



Civic Events Guide

The complete guide for planning a civic event hosted by the City of Greater Dandenong.

1st edition, December 2010

*Think not what the event can do for
you, but what it can do for others.*

CIVIC EVENTS

This guide

For those whose profession is not event management, this guide provides a detailed checklist of things to do, people to talk to and the key documents you will need to coordinate planning and production of a civic event.

Why hold a civic event?

Civic events are held to commemorate a project's commencement, milestones or completion.

Any Greater Dandenong civic event is as important to the Council and organisation as it is to you and your team.

Civic events have some key characteristics.

1. Civic events usually involve an external VIP, often a government Minister, who will speak.
2. They always involve the Mayor, who also speaks.
3. They are generally by invitation only.
4. Civic events are an opportunity to showcase the Council's work and build its reputation.
5. They are an opportunity to strengthen relationships between Council representatives and a range of stakeholders (i.e. the invited guests).

NB: A civic event could be a component of a wider community event.

Essential Documents for a Successful Civic Event

The milestones in this guide are a few "essential documents". By preparing these, you will be creating the whole package, and putting in place many of the tools, resources and materials needed on the day.

- ❑ **Project and Event Brief** – The first action in the whole process.
- ❑ **Master Invitation List** – After a great deal of consultation and list building.
- ❑ **Running Sheet** – The script everyone reads from on the day.
- ❑ **Event Dossier** – The key documents in one folder for those who need it.

Checklists

The guide is given as a set of checklists, generally in the order they need to be done, but not entirely. Planning for an event is not a linear affair.

By studying this guide, you will be able to develop an event project schedule and budget that suits your circumstances.

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***** An Essential Document for a Successful Civic Event.**

Those who like to write with a pen are encourage to use a hard copy of this document as a note book, and at planning meetings.

IF the event is almost two months away ...

IT'S TIME TO START ORGANISING

Events are complicated and not linear. Starting with this guide early is always a good idea, but at minimum start two months ahead. Ten weeks is better.

FIRST THINGS FIRST		WEEKS TO GO	9+
1 - PREPARE THE PROJECT & EVENT BRIEF		***	
Draft Project & Event Brief		Check	
The Project & Event Brief is one of the Essential Documents for a Successful Civic Event.	See the appendices to help prepare the brief.		
	Key headings include: details of the project leading up to the event; purpose of the event; stakeholders involved; event details; timing.		
	Get approval and/or feedback from your manager or supervisor.		
Alerts		Check	
The earlier key internal colleagues know about the event the better, in particular the Mayor's office and Marketing & Communications.	Issue an internal email alert to The Mayor's PA, Marketing & Communications, and EMT (Executive Management Team).		
	In the email, briefly describe what you intend doing. If you have completed the Project & Event Brief, attach it. If not, finish it ASAP and forward it.		
	Arrange a meeting with the Mayor's PA to discuss invitations, running sheet, speeches and protocols.		
	Arrange a meeting with Marketing & Communications to discuss invitation design and print, distribution, media liaison and photography.		

TAKE AWAY – The Project & Event Brief helps others help you.

When?

WITH PROJECT & EVENT BRIEF IN HAND ...		WEEKS TO GO	8+
2 - LOCK IN A DATE			
Preferred date			Check
The Mayor's availability is important.	Establish your preferred and alternative dates/times for the event.		
	Confirm the Mayor is available for these dates.		
	Avoid clashes (such as Council meetings and key dates) and community or metro occasions which may limit people's ability or willingness to attend..		
Contact with VIP speakers (e.g. Minister)			Check
Your project may require inviting a VIP, such as a government Minister, as a speaker or important guest.	The Project manager should make direct contact with the VIP's office, invite the VIP to speak, and discuss dates and times.		
	Provide VIP speakers with the Project & Event Brief, and other information as required.		
	Keep the Mayor's PA advised of significant developments.		
Confirmation			Check
	Confirm date and time with external VIPs by correspondence.		
	Confirm date & time with the Mayor's office – ensure the date is in the Mayor and Councillors' diaries.		
	Ensure the date is in all Executive Director's, CEO's and immediate manager's diaries. Use MS Outlook.		
Ongoing liaison			Check
Keep up regular contact with VIP and speakers.	Establish the VIPs' special requirements for the event, e.g. additional invitees or other prospective speakers.		
	Liaise on matters such as travel and parking.		

