Festival & Event Planning

"Developing a Festival"

EVENT DEVELOPMENT SERIES – Module Four

Festival Set Up - Festival Management - Festival Wrap Up

Workbook

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"Developing a Festival"

EVENT DEVELOPMENT SERIES - Module Three

Festival Set Up – Festival Management – Festival Wrap Up

Workbook

Instructions: This workbook has been designed to help you and your committee design, plan and manage you festival. The workbook follows the outline of the development manual. Whether you are creating a new festival or event or are re-evaluating an existing festival or event, this workbook and development manual will guide you through the process. The workbook includes a series of blank note pages along with checklists and useable management forms. You may decide to use some or the entire workbook, that is up to you. However, in my experience, the more comprehensive your planning, the better and more successful your festival and event.

Festival Set Up

1. Site Plan Notes			
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2. Action Plan Notes
A T
3. Tasks List Notes

Festival Tasks List Form 'QQ'

The following is a task list that you can use for your festival. The purpose of the list is to be as organized as possible. Preparing the list make you think through what needs to do done, when and by whom.

Festival Task List

Where (Group)	Task	When	Team Leader

4. Manpower Schedule Notes	

Festival Manpower Schedule Form 'RR'

The following is a manpower schedule you can use for you planning. As with the Task List, the purpose of the list is to be as organized as possible. Preparing lets you plan and control who is going to be where and when.

Festival Manpower Schedule

Date	Time	Group	Leader	Volunteer's Name	Tel Number
	-				

5. Event & Activity Outline No.	otes
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C. Matariala Natas	
6. Materials Notes	

7. Tools Notes	
8. Contingency Planning Notes	

Contingency Planning Checklist Form 'SS'

Here is a list to help you start thinking about potential challenges. Once you have prepared your list, have your team look at each one and then come up with plans to overcome each challenge.

_	Extreme cold
	Snow storm
	Cost over runs
	Thunder storm
	Rain
	Extreme heat
	Area illness epidemic
	Facility or major supplier bankruptcy
	Declaration of war
	Death of local or national dignitary
	Lack of attendance/ticket sales
	Lack of vendor interest
	Lack of volunteers
	Too many attendees
	Major accident on arterial road
	Supplier delays
	Ice/snow melting for winter event
	Lake too rough for swimming or boating events
	Extreme winds
L	Leaks in tent roofs
	age Notes

10. Electricity, Garbage & Washrooms Notes	
11. Final Site Inspection & Security Notes	
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Final Site Inspection Checklist Form 'TT'

Once your site set up has been complete, there should be a final inspection. Preparing an inspection list in advance will help you remember all the areas that need to be checked. Here are some areas to help you start your list:

ncip ;	ou start your list.
	☐ Tents all secure and buttoned up
	☐ Security personnel in their proper place
	☐ Fencing all up and secure
	☐ Signage all up
	☐ Washroom facilities in place, stocked up and clean
	☐ Garbage can in place
	☐ Picnic tables in place
	☐ Program Guides on site
	☐ V.I.P. area set up and stocked
	☐ All vendors checked in
	☐ All sponsor signs and literature in place
	☐ Midway set up and secure
	☐ Grounds clean, all garbage picked up
	Rest area set up and stocked with refreshments
	☐ Tickets and/or wrist bands at site
	☐ All communication radios working and charged
	☐ All financial equipment set up and working
	☐ Electricity on and working
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13. Festival Vendors & Participants Notes		
	Vendor Team Checklist	
	Vendor Team Checklist Form 'UU'	
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14. Se	t Up Volunteers Notes
	Volunteer Set UP Checklist Form 'VV'
Your v	olunteers will need plenty of direction. To help them and their
	eader works as efficiently as possible, prepare everything they will advance. Here are some ideas to help you start:
[Make sure you have your list of volunteers and the task list
	available on site before your volunteers start to arrive Make sure your team leaders have a copy of the lists
	☐ Prepare a set up package for each volunteer including a list of
	his/her tasks, where and when they are needed, acopy of a site
	map, the name and telephone number of their team leader and a brief description of their tasks.
[☐ Make sure you have the tools and equipment they need to perform
	their tasks
	☐ Have refreshments available for them during the day☐ Have a shaded place for them to sit and rest

15. Site Preparation Notes	
15. Petty Cash Notes	

16. Volunteer Wellness Notes	
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Festival Manager 1. Event Timetable Notes	nent
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Procurement – Event Timetable Form 'WW'

You need top be as organized as possible. Here is a Event Timetable you can use in your planning. Using Microsoft Excel you can create any format you wish.

