



**Safety, Security, Satisfaction**

## **What is Event?**

Any pre-planned organised activity designed and promoted to attract a gathering of people: consumers, participants, family or friends. It does not therefore include any informal leisure activity that would normally take place in a park such as a casual sporting activity, group picnic or flying model planes. However such activities would become chargeable events if they require additional infrastructure, facilities or equipment to be supplied for any special company Such as Gautam and Gautam Group.

Below is a list of events which are being taken care through us.

- Annual meet
- Birthday Party Organizers
- Band Shows
- Celebrity / Artiste Management
- Conference / Seminar Organizers
- Corporate Event Organizers
- Carnival Games
- Cycling Events
- College Star Nights
- Creative Classes
- Dance Shows
- Exhibitions & Trade Fairs
- Fashion Shows
- Festivals
- Fire workshops
- Game Shows
- Guitar Performances
- Magic Shows
- Music Concerts
- Party & Wedding Organizers
- Party Organizers
- Product Launches
- Promotional Activities
- Photo Shoots
- Roadshows
- Stage Shows
- School Activities
- Sports Tournaments

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## **Gautam and Gautam Group – Events – Tour – Travel – Adventure**

Kudumiyandi Thope, Near Bus Stop, East Coast Road, Panaiyur, Chennai- 600119 Tel : +91 8894404523  
Corporate and Registered Office: Gautam and Gautam Group Towers, 2<sup>nd</sup> Floor, Avs Vikas, Civil Line  
Budaun-243601 Phone No: 08894404523,7299133676 Email us at : [info@gautamandgautamgroup.org](mailto:info@gautamandgautamgroup.org)  
[feedback@gautamandgautamgroup.org](mailto:feedback@gautamandgautamgroup.org) visit us at [www.gautamandgautamgroup.org](http://www.gautamandgautamgroup.org)



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## **Event Planning / Event Management**

Planning is the most important part of running a successful event, and this means starting well in advance. The best way to approach planning is to develop a detailed management plan, which includes a timetable of what needs to be done and when. Crucial elements of the planning for the event, such as fundraising, booking performers and advertising need to happen well in advance of the date of your event so a timeline schedule is essential. Developing an Event Plan is critical to ensure your events success. The information provided is designed to walk you through each step involved in organizing a festival or event, and can be used as a checklist. The information will hopefully assist you to develop an Event Plan for your festival or event. Please be mindful that these are guidelines only and that there may be additional information or requirements that are not necessarily listed in this article. Please ensure you consult with your local government authority and other relevant agencies in developing your Event Plan.

## **EVENT DETAIL**

### **1.1. Event Place & Time**

In this section you should provide a general overview of your event and be as specific as possible about the activities you are proposing to conduct at the event.

When selecting the dates for your event it is a good idea to check whether there are any other events already planned to avoid clashes in events. The timing of your event is also important to consider. Try not to plan your event during known quiet periods when many people are out of town. Consider planning your event during the peak season to increase your target audience and capitalize on the opportunity to promote your area.

It is important to provide details of your set up and dismantling period as well as the actual times for your event to assist with the scheduling of works in the area.



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## **1.2. Contact During Event**

The Event Manager is responsible for the overall management of the event. Their role and responsibility includes organising, resourcing, creative directing, human resource management, negotiating, financial management, public representation, troubleshooting and liaison. The event manager must be contactable throughout the event planning, conducting and evaluation processes.

## **2. ORGANISING COMMITTEE**

However keen you are, it is highly unlikely that you can organise an event on your own - you need a group. Groups often form around the desire to run a festival or event with the celebration of a theme, art form or sport in mind. This usually starts off being an informal grouping but as soon as the group starts to handle money then a formal statement of roles and responsibilities and decision-making becomes necessary.

People volunteer for committee work for a wide variety of reasons but primarily they become involved with an organisation or an event and want to do something worthwhile towards its future success. Managing committees effectively means recognising why people became involved, it requires a combination of organisational skills and an understanding of the members. Leaving everyone to do what they like doing might feel appropriate when working with volunteers, but it is not necessarily the way to ensure the group is run efficiently. You need to explore the skills of the people on the committee and match them to the jobs which need doing within the group. Remember that the committee members need to get something out of their role in the committee too, whether it is an increased sense of ownership and belonging to the organisation, social



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## **2.1. Roles and Responsibilities**

However your team is set up, you should allocate clear roles to each individual within the team, so everyone knows what they are doing and what is expected of them. Aim to choose committee members with a range of expertise, interests, skills and experience to share the work. Essential roles for an event committee are: Event Manager-Treasurer Other roles such as Promotions and Secretary General members with various responsibilities „on the ground“

The Event Manager is the one essential position for any event committee organizing an event. The Event Manager is responsible for: the smooth running and coordination of the event. the inclusive and welcoming nature of the event for all. ensuring that the event complies with all relevant Federal and State laws and local government policies and regulations. ensuring that all forms are filled out and details lodged with the relevant authority. ensuring that appropriate permission is received before the event goes ahead. recording details of invitees and attendees. ensuring that thank yous are sent to those who have helped in arranging or sponsoring the event and to any special guests. ensuring sponsors are publically acknowledged where relevant, including at the event and in promotional material. advertising the event. budget forecasting and financial control.