TAKE AWAY – The date of the event often revolves around important people, especially speakers.

Date set – now you need to invite people.

WHO AND HOW MANY ARE COMING?		WEEKS TO GO	7+
3 - BUILD THE INVITATION LIST			
External VIP/Minister's list			Check
Important.	Once attendance and a date are confirmed, collect contact details for the VIP's invitees.		
Council invitees			Check
The Mayor's office is your key partner.	Meet with the Mayor's PA with your Project & Event Brief in hand.		
	The Mayor's office will provide the mandatory "A-List" (includes Councillors, CEO, Executive Directors, local Members of Parliament, and key community leaders).		
	The Mayor's PA will advise on other appropriate invitees, and any matters of protocol you should keep in mind.		
Project invitees			Check
These will form part of the crowd.	Project participants - Select external people who should be invited because of their involvement in the project (e.g. contractors, professional services, sponsors, financial partners).		
	Historical participants – For long term projects, don't forget those who may have had a significant role in the past (e.g. former Councillors).		
Internal invitees			Check
These will form the other part of the crowd.	Internal VIPs – These are included in the A-List provided by the Mayor's office. Consider other directors or managers who should attend.		
	Staff - Council staff who have been involved in the project, or who have a stake in it.		
Media invitees			Check
Media attendance is important.	Media invitations - Contact the Media Coordinator for media representatives who should be invited.		
	Media planning - Arrange a meeting with a member of Marketing & Communications to discuss key messages, media opportunities and the nature of the event.		
Organised publics			Check
These are groups or "blocks" of people to add interest or significance to the event,	You may want additional people to attend as a group , e.g. a sports team for a sports initiative; a client group; community committees; "crowd for hire".		
	Make sure the people who organise these publics on your behalf are on the Master Invitation List (see below).		

TAKE AWAY – There should be no surprises about who attends the event.

Finalise the invitation list.

AN ESSENTIAL DOCUMENT FOR A SUCCESSFUL CIVIC EVENT		WEEKS TO GO	5+
4 - MASTER INVITATION LIST		***	
Collation			
	Create a single database.		
	Hand over list management and ownership to your administrative support, if not already, who should also manage RSVPs.		
Confirmation and approvals			
	Forward the invitation list to the Mayor's PA (and your superiors, as per the Directorate's conventions) for information.		
	If built well, your invitation list is ready to use.		
Formats			
	Anticipate the formats the list will be used in, e.g. for RSVP tracking and registrations.		
	Decide whether the invitation is to be personalised. <i>NB: This is not necessary, and will add to the work and cost.</i>		

Five good uses for a Master Invitation List	Check
Peace of mind - You have asked the right people and covered the bases.	
Diplomacy - The scene is set for a successful diplomatic event.	
Mail out – You have all the details needed for distributing the invitation.	
RSVP tracking – The database is your RSVP tracker.	
Maximum attendance – The list gives a number for maximum attendance, helpful in venue and production planning.	
Likely attendance – Scanning the list, you can also estimate the likely attendance, which is even more useful.	

TAKE AWAY – The Master Invitation List becomes an important tool for event management and stakeholder relations.

Have you found a venue yet?

