EVENT ORGANISERS MANUAL

Version 3 – March 2026

ABSTRACT
All you need to know in order to prepare a safe and successful Event.

Why a 41 Club Event Manual?

Organising any event requires planning and preparation time regardless of what it is. How much will be dependent on the nature of the event, though all will need Club / Council approval and sign off in writing by the Club Chairman before proceeding.

Consistency of approach is key in order that you can demonstrate you have addressed all the obligations that fall on any event organiser, and that you learn from, and improve on the success of past events.

Advance planning

As a Club you need to be confident that you have done all that you can to make your fund-raising events a success, you know what resources are required and when, that the finances stack up and you can afford to make the investment required and when, that you know what the risks are, know how you will mitigate them and have done everything you possibly can to promote the event to maximise entries and attract public support.

In a highly litigious world, its essential that you stay on the right side of the law and any local requirements. To protect both yourselves and the public, you need to be confident that third party providers and yourselves are properly insured and that you have actively considered and mitigated any potential risks to the best of your ability.

Having an Audit Trail

Documenting everything you do to ensure you have an audit trail should the worst happen will go a long way to protecting the Club and individual organisers. Therefore, its essential that you standardise your approach to the planning and running of all events to ensure you have obtained the relevant permissions and licences to run the event, that you review the details of any contract for services you enter into with third-party suppliers and the implications are fully understood, and there is nothing you sign up to that prejudices your common law rights or insurance arrangements, and have checked and have evidence that they are adequately insured in order to mitigate any potential risks for the Club and individuals running the events.

Having a Team

It's important that any event has a Leader, and a Deputy who can pick up the reigns at a moment's notice, and most importantly, they have a strong and supportive committee who are fully engaged with delivering the event as planned.

This manual is designed to provide all event organisers with the tools and templates they need to plan, prepare, and effectively deliver a successful event in the name of their Club and 41 Club as a whole. As they say "Prior Preparation Prevents Poor Performance"!

Seeking approval from Club Council

It's important to understand that no event that involves the public (whether paying or not) can proceed without prior approval from Club Council.

The attached Event Summary form needs to be completed and submitted to Club Council at least 6 weeks prior to publicising or committing to any expenditure in connection with a proposed event. This will ensure Council has time to review the proposal in detail, seek clarity and/or make recommendations for changes, thus allowing time to present back to council at next scheduled meeting.

Consistency of approach to all events is essential so that each successive events can benefit from any learning, thus minimising the risk of an event failing or falling short of expectation. All documentation must be retained by the event organisers and presented to the Club Secretary once the event has been completed for safe keeping.

Event Planning

Whilst not an exhaustive list by any means, all those organising events will need to prepare a plan that at the very minimum has considered and documented the following. A spread sheet template is available

Prepare a **Project Plan** that**:**

Sets out the key **Objectives** e.g.:

- Raise funds for (cause or project)
- Increase awareness about (cause or project)
- Engage community members and stakeholders.

Sets out a **Timeline** e.g.:

- Planning Phase (1 – 2 months)
- Establish event goals and budget.
- Form organizing committee and assign roles.
- Secure venue and necessary permits.
- Develop event theme and branding.

Sets out **Pre-Event Marketing Plan** e.g.:

- Design promotional materials (flyers, posters, social media graphics).
- Launch event website and social media accounts.
- Reach out to sponsors and partners.
- Start ticket sales and registration.

Sets out **Event Preparation** e.g.:

- Work out logistics requirements (catering, audio visual equipment, decorations).
- Recruit and train volunteers.
- Coordinate with vendors and suppliers.
- Develop event program and schedule.

Sets out **Event Execution** e.g.:

- Set up of event venue.
- Welcome guests and manage registration.
- Conduct fundraising activities (auctions, raffles, donation drives).
- Ensure smooth flow of activities.
- Capture photos and videos for documentation.

Sets out **Post-Event Follow up**-e.g.:

- Send thank-you notes to sponsors, donors, and volunteers.
- Evaluate event success and collect feedback.
- Finalize financial reports and accounting.
- Plan for future events or initiatives.

Prepare a **Marketing Plan:**

- Target Audience:
- Donors interested in (cause or project)
- Local community members.
- Corporate sponsors and partners.
- Strategies:
  - Digital Marketing:
  - Utilise social media platforms (Facebook, Instagram, X) for promotion.
  - Run targeted online ads to reach potential donors.
  - Create engaging content (videos, testimonials) to share online.

- Traditional Marketing:
  - Distribute flyers and posters in high-traffic areas.
  - Partner with local businesses for cross-promotion.
  - Seek coverage from local newspapers, radio stations, and TV channels.

- Networking:
  - Attend community events and meetings to spread awareness.
  - Collaborate with other non profit organisations and influencers.
  - Host informational sessions or workshops to educate the public about the cause.

Prepare a **Resources Plan**:

- Human Resources:
  - Organising Committee:
  - Event Coordinator
  - Marketing Coordinator
  - Volunteer Coordinator
  - Finance Manager
  - Logistics Manager

- Volunteers:
  - Registration team
  - Event setup and teardown crew
  - Fundraising activity coordinators
  - Hospitality and guest services team

- Material Resources:
  - Venue and equipment rentals
  - Promotional materials (flyers, banners, merchandise)
  - Audio visual equipment for presentations
  - Catering services
  - Transportation for volunteers and staff

Prepare a **Risk Assessment**:

- Use 41 Club template:
  - What are the risk exposures
  - What mitigators are in place
  - Communicate the plan
  - Ensure compliance

Prepare a **Financial Plan**:

- Budget Allocation:
  - Venue rental and permits
  - Marketing and promotional expenses
  - Catering and refreshments
  - Transportation and logistics
  - Staff and volunteer expenses
  - Miscellaneous (printing, decorations, medals, contingencies)

- Revenue Sources:
  - Ticket sales and registrations
  - Corporate sponsorships and partnerships
  - Individual donations
  - Fundraising activities (auctions, raffles, donation drives)

- Expense Tracking:
  - Regular monitoring of expenses against budget projections.
  - Proper documentation of all transactions and receipts.
  - Adjustments to budget as needed based on actual expenditure.

Prepare **Event Summary Document** for sign off:

- Recap of event objectives and goals.
- Overview of key strategies implemented in the project plan.
- Summary of marketing efforts and audience engagement.
- Resource requirements.
- Financial budget

Conduct **Post Event Review** meeting to capture:

- What went well
- What can we improve
- What didn't work
- Do we need to make changes to the Risk Assessment
  - New risks identified
  - Improve mitigations
- What learnings are there for other events

EVENT SIGN OFF FORM

Name of event:	
Owner / proposer:	
Contact details:	
Date(s) of Event:	

Describe your event - max 100 words:
How would you quantify success? - max 100 words:
Who are your target audience and why? – max 100 words:
How would you promote the event to attract your audience? – max 100 words

Proposed event frequency (one off / annual):	
Investment required to run the event: (Please attach a copy of your budget)	£

	First event £	Subsequent £
If a new event:		

What do you think are the top three risks to delivering success?	
1.	
2.	
3.	

This submission to be accompanied by a draft Project Plan, Budget, Marketing Plan, Resource Plan and Risk Assessment using the 41 Club Event template.

_____

This event has been approved to proceed at a meeting of Club Council held on the ___ day of _____ 202__.

Signed:

Name:

Club Chairman.