan for it.**

When making event plans, remember to factor in that you can’t always be present 24/7.

**If your event could be affected by weather, have a weather plan.**

**Always plan for more costs and less income**.

**THANK YOU**

**If you have any queries or would like to meet for a chat about anything from this handbook, please get in touch:**

[**ausaevents@abdn.ac.uk**](mailto:ausaevents@abdn.ac.uk)

**We are here to help!**

**Ailsa Macintyre**

**Events and RAG Co-Ordinator**