

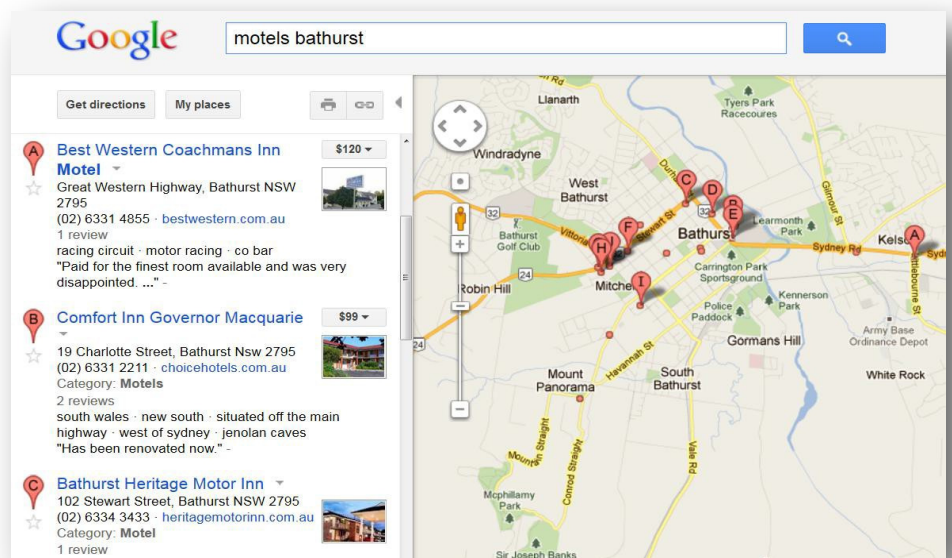
# SO YOU'RE GOING TO ORGANISE AN EVENT?

This document may be of help. It's a basic checklist that should be applicable to most things that you would be likely to encounter. In all cases, and when in doubt, apply liberal doses of common sense!

The Social Committee meet in December each year to plan for the coming 12 months of social activities. Members are polled each year to ensure the events planned meet the members' needs. The Social Secretary will allocate you a date for your event.

## VENUE SELECTION

1. Have a clear idea of the number of people you are likely to attract to your event ... i.e. between 20 and 40 for most of our events.
2. Identify the venue and make sure that it can handle these numbers. Things to check are how long they take to serve meals and whether there is secure car parking, aircon, clean toilets, etc.
3. Ask for references. Who were the last three large groups they catered for?
4. Check the venue's references. Another excellent source of advice is [Trip Advisor](#).
5. Negotiate a price based on the numbers. Make sure that the venue confirms the price in writing - i.e. via email. Include in your negotiation items such as free parking, free corkage, complimentary bread, drinks, starters, breakfast, etc.
6. Deposits are OK but not preferred. Discuss any finance issues with the Management Committee.
7. For most events it is desirable to have a set menu with a fixed price per head. Additional coffees etc. are often subsidised by the club.
8. Get a clear understanding on the date by which you need to confirm final numbers. The RSVP date on a standard run will normally be the Tuesday before the event. The flyer contains this information.
9. Clear the concept with the Social Committee or at least the Area Rep and Social Secretary.



## DRIVE THE ROUTE FIRST

1. It pays dividends to do a complete 'recce' before the event. This means driving the intended route to the venue and checking out the catering arrangements by eating there. If possible, drive the route at the time the event is to occur.
2. **Simplify runs** – nothing too adventurous. Good driving roads, camber etc. and avoid narrow roads, potholes, flora close to the road, navigational hazards, cyclists etc
3. Develop a running schedule for the timing of the event:
  - Time of arrival at meeting place and scheduled departure time.
  - What will be available at the meeting place – coffee & snacks
  - The second meeting place, if applicable, and indicative progression time
  - Toilet stops
  - Time to event location. Allocated time at event if applicable
  - A paragraph that “sells” your event, all the above in reverse

