



East Gippsland Shire Council

Event Management Toolkit

COMITTEE STRUCTURE, RESPONSIBILITIES & CHECKLIST TEMPLATE

EVENT COMMITTEE STRUCTURE [EXAMPLE]

This is an example of a typical tourism event committee structure, with an executive group and subcommittee coordinators for the various elements of the event. Adjust the positions below to suit your event.

Executive Group

EVENT COORDINATOR	FINANCE COORDINATOR	SECRETARY
OPERATIONS COORDINATOR	VOLUNTEER COORDINATOR	MARKETING COORDINATOR

Subcommittee Group

MERCHANDISE COORDINATOR	MARKET STALL COORDINATOR	KIDS ACTIVITES COORDINATOR	BAR COORDINATOR	SPECIAL EVENT COORDINATOR	EVENT TROUBLESHOOTER
EVENT MC	POST EVENT REVIEW COORDINATOR	PROGRAM COORDINATOR	MUSIC COORDINATOR	RAFFLE COORDINATOR	SIGNAGE COORDINATOR

COMMITTEE POSITIONS ROLES AND RESPONSIBILITIES

It is important to have clearly defined roles and responsibilities for your committee members. This allows you to ensure you assign the most appropriate person to each position and allows the committee members to be confident in the role expectations and requirements.

EVENT COORDINATOR	<i>Provide leadership and direction to the committee and oversee the master event timeline</i> • Chair meetings • Face of the event – media spokesperson, etc • Manage the event timeline and ensure all coordinators and staff are meeting deadlines • Set and manage budget with the treasurer • Contact for public enquires – mobile number, emails, etc • Manage the overarching program and develop run sheets, MC notes etc • Work with the Secretary on post-event review process • Represent event at relevant meetings and functions with bodies such as regional and state tourism organisations
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SECRETARY	<i>Provide governance and administrative support to the committee</i> • Set agenda items with Event Coordinator • Compile agenda and minutes • Disseminate agenda and minutes to committee • Compile letters or similar documentation • File committee documentation • Collect and distribute mail <i>Coordinate the post-event review process</i> • Thank you letters to all volunteers and stakeholders • Coordinate the committee debrief meeting with the Event Coordinator • Post-event update the event manual and all coordinator checklists (in prep for the following year) <i>Ensure the statutory requirements of the event are met</i> • Compile and submit any necessary Development Applications • Complete risk assessments • Confirm event insurance • Manage WHS requirements
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FINANCE COORDINATOR	<i>Provide financial guidance and advice to the committee</i> • Set budget with Event Coordinator • Accounts receivable and payable • Providing financial statements to monthly Executive meeting • Preparing quarterly financial reports <i>During the event</i> • Ensure each area has adequate floats - coordinators are responsible for providing this information prior to event • Deliver float to each area early in the morning • Keep records of all floats and cash movements on the day • Manage a spare float for extra change during the day • Collect and count money once throughout the day, ensuring that each area's money is kept separate • Collect all floats at the end of the day and keep them separate • Arrange the counting of money and banking <i>Post-event</i> • Do a summary report of revenue for each area, in prep for debrief and event report • Provide financial report for reporting purposes <i>Note: set up an accounts email address and ensure this is used for all finance communications</i>
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OPERATIONS COORDINATOR	Traffic Management: <i>Coordinate an effective traffic management plan</i> • Compile and submit Event Management Plan (EMP) • Liaise with Council, Police and Dept. Main Roads • SES Liaison re traffic management • Car parking • Liaise with signage coordinator regarding required traffic signage Infrastructure Management: <i>Ensure necessary infrastructure for the site is ordered, tested and delivered</i> • Order all necessary infrastructure for the event • Coordinate the bump in of all infrastructure as per site plan • Liaise with electrician and other tradesmen Site Preparation: <i>Ensure the event site is prepared and ready for the event</i> • Work with Executive Group to develop the site design and plan for the event • Liaise with Council regarding roadside mowing and anything else they can do to support preparation • Coordinate onsite working bees in the lead up to the event • Arrange car parking sites
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MARKETING COORDINATOR	<i>Provide exposure and promotion of the event to a wider target audience</i> • Develop and implement a marketing action plan for the event • Undertake media activities: public relations, media releases, media liaison • Coordinate all advertising and promotion as approved by the committee • Coordinate website, newsletter and social media • Coordinate the collateral, signage and programs Sponsorship/Grants/Partnerships: <i>Identify, pursue and secure sponsorship both financial and in-kind</i> • Set sponsorship budget with Treasurer • Secure in-kind sponsorship • Identify and approach sponsors • Create a sponsorship proposal • Compile sponsorship partnership forms • Compile and disseminate sponsorship debrief • Communication with sponsors • Liaise with sponsors on the day of the event • Write and submit grant applications • Develop packages and partnerships with accommodation providers and restaurants/pubs to add value to the event weekend Post-Event Review: • Oversee the development and delivery of event surveys • Compile the event review report based on survey results and debrief feedback
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MERCHANDISE COORDINATOR	<i>Source and sell merchandise that promotes the event</i> • Source relevant products that can be branded and sold at the event as another source of income • Agree with committee on quantity of which products to order • Order branded products • Coordinate the Merchandise tent during event • Provide feedback on sales post-event
EVENT MC	<i>MC PA event announcements</i> • Liaise with the Executive Group to finalise the announcer run sheets and notes including sponsor announcements • Sound gear set up • Achieve balance between getting the announcements out and avoiding burdening the attendees with noise • Ensure celebrity guests are at the correct locations at the correct times
MARKET STALL COORDINATOR	<i>Coordinate the event markets stalls, ensuring they add value to the event and align with the event values and vision</i> • Maintain a market stall database • Develop and manage the market stall application process • Liaison and contact point for market stall enquires – phone and email • Coordinate the site plan for market stalls • Manage bump in and on site enquires for all market stalls • Source post-event feedback from market stall holders