THE RIGHT PLACE FOR THE RIGHT OCCASION		WEEKS TO GO	5+
5 - SELECT THE VENUE			
Venue types			Check
	<p>Council managed venues These are cost effective places to hold civic events, and have the advantage of Council staff dealing with the essential production and catering arrangements, including AV equipment.</p>		
	<p>Privately managed venues These may be more suitable because of location, significance or their layout. Costs will be higher because you will have to arrange most production staff and equipment yourself.</p>		
	<p>The great outdoors It may be significant to hold the event in a park, on a footpath, or in some other public place. Again, production costs may be higher in terms of shelter and other temporary infrastructure, and safe food handling needs particular attention.</p>		
	<p>Key considerations Suitable size, location and access; availability and event management's access; production costs; overall budget; significance of the event; significance of the venue or location; in a particular Ward; risk and safety assessment.</p>		
Option 1 – CGD Functions & Facilities managed venues			Check
	For a full list of venues and for bookings, go to EP On Line via Webstar.		
	Discuss your needs with Functions & Facilities staff.		
Option 2 – CGD Cultural Facilities managed venues			Check
	Council's cultural facilities are: The Drum (theatre and rooms), Heritage Hill Museum (and gardens), Walker Street Gallery rooms, and The Castle.		
	Discuss your needs with Cultural Facilities staff.		
Option 3 - Privately managed venues			Check
	Legal - Ensure you have agreements and that insurance/risk matters are signed off.		
	Access – Ensure you have access to the venue when you need to, and sufficient parking and access for “bump in” and “bump out”.		
	Cleaning – Cleaning and tidying the venue afterwards may be an added cost or effort.		
BOOK THE VENUE – THREE WEEKS AHEAD			Check
	Booking confirmed.		
	Agreements documented.		
	Access gained.		

TAKE AWAY – What can others do for you?

Producing the environment.

WEEKS TO GO		4+
THE LOGISTICS OF THE VENUE		
6 - VENUE & EQUIPMENT		
Guest services		Check
Think about guest's arrivals and travel, and making the event easy to find.	Parking management - Liaise with the Traffic Management unit.	
	VIP parking - Arrange special VIP and speakers' parking and access as necessary.	
	Signage and way finding - Consider the need for entrance and directional signage.	
	Special needs - Be ready to assist people with disabilities or restricted mobility.	
Reception		Check
A reception desk needs space and be away from thoroughfares.	Registrations and name tags - Consider the need for this, and if required, ensure the venue lends itself to having a registration desk near the entrance.	
	Welcome - Consider staff assigned to welcome and usher guests.	
Speakers' needs		Check
Where will speakers be standing in relation to the audience, and what equipment do they need?	Personal - Is the speaker on stage or at the same level as the audience? How close is the speaker to the audience?	
	Lectern - Usually essential. Ensure the Council logo is visible on the front.	
	Microphone and PA - The need will depend on venue size, the number of people, and how intimate the setting is.	
	Laptop and data projector - Check if required by speakers.	
	Table/chairs - e.g. for waiting speakers; equipment and operator.	
Water and refreshments.		
Audio-visual equipment		Check
	Visual - TV screen, players, data projector, projection screen.	
	Audio - Public address system and player, e.g. for ambient music.	
Dressing and corporate signage		Check
	Council banners - Council stand up banners are available from M&C.	
	Sponsor/partner banners - Don't leave out important organisations, or branding used for your project.	
	Stage - Consider dressing the stage to look pleasant or interesting, e.g. flowers, banner arrangement, drops, colour, cultural references.	
	Entrance - Consider the experience guests will have walking into the event.	
Special productions		Check
	Performers - If performers or musicians are involved, ensure that their production and staging needs are understood and catered for. This will require external expertise.	

TAKE AWAY – Creating an experience, not just running an event.

Food and sustenance.