## CAMS APPLICATIONS – THESE ARE DONE BY CLUB SECRETARY

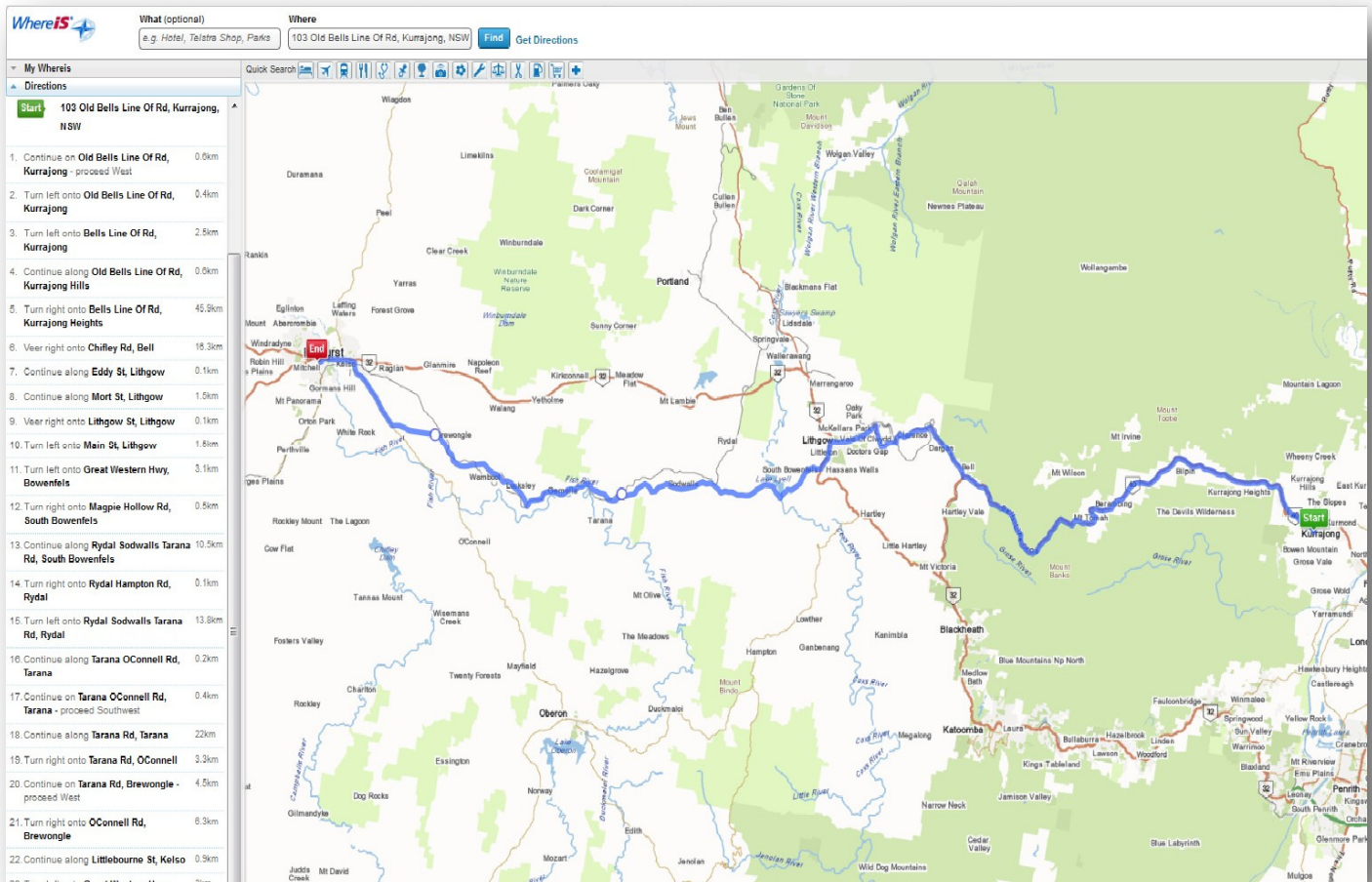
1. CAMS, are responsible for our insurance. They need to be advised of your event. If you are organising a Sunday Run we have already done this for you. If you are organising something else please advise the club Secretary who will advise CAMS of the event by quoting our Club's CAMS ID and using the following form: [http://www.cams.com.au/en/Forms/Event\\_Forms.aspx](http://www.cams.com.au/en/Forms/Event_Forms.aspx)

## PUBLICISE THE EVENT AT A CLUB MEETING

1. Think about all the things that are going to make your event the best there is!
2. Make some notes before the meeting and talk to them. That helps to ensure you get all the plus points of the event over clearly to the membership... and ensures you don't waffle.
3. Ask for a show of hands and make a note of the people who say they are going to attend.
4. Get their contact details (mobile number) for follow up.

## CREATE THE FLYER

1. Flyers need to be sent to our membership at least three weeks prior to the run. For a typical Sunday run this would be the first of the month.
2. Use the AMOC NSW Event Plan. This is forwarded to the Area Rep at least five weeks before your event allowing time to create the flyer.
3. Make sure you have the following information in the flyer:



- Name of your event i.e. 'Sunday Breakfast Run to Bathurst'
  - Date of the event
  - Address
  - Where you will meet
  - Meeting time, departure time, due at destination time.
  - Destination address.
  - If we are to travel home in convoy suggested route
  - Route to get to the venue – this is optional and can be handed out at the meeting place. But a brief synopsis is a good idea to gather interest
  - What is supplied and the cost, e.g. breakfast, wine etc.
  - Parking information.
  - On our runs the event is usually paid for on the day. For other runs, if deposits are required, please supply due date and the flyer bank details.
  - All RSVP dates for Sunday runs are the Tuesday before the run. For weekend or longer events dates may be earlier to allow accommodation bookings etc.
  - Your contact details including preferred phone and email
4. Provide photos for flyer 3 or 4. If you don't have one, just search on Google and select 'Images'. They save a thousand words and make your event more attractive.
  5. Send all details to [jsullivan@amocnsw.org.au](mailto:jsullivan@amocnsw.org.au) in MS Word format.
  6. All flyers are sent by the club Secretary for distribution.