VOLUNTEER COORDINATOR	<i>Source and coordinate event volunteers for the event</i> • Maintain the volunteer roster • Liaise with Coordinators to look at the gaps and consider how to fill them • Regularly recruit new volunteers • Develop volunteer form using SurveyMonkey • Use mailing list database and other means to call out for volunteers and recruit new volunteers to assist the event - school newsletters, community groups (think outside the box) • Liaise with all other coordinators to determine how many volunteers they need, when and if they have any requests for certain volunteers • Ensure all volunteer rosters finalised with enough volunteers scheduled for set up and post-event clean up • Send coordinators their final roster and contacts for their team, encouraging them to touch base (if they haven't done so already) ensure all team members are ready for the event. • Complete final rosters and send to each volunteer with induction pack (sign on/off, food handling guidelines, exact area they are working, etc). Provide their coordinator's contacts and encourage them to make contact direct with any questions. Thank all volunteers for their support and attach an invitation to the volunteer wrap up. • Reallocate volunteers to areas if necessary - ensuring everyone has adequate support • Coordinate floaters and roamers and be a support person on event day • Coordinate volunteer roster at information tent • Coordinate volunteer thank you event with Executive Group and Operations Coordinator to ensure location and equipment will be provided • Ensure all volunteers receive a formal letter of thanks – recognize them for their effort – and include link to the feedback survey • Provide feedback and a report on who may need more volunteers for next year and what changes need to be made
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CHILDREN'S ACTIVITIES COORDINATOR	<i>Develop and manage children's activities for the event</i> • Consult with the committee to determine what kids' activities will be required • Plan kids' activities and/or competitions and start speaking with local schools about involvement • Order supplies and equipment, and liaise with the Executive Group to source necessary material donations • Kids' competitions: send reminders to schools and have Marketing Coordinator promote via social media etc • Set up the kid's activities
MUSIC COORDINATOR	<i>Select musicians and manage music stage and performances for the event</i> • Send out an EOI to musicians, and spread the word via social media • All EOIs and quotes assessed by the committee, ensuring that those performers selected offer music that fits with the event • Book and liaise with the sound provider (in conjunction with the operations coordinator) • Develop the music stage program and ensure it is supplied to website coordinator, along with muso bios and images • Liaise with the musicians regarding promotional content, requirements, bump in etc • Compile the run sheet for all musicians & provide to Executive Group • Set up music stage and sound • MC the music tent, ensuring a good flow of music throughout the day