WHAT TO EAT AND DRINK?		WEEKS TO GO	3+
7 - CATERING			
Criteria			Check
	Budget vs. expected attendance - Most catering is done on a per head basis. Since you already know how many people to expect, calculate the per head rate you are prepared to pay or is suitable.		
	Time of day - If the event is during lunch, guests will expect a light lunch. In the evening, something more substantial. Mid morning and mid afternoon are perfect for cakes and coffee.		
	Dietary needs - Through the invitation & RSVPs, you should know who has special needs, e.g. vegetarian, halal, kosher. Ensure you can identify these people and advise them of arrangements.		
	Multicultural foods – Consider if this is desirable for effect.		
	Event staff – Don't forget to add event staff and contractors to overall catering numbers.		
Minimum catering			Check
	Tea, coffee, water and fruit juice These are the basic refreshments that should be provided.		
	Locate the drinks station in a convenient place, not interfering with traffic flow or line of sight to the speaker's spot.		
Alcohol			Check
	For what purpose? Is making alcohol available (e.g. for welcome, toast or atmosphere) appropriate, useful and affordable? <i>NB: Alcohol is not usually served at civic events.</i>		
	Licence – Liaise with the venue operator regarding the serving of alcohol, and contact council's Regulatory Services for further advice.		
Council's catering suppliers			Check
	Approved caterers – If using a council venue, you should use a caterer on Council's panel of approved suppliers. Go to Webstar to download the current supplier list.		
	Private venues – Events at private venues may use the establishment's catering services and suppliers.		
	Safe food handling – Catering providers must have Safe Food Handling credentials from the Council. Consider this especially for outdoor events.		
BOOK THE CATERING THREE WEEKS AHEAD			CHECK
	Quotation – The caterer will need to know time, date, place, budget per head, how many people, and type of foods.		
	CGD venues – Functions & Facilities can organise catering for the facilities the unit manages, and Drum Theatre front-of-house staff can arrange catering for functions there.		
	Confirm and document the booking.		

TAKE AWAY – Catering depends on the occasion and the time of day.

Get a designer on the job.

PROFESSIONAL STANDARDS MATTER		WEEKS TO GO	5+
8 - CREATE THE INVITATION			
PRINTED FOR MAILING Invitations to civic events must be printed and sent by mail.			Check
<p>Invitations must present the Council in a professional manner, with corporate style in mind.</p> <p>They should not just inform invitees, but encourage them and give reasons to come along.</p>	Make it special - Civic events are meant to be special.		
	Standards - Invitations must be professionally designed and printed – a photocopied flyer will not do.		
	Mail – In the first instance, invitations must be sent by snail mail in an envelope.		
	Email - You may want to follow up with an email, in which case consider whether that is simply a message, or a message with an attachment (use a minimum file size).		
	Get advice - Make an appointment with the Publications Coordinator in Marketing & Communications to discuss design and production.		
	Design – Through M&C, choose a designer and provide the words and images as necessary.		
	Design lead-time – Invitations are usually straightforward – allowing a week each for design and printing should be sufficient.		
Basic content for an invitation			Check
<p>These are the basic details an invitation should include.</p>	When - Day, date, start time, end time.		
	Where - Street address, building/place name, Melways reference.		
	What - A title for the event (e.g. launch of).		
	Associated branding , including 3 rd party and council logos.		
	Why - A key message describing the significance of the event (optional).		
	How (getting there) - Consider including information about travel, public transport, parking and other access matters.		
	Indicate catering style (e.g. light refreshments, lunch).		
	RSVP details <ul style="list-style-type: none"> ○ Due date – e.g. <i>by 5pm Thursday 29 February</i>. ○ Contact - telephone and email. ○ Ask about special needs – dietary, mobility, cultural. 		
Setting the RSVP date			Check
	RSVPs five business days before the event should be sufficient.		
	Be ready to accommodate late RSVPs , including on the day.		
	Think through contingencies for high or low attendance.		

TAKE AWAY – An invitation befitting the event.

Making the invitation.

USE AUSTRALIA POST		WEEKS TO GO 4+
9 - MAIL OUT		
Timing		Check
Two weekends of notice.	Civic event invitations must be sent by post.	
	The invitation should arrive with two to three weeks notice.	
	Reckoner – This means giving the invitee two weekends from receiving the invitation to when the event happens.	
Mail services		Check
	Batch postal invitations for Central Records or direct to Australia Post.	
	If it is a large mail out (e.g. >200), and you're using Council's Records department, please give them two days notice.	