## A LIST OF THE RSVP'S

1. The RSVP's are maintained by the club Secretary.
2. If people tell you verbally they are coming - always confirm in writing via e-mail and copy the club Secretary in [secretary@amocnsw.org.au](mailto:secretary@amocnsw.org.au)
3. The secretary will provide a list of attendees with contact phone numbers at the monthly club meeting. This list is also supplied to the magazine editor to assist with details for the magazine. It is also supplied to the Management Committee for points score purposes.
4. Two weeks before the event , the Secretary sends out a list of those who have accepted
5. One week before. Michelle sends out an updated list
6. Two days before " closure date " ( which is normally the Monthly Club Meeting ) the Secretary will send out another updated list
7. Friday before the event the Secretary sends out final list  
These updates go to the Event organiser , Management Committee and Social secretary  
This way , the event organiser , can update the venue etc on numbers and make any adjustments to route etc

## CREATE DIRECTIONS FOR TRAVEL TO YOUR VENUE

1. Check out the samples of event directions on the web site.
2. **Driving instructions to be a Google Map**, in colour, with a large map detailing the total route and smaller maps showing each navigational instruction so that the a novice can follow the route;
3. Use a stop to re-group. Make sure that clean toilets are available.
4. Make sure to put your mobile phone on the directions so people can call you if they are running late, have car problems, etc.
5. Print the directions
6. **The route to be supplied to participants at the meeting place;**
7. Make it clear that people are responsible for their own navigation. It's very difficult to run a convoy safely on public roads and best avoided. Also most people prefer to run at their own pace.
8. Zero trip meters at start.

## TRIAL & GUEST MEMBERSHIP

1. Most of our events attract non-members. The Social Secretary will be responsible for ensuring a trial membership form is completed. After the event please send the form to the club Secretary.



Non-members attending events need to sign on.

Please complete

Interested in future AMOC Events Please supply your details below

Name	Phone Number	Email
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Please return to the Club Secretary on [secretary@amocnsw.org.au](mailto:secretary@amocnsw.org.au)

## **RUNNING THE EVENT**

1. Get up early and check there are no major incidents on the route:  
<http://livetraffic.rta.nsw.gov.au/desktop.html#mapview>
2. If there are issues consider, how you are going to deal with them. For example you may need to phone your venue and say that you could be running late.
3. Get to the meeting place a bit early.
4. Decide who is going to lead and who is going to be the sweep. Both lead and sweep should be in mobile phone contact.
5. Have a brief meeting before the off. Point out who will lead and who will sweep. Give out mobile phone numbers. Explain where you are going to stop to re-group.
6. **Promote the “keep the car behind you in your mirrors”** so if the car behind is caught behind slower cars, traffic lights etc. by slowing down it should in-turn slow the vehicles in front keeping all together and reduce vehicles becoming lost;
7. **Try and keep to the speed limit and respect those who do.** If there are some who want to challenge their vehicles, they are sent out first by the run organiser and the balance of the participants fall in behind the lead vehicle of the second group. Be aware also of the implications of being accused of 'street racing'. Member's cars could be confiscated.

## **SOCIAL EVENT REPORT TO BE SUBMITTED AFTER THE EVENT**

1. All run organisers are required to submit a 200 word article regarding the run or event, to the magazine Editor within 7 days. Please copy the Area Rep as they are responsible for the quarterly articles and monthly articles in the UK Club magazines and Vantage. (At a later date a format may be supplied).
2. The organiser needs to select a “club photographer” for the event. When submitting your article submit three or four photos with names and descriptions attached.
3. Send thank you's where applicable.

## **PROMOTION OF EVENTS**

Send out the flyer

- Send out the flyer a second and sometimes a third time
- Publish a Calendar on the website
- Publish our Calendar with CAMS
- Publish the Calendar in the Magazine
- When we have a new member we send out the next flyer so they can attend
- In the week prior to the event the Social Secretary and the organisers are appraised of the numbers. Most organisers have to confirm numbers on a specified date
- The Club Secretary prepares a list of attendees and phone numbers and copy it to the Committee and the event organiser on the Friday before the event

There is also a list of regular attendees. This list will be supplied to organisers for promotional contact purposes.

## **Other types of events**

- Tiffany & Co
- Christian Dior
- 100-4-100
- Gala Ball
- The Barracks Dinner
- The Owners Pavilion
- Trivett Workshops
- Le Mans at Trivett
- Dinner Meeting at Trivett
- Track Days and the Farm
- Randwick Race Course
- Give it a Go night
- Sam's Spa Day
- Polo

These events take additional organising. Previous organisers are always able to help.