SIGNAGE COORDINATOR	<i>Coordinate ordering of signage, and set up for event as well as storage afterwards</i> • Develop signage plan - directional and site • Determine the extra signage that requires production based on a stocktake of existing signs and the needs as per the site plan. • Develop a signage plan and discuss with the Executive Group for directional and site signage • Provide the Marketing Coordinator with a list of signage needs so they can make arrangements with designer/printer • Buy necessary supplies and equipment for site signage erection • Erect all signage as per the signage plan with help of volunteers • Monitor signage to ensure it has not been removed or wind-damaged • Take down all signage and store for next year
SPECIAL EVENT COORDINATOR	<i>Organise special events held as part of the event e.g. farm tours</i> • Liaise with farmers, coaches and meal providers and develop itinerary. • Ensure all presenters receive a formal letter of thanks – recognize them for the effort – and include link to the feedback survey
POST EVENT REVIEW COORDINATOR	<i>Coordinate the post event review process [Module 1]</i> • Develop the surveys and data collection tools • Coordinate the team to conduct the surveys (work with the volunteer coordinator) • Plan and facilitate the committee debrief meeting • Work with the executive committee to compile the post event report and share with stakeholders • Collate feedback and compile

EVENT COORDINATORS – CONTACTS

(Refer to individual roles and responsibilities checklists for individual coordinator tasks)

POSITION	NAME	PHONE	EMAIL	ASSISTANTS
Event Coordinator				
Assistant Coordinator				
Finance Coordinator				
Marketing Coordinator				
Secretary				
Operations Coordinator				
Event MC				
Volunteer Coordinator				
Main Marquee Coordinator				
Music Coordinator				
Merchandise Coordinator				
Trouble Shooter				
Kids Activities Coordinator				
Post Event Review Coordinator				
Bar Coordinator				
Signage Coordinator				
Special Event Coordinator #1				
Special Event Coordinator #2				

Once you have finalised the committee structure and positions above, you can then complete the following checklist (*a simplified position description*) for each committee member and coordinator. Using the duties outlined in the **Macro Executive Timeline** complete a timeline checklist of duties for this committee member. Develop it so that it links in with the overall event planning timeline. Here is an example:

[EVENT NAME & YEAR] POSITION (EG MUSIC COORDINATOR) ROLES AND RESPONSIBILITIES

Role: Insert the name of the position e.g. **Music Coordinator**

Budget: \$XXX This will come direct from the event budget and is the budget that is specifically for this role

File Storage: Insert the link to their shared folder for accessing and filing documentation

Email address: If this position has a specific email address associated with it, insert it here.

Objective: Insert a brief outline of the objective of this position and how it links to the overall event e.g. Coordinate and manage the event's live music to ensure visitors are provided with relevant and quality live music to enjoy throughout the day. Music is only used for background purposes.

KEY TASK & MILESTONES – MUSIC COORDINATOR	TIMELINE	✓
Book the MC/facilitator for the day	7 months before event	
Develop a proposed schedule and list of suggested presenters and send to the Executive Group for feedback	6 months before event	
Finalise program in consultation with Executive Group Book in all entertainment.	5 months before event	
Provide Volunteer Coordinator any volunteer requirements	4 months before event	
Lock in performers, program and MC	3 months before event	
Send all details to the Marketing Coordinator so the website can be updated and content used for marketing the event	2 months before event	
Contact all your allocated volunteers prior to the event and ensure they are aware of requirements, timing and are prepared for their shift (Volunteer Coordinator to provide contacts). Ensure they are invited to the volunteer thank you function at the end of the event.	1 month before event	
Talk to all performers and discuss requirements and program for event day	1 month before event	
Liaise one more time with all volunteers and performers to ensure everyone is good to go	Event - 1 week before	
Ensure AV is working properly the day before event	Day before event	
Ensure water is provided for performer - collect from the bar morning of event	Event Day	
Collate report of what worked best, what didn't and provide recommendations for the next event	Post Event - first week after	
Ensure that all performers and MC are thanked and provided with a formal thank you letter	Post Event - first week after	

If you have anything else to add to the above roles and responsibilities or would like to make recommendations on how this position (or the event) can operate more efficiently moving forward please make notes below. This will allow the executive committee the information that it needs to update the document for future years.

COORDINATOR NOTES AND FEEDBACK