GOOD RELATIONS AND IMPORTANT INFORMATION		WEEKS TO GO 3+
10 - RSVPs		
RSVPs		Check
How RSVPs are received and dealt with influences the invitee's perception of the Council. Knowing who is not coming can be useful information.	Customer Service – Advise customer service of the invitation in case they get calls.	
	Acknowledge RSVPs if they come by email.	
	Use the Master Invitation List as the RSVP tracker .	
	You will need to prepare a final RSVP list including declined/no responses, for Council personnel at the event.	
Follow up		Check
Follow up is as much for relationship building as confirming numbers.	A telephone follow up is highly recommended. Do this in the 2 nd week before the event.	2 weeks out
	Follow up by email as appropriate, but only as the second contact.	

TAKE AWAY – It's about making good impressions.

You will need the written (and spoken) word.

COUNCIL'S TOP VIP IS THE MAYOR		WEEKS TO GO	3+
11 - MAYOR'S SPEECH			
The Mayor's role			Check
The Mayor (or delegate) always speaks at civic events, especially when external VIPs are present or also speaking.	At times, the Mayor may act as the MC for the event as well. <i>Get advice from the Mayor's PA.</i>		
	The Mayor may delegate event duties to a Ward Councillor or the CEO.		
	The Mayor's office should be given timely information about the event, and likely attendees, during the lead up.		
Getting a speech written			Check
Marketing & Communications takes care of writing and approvals, in conjunction with the Mayor's office.	Submit a speech request (see Resources) to the Mayor's office, with your Project & Event Brief attached.		3 weeks ahead
	Besides project information, the speech request also identifies who needs to be acknowledged at the beginning.		
	The speech includes the Indigenous Welcome to Country as standard practice.		
	Marketing & Communications will draft the speech and distribute for approval to the Mayor, Executive Director and Manager.		
	Ensure copies of the final speech are in the Event Dossier.		Pre-event

WRITING MEDIA RELEASES IS A SPECIALIST'S JOB		WEEKS TO GO	3+
12 - MEDIA RELEASE			
Getting a media release written			Check
Marketing & Communications takes care of writing and approvals, and may use the material for The City newsletter and other council publications.	You will have already briefed M&C about the event via the Project & Event Brief, and probably had a meeting.		
	M&C will draft the media release and distribute internally for approval to the Mayor, Executive Director and Manager.		
	Please advise M&C of others who should be on the approvals round robin .		
	M&C will distribute the media release to local media , and follow up with journalists.		

TAKE AWAY – The written word is a specialist's job, and there are many fingers in the pie.

Plan for media coverage and capturing the moment.

WEEKS TO GO 3+		
MAKE IT EASY FOR THE MEDIA		
13 - MEDIA RELATIONS		
Media relations on the day	Check	
<p>Media relations are the Council's responsibility. Your role is to provide M&C with information and advice about the project, and discuss media opportunities.</p>	<ul style="list-style-type: none"> ○ Consult with Marketing & Communications with regard to media friendly components you could add to the event. 	
	<ul style="list-style-type: none"> ○ The running sheet should indicate when photo opportunities happen. 	
	<ul style="list-style-type: none"> ○ In most instances, there will be a M&C representative at the event to be media liaison. 	
	<ul style="list-style-type: none"> ○ Your role is to help M&C broker between VIPs/guests and media representatives. 	

WEEKS TO GO 3+	
THINK PHOTO OPPORTUNITIES	
14 - PHOTOGRAPHY	
Photography by external media	Check
<p>Photos taken by the local press are generally not available, or may come at a cost.</p>	
<p>You may need to create situations or periods of time when external photographers can do their work.</p>	
Official photographers	Check
<p>Professional photographers should be employed depending on the significance the event, the quality of photo opportunities, and your budget.</p>	
<p>M&C can provide contact details and advice.</p>	
Council photography	Check
<p>In many instances, communications representative may take photos of the event for council publications. Don't assume or depend on this - check with M&C.</p>	
<p>Photography by staff and attendees should not interfere with media photographers. Leave them to do their jobs.</p>	
Corporate Photo Library	Check
<p>File your best photos and others you have collected in the on line photo library. Consult with M&C for how to do this.</p>	

TAKE AWAY – A picture is worth a thousand words.

Script the event.