## **2.2. FINANCIAL PLANNING**

You may have a great idea for an event, but you need to make sure it is financially viable.

## **3. Budget**

When you apply for funding, you will need to set out your projected Income and Expenditure to demonstrate that your budget will balance, and your event will be financially viable. Use a spreadsheet to draw up a budget of projected income and expenditure for the project. If you are GST registered, you should use figures excluding



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Income Sources of income fall into 2 main categories: a) Earned income: ticket sales, merchandising, catering etc b) Unearned income: public sector grants, donations from individuals or trusts/foundations etc.

Expenditure You should list each item of expenditure for your project - grouping them together under headings will help. Examples include: Overheads - administration costs, office rental, telephone Festival/Event site costs - hire of land, marquee, catering equipment, staging Artistic costs - performers' fees, accommodation, travel, hire of instruments Marketing costs - print of leaflets/flyers/programs, subcontractors, launch event When balancing your budget the total of your income should be equal to or greater than the total of your expenditure. If your expenditure is higher, you need to look at cutting some of your costs, or finding additional sources of income until they balance. If your income is greater than expenditure, you should make a profit or surplus on your event.

### **3.1 Financial Support**

It is likely that your festival or event will not generate enough income to cover all your costs, so finding funding from other sources will be essential. You may be able to access funding from: State Government, i.e. Gascoyne Development Commission, Event score Lottery funders, i.e. Lotterywest Trusts, Foundations, None Government Organisations, i.e. Country Arts WA Local government authorities Individuals Businesses i.e. sponsorship It is important to start seeking financial support as early as possible as grant bodies often have a long turnaround time. Allowing a long lead time will also allow you to accurately plan your budget with the funding you have secured.

You must ensure that you keep receipts and accurate financial records if you have been awarded grant funding as you will be required to acquit those funds at the completion of the project.



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### **3.2 INSURANCE**

Managing a public event includes ensuring the safety of event organisers, volunteers, contract staff, event staff and the public. It is highly recommended, and may be mandatory, that event managers have comprehensive public liability insurance and seek legal advice as part of their risk management strategy. Insurance cover should also include property and equipment.

### **3.3 THE VENUE**

The aim of this section is to help you formulate a comprehensive map or plan of the site. You will need to consider potential hazards, access and egress of emergency services, and other needs such as pedestrians, traffic and shelter.

Some considerations to get you on the right track include: Where are the designated evacuation points? Take note of where the fire extinguishers are located – take note also of their tags and when they were last tested (note they should be tested every 6 months). Are gas bottles tagged appropriately and when were they last serviced?

### **4. Potential Hazards**

When selecting a site, especially for an outdoor event, do a “Risk Assessment” for any potential hazards in the area. Hazards may include: Slip, trips and falls terrain – small holes that can twist ankles proximity to water bodies; wildlife/fauna including insects and snakes; bushfire potential; high winds; extremes of temperature; fit-outs within buildings and structures; and chemicals stored on site; and structures.

This list is not exhaustive. The event manager must ensure that all hazards appropriate to the event have been addressed. List the identified hazards at the selected site and the action taken to minimise the risk.





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## **4.1 Traffic and Pedestrian Management**

### **4.2 Traffic Management Plan**

Patron access must be planned to ensure there is no disruption to neighbouring businesses or homes and to ensure clear access by emergency services and event staff.

Event organisers must make arrangements for the following: Adequate car parking space, including overflow parking Access for people with disabilities Preferred access routes to the venue Adequate lighting Shuttle buses where venue/activity covers a large area

### **4.3 Road Closures**

Will there be any road closures for the event? What roads will be closed for the event?

If so, the development of a traffic management plan, application to your local government authority, local Police and/or Main Roads Department, approval and advertising may be essential well in advance of your event - at least three months prior to the event. Check with your local government authority for the requirements in your town.

On lodgment of the information, Council officers will inspect the area for the proposed temporary street closure and advise the applicant if it is practical and safe to do so for the purpose of conducting the event.

All costs associated with advertising, development of the traffic management plan and staffing closures will be the responsibility of the event organizers so ensure you consider this when preparing your budget.

### **4.4 Adjoining Properties**

In the interest of amenability with adjoining and/or property owners affected by the staging of your event, it is beneficial to inform them of the proposed event and activities. This may be a requirement of approval for the event.



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We also have many Events , Travel and Tour Packages of Domestic and International . For more info Please Visit [www.gautamandgautamgroup.org](http://www.gautamandgautamgroup.org) or for latest Updates <https://www.facebook.com/thegautamandgautamgroup>

| [Gautam and Gautam Group](http://www.gautamandgautamgroup.org) |  
| East Coast Road |Chennai |  
| Pin-600119 | Tamil Nadu | India |  
| Phone No : +91-44-6531-5613 |  
| Email: [corporates@gautamandgautamgroup.org](mailto:corporates@gautamandgautamgroup.org) |  
| Web: [www.gautamandgautamgroup.org](http://www.gautamandgautamgroup.org) |

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