AN ESSENTIAL DOCUMENT FOR A SUCCESSFUL CIVIC EVENT		WEEKS TO GO	5+
15 - RUNNING SHEET			***
Thinking it through			Check
Every event is different, but there are basic things that need to be considered or done.	By preparing the running sheet , you will think through how everything is meant to happen on the day, and who is responsible for what.		
	Refer to the section ceremonial gestures below, in case these are appropriate or required.		
	A civic event is meant to be special, and depending on budget this can be done through freebies, ceremonies, features and photo opportunities.		
Draft running sheet			Check
	Consult with the Mayor's PA regarding order of speakers and acknowledgements.		
	Finalising the running sheet will be largely up to the event manager.		
	Include the final running sheet in the Event Dossier , and distribute to guest services and production staff.		

Running Sheet table format

In effect, the running sheet is the script everyone reads from on the day.

This is a table using a basic set of headings to specify the event's timing (at least down to five minute intervals, maybe less).

The sheet shows the flow of the event, triggers key steps (such as MC duties or catering), and who does what at any time (on and off stage).

RECOMMENDED HEADINGS

Start	End	Description	Who on stage	Who off stage	Other activity	Who's in charge?

Presented another way - headings left to right

1. Time start.
2. Time end.
3. Description of what happens.
4. Who does what on stage (e.g. speakers).
5. Who does what off stage (e.g. production/catering).
6. Any other types of activity (e.g. photo opportunities).
7. Person responsible on the day.

TAKE AWAY – The running sheet is the script everyone reads from on the day.

Special moments.

SCRIPTING THE EVENT #2		WEEKS TO GO	4+
16 - CEREMONIAL GESTURES			
Planning and programming			Check
<p>The purpose of ceremonial gestures is two fold: Adding significance – A commemoration, and making the event extra special in some way. Photo opportunity – This and other “theatre” can be good photo opportunities for the media. Some ceremonial gestures take a while to organise and produce, and others can be arranged the day before. Give yourself lots of time anyway.</p>	Consult with Marketing & Communications on how to stage gestures for the media.		
	Consult with event professionals and engage them if you have the budget.		
	Consult with cultural relations staff as appropriate, e.g. Indigenous, migrant and generational cultures.		
	Consider where this sits in the running sheet .		

16A - CEREMONIAL GESTURES		4+
Plan ONE MONTH ahead		
Plaques		Check
	Location and position In principle, this will have been long planned and has predicated the event’s location. In any case, ensure you have the necessary permissions and contractors lined up.	
	Contact Marketing & Communications regarding correct wording, design and production of the plaque.	
	Liaise with Council’s infrastructure and regulatory services to ensure due process.	
Gift giving by the Council		Check
	The gift may need to be special or particular – perhaps especially made or sourced. Give yourself time.	
	The Mayor should approve the choice of gift beforehand.	
Gift exchange		Check
	The same considerations as for gift giving apply, except there are two parties to coordinate. This will take even longer.	
Receiving gifts, acknowledgements and cheques		Check
	The Council may be the one receiving something.	
	Arrangements should be closely coordinated with the Mayor’s office.	
	NB: A cheque hand-over is of no interest to media photographers.	

More ...

Ceremonial gestures continued.

16B - CEREMONIAL GESTURES		2+
Plan TWO WEEKS ahead		
Ribbon cutting		Check
	Select the right location , i.e. in view of the audience and good for media photographers.	
	How will the ribbon be secured ? Perhaps key people could hold the ends.	
	Ribbon material – colours and quality.	
	Scissors – Have as many on hand as there are Mayor and VIPs.	
Sod turning		Check
	Select the right location , i.e. in view of the audience and good for media photographers.	
	Is the earth ready for digging ?	
	Consider planting something.	
	Shovels – Have as many on hand as there are Mayor and VIPs.	
Thank you to speakers		Check
	A small gesture for speaking – a small gift or corporate merchandise.	
	Contact the Mayor's office to check the availability of merchandise.	
Indigenous welcome smoking ceremony		Check
	This requires some organising, but should be considered for significant civic events, especially those to do with land and development.	
	Contact Council's Indigenous Officer for advice on suitability of the ceremony, and how to organise it if so.	
Entertainment		Check
	If budget and suitability allow, performers or musicians can add the spark to an otherwise unremarkable event, and make it especially media friendly.	
	Understand their venue and production needs if going down this path.	
Organised publics		Check
	The organised publics mentioned under <i>Building the Invitation List</i> are there to be seen, not just attend, and possibly to be photographed.	
	Their presence and role should be scripted in the running sheet.	
Information, publications and show bags		Check
	If there are brochures, reports and other material to be given out, set up a display area for these.	
	Consider giving guests show bags or kits when they arrive.	

TAKE AWAY – Ceremonial gestures add significance and interest value.

Roles and responsibilities.

HUMAN RESOURCES & RISK MANAGEMENT		WEEKS TO GO	2+
17 – EVENT STAFF & CONTRACTORS			
Roles & responsibilities			Check
<p>For a smooth event, certain roles must have a Council staffer responsible. Review this list and ensure necessary roles are covered. Individuals may take on multiple roles. Some roles may need someone especially employed or co-opted for specific skills.</p>	Stage and running sheet management.		
	Supervision of production and catering services.		
	Keeper of the Event Dossier.		
	Staff for reception, registration, greeting and/or ushering.		
	VIP liaison and minding (if necessary).		
	Someone watchful of the comfort of guests and those who need assistance.		
	Someone for the Mayor and VIP speakers to go to for assistance or information.		
	A person for Council's media liaison representative to go to for assistance or information.		
Emergency go-to person.			
Professional services			Check
<p>In the interests of quality and reliability, some professional services may be needed.</p>	Photographer.		
	Videographer.		
	Technicians and production experts.		
	Catering experts.		
	Staging and dressing experts.		
	Performers and musicians.		
	Professional Master of Ceremonies or "host" (i.e. hired).		
18 – CONTINGENCIES			
Managing risk			Check
	Weather – Important for outdoor events. Are you prepared for rain or sun?		
	Emergencies – Understand evacuation procedures for the venue. Be ready, and know who is responsible for the crowd's safety.		
	Health & safety – Equipment, operations and work practices must comply with Council's OH&S standards.		
	Insurance – Normally a Council run event in a Council run venue is covered by the organisation. Check the status of the event's insurance liabilities.		

TAKE AWAY – Line up your people and be ready for the unexpected.

The event - at last.

THE SHOW MUST GO ON		WEEKS TO GO	0
19 - ON THE DAY			
Production and set up			
	Sound check and rehearsals (if necessary).		2 hours before
	Check equipment – laptop and projection, public address.		1 hour before
	Displays, banners, drinks table, seating, food areas and the stage ready.		1 hour before
	Walk through and final check.		30 minutes before

EVENT INFORMATION		WEEKS TO GO	0
20 - EVENT DOSSIER			***
Documents that must be available at the event, and who to offer them to.			
THE RUNNING SHEET IS FOR ...			
	Production and stage personnel – For those operating audio-visual equipment, supervising catering and event staff, or involved in stage and speaker management.		
	Council VIPs - Mayor, Councillors, CEO and Executive Directors.		
	Media – Council's media representative, journalists and external photographers.		
THE MEDIA KIT IS FOR ...			
	Council VIPs - Mayor, Councillors, CEO and Executive Directors.		
	Media – Council's media representative and journalists.		
	The media kit includes: <ul style="list-style-type: none"> ○ Mayor's speech. ○ Media release. ○ Background information on the project. ○ Reports and publications. 		
THE RSVP TRACKER IS FOR ...			
	Reception staff, e.g. for registrations.		
	Council VIPs - Mayor, Councillors, CEO and Executive Directors.		
	The person responsible for emergency procedures should also have a copy.		

TAKE AWAY – Let it all go to plan.

Debrief and thanks.

A GROUP ASSESSMENT		WEEKS TO GO	< 2
21 - AFTER THE EVENT			
Debrief with key people			Check
	Celebrate the event and discuss what worked well. A debrief does not have to happen within Council walls.		
	Record the key points.		
	Identify guests who should be contacted personally, thanked and asked for feedback.		
	Review this guide, and note how it worked well and how it could be improved.		
Reporting and records			
	It is likely you will be expected to report on the event in some way, either formally to Council or EMT, or to supervisors and team. The debrief meeting will help prepare for this.		
	File all relevant documents in The Safe.		
	Hopefully, the event is a KPI you can tick off in your department's quarterly management report and have it mentioned in the Annual Report.		
	Ensure the occasion of your event is communicated across the organisation via Webstar, e.g. in the CEO's or Executive Director's weekly message. Contact Marketing & Communications for advice.		
Giving thanks			
	As noted, particular guests (especially external VIPs and speakers) should be contacted personally and thanked for their participation.		
	Consider also thanking the Mayor and other Council people who attended in some way.		
	Consider a mass thank you to all those who attended.		

TAKE AWAY – Learn, tell others and be grateful.

PROJECT & EVENT BRIEF

Page 1 of 2

BASICS						
Name of event and/or project.						
Day and date of event.						
Time of event.		Start			End	
Location – venue name and address.						
NATURE OF THE EVENT – tick as apply						
Announcement	Launch	Milestone	Opening	Plaque	Ribbon cutting	Faith event
Commemoration	Award	Completion	Closing	Sod turning	Gifting	Reception
Other:						
PARTNERS & SPONSORS – please list						
Major financial and funding partners.						
Sponsors.						
Project partners.						
Community partners and significant interest groups.						
GUESTS						
Expected number of guests.						
Describe the audience - the community leaders, community organisations, agencies and other government representatives who will be invited.						
CALD – Describe any specific representation from multicultural groups; other languages spoken.						

PROJECT & EVENT BRIEF

SPEAKERS		
Mayor	Confirm that the Mayor will speak.	
VIP speakers	Will a Government Minister be speaking?	
	If yes, provide details here:	
	Will others be speaking?	
	If yes, provide details here:	
	Will you be able to get speech notes from external speakers beforehand?	
Who will be the MC (master of ceremonies)?		
CEREMONIAL ROLES AND GESTURES		
Will the Mayor be involved in a special ceremony?		
Describe any ceremonial components - <i>Refer to Step 16 of the Civic Events Guide.</i>		

Notes

MAYOR'S SPEECH & MEDIA RELEASE REQUEST

Page 1 of 2

The purpose here is to provide enough succinct information for Marketing and Communications to write a Mayoral speech and a media release. Refer to Steps 8 and 9 of the Civic Events Guide to help complete this proforma.

THE PROJECT & EVENT BRIEF MUST BE ATTACHED.

Name of event and/or project.	
Date , day, time and location.	
Purpose of the event.	
What was the purpose of the project leading to the event?	
KEY MESSAGES AND INFORMATION This information will guide both the speech and the media release. Please make short statements as seem suitable. Use an attachment if necessary, but NO MORE than one A4 page please.	
Short project history leading to the event.	
About the involvement of people acknowledged in the Mayor's speech.	
About others with significant involvement, especially partners and sponsors.	
Highlights – especially innovations and successes.	
Significance and legacy - for the City of Greater Dandenong, council and community.	
Point of difference – why is this project or event unique or special?	
Other information	

MAYOR'S SPEECH & MEDIA RELEASE REQUEST

Page 2 of 2

SPEAKING ORDER - Indicate the order of speakers by name.

1 st		3 rd	
2 nd		4 th	

ACKNOWLEDGEMENTS - Indicate who should be acknowledged by name, position and organisation.

1 st		3 rd	
2 nd		4 th	
5 th		6 th	

OTHER INFORMATION

Will the Mayor also act as MC?	
Has/will photography be arranged?	
Has Media & Communications been briefed on the event?	

PROCESS CHECKLIST

PROCESS

Submit	Forward this request to the Mayor's PA and Marketing and Communications at least three weeks ahead of the event.
Respond	Respond to speech and media release drafts as quickly as possible.
File	When signed of, ensure you have electronic and printed copied for the Event Dossier (see Step 20 of the Civic Events Guide).

Notes