Event Description	Location	Date	Time Opens	Time Closes

2. Manpower Charts Notes	
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3. Job Description Notes	
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Job Description Checklist Form 'XX'

These simple job descriptions should be designed as a guide to give each volunteer an overview of what they are expected to do, when and where ☐ Prepare a brief description of what the job entails ☐ Tell them where they are working ☐ Tell them when they are working ☐ Tell them who they will be working with ☐ Tell them what they will need to bring with them ☐ Tell them what festival materials (tickets, programs, etc.) they will need ☐ Tell them when and where they can rest ☐ Tell them who their leader is and include the leaders contact numbers ☐ Include any special instructions that they should be aware of ☐ Include any emergency telephone numbers they might need ☐ Tell them if there is any special clothing they should wear 4. Festival Spokesperson Notes

5. Section Foremen Notes	
6. Take Down Plan Notes	

7. Volunteer Identification Notes	
8. Festival Materials Notes	

9. Communication System Notes	
10. Festival Command Post Notes	

Command Post Checklist Form 'YY'

The command post needs to have all the equipment, materials and information you and your management team will need during the course of the festival. Here is a list to help you make your own checklist. ☐ Site Plan* ■ Master festival plan ☐ Events and activities schedule* ■ Manpower chart and schedule* ☐ List of important telephone numbers and e-mail addresses* ☐ Copy of contingency planning ■ Tables and chairs ☐ Communications equipment – cell phones, two way radios, etc. □ Computer and printer ☐ Label maker ☐ Pens, pencils, paper, etc, ☐ Command tent. trailer or reserved space with festival facilities ☐ Refreshments for staff * Having these items enlarged and wall mounted could be very helpful to you and your team during your festival 11. V.I.P. & Sponsors Centre Notes

V.I.P. Centre Checklist Form 'ZZ'

As with the command centre, a special separate covered area should have been set up as a V.I.P. Centre. Here is a list to help you make your own checklist.
□ Comfortable chairs and tables □ Table clothes and flowers for the table □ Festival information and literature □ Area information and literature □ Festival mementos □ Refreshments and food □ Festival posters (if available) to decorate centre □ Cellular telephone
12. Finance Centre Notes

Banking Centre Checklist Form 'AAA'

If your festival is going to be handling a lot of cash or cheques, you should institute banking procedures, plus will want to create a security strategy. Here are some ideas to help you make your own checklist. ☐ Obtain locking banking bags from your bank ☐ Train all festival staff on how to identify counterfeit money, the Bank of Canada website can help you in this area (http://www.bankofcanada.ca/en/banknotes/education/index retailer .html) ☐ If you have a number of places or people who are collecting money, arrange for a regular collection system. Make sure you have different staff (2) collecting and that collection times are staggered. ☐ Have your collection staff carry festival identification while collecting money ☐ Create a security procedure to protect the money while it is on festival grounds ☐ Have a least two people present when money is at festival banking centre ☐ Always have at least two people deposit the money ☐ Deposit festival money into the bank at different times 13. Volunteers & Festival Participant Notes

14. Security Program Notes	
15 Festival Program Notes	
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		Form 'BBB'
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18. End of the Day Meetings Notes	
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18. End of the Walk Through Notes
Festival Wrap Up
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1. Take Down Notes

2. Post Event On-Site Evaluation Notes	
3. Post Event Participant Questionnaire N	otes
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Festival Participant Questionnaire Checklist Form 'CCC'

You will want to find out what your festival participant thought about your festival. The best way is through a simple questionnaire. This questionnaire can be given to the participant right at the end of the festival or can be mailed out right after the festival is over. Here are some questions that could be included:

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☐ Would you like to be in a different location?
☐ Did enough people visit your booth?
☐ Which was you busiest day?
☐ What did you like best about the festival?
☐ What did you like least?
☐ What would you change?
☐ How was the timing of the festival for you?
☐ How were you treated by festival staff?
☐ How would this festival compare with others you participate in?
☐ Do you want to participate in this festival next year?
☐ Other comments?
4. Post Event Volunteer Questionnaire Notes

Festival Volunteer Questionnaire Form 'DDD'

Ask your volunteers what they thought of the festival. Here are some sample questions.
 □ Were you happy with the tasks you were assigned? □ Where you happy with your fellow volunteers? □ What did you like about the festival? □ Where you given enough information about the tasks you were asked to do? □ Did you encounter any problems during the festival? □ Is there anything you would like to see done differently? □ Do you think the festival was beneficial to the community? □ Why did you volunteer? □ Will you be a festival volunteer next year?
5. Final Accounting Notes

6. Final Festival Report Notes
7. Wrap Up Meeting Notes
7. Whap op meeting Notes

Wrap Up Meeting Checklist Form 'EEE'

You'll want to make you wrap up meeting interesting and short (the business part anyway). Here is a list some of the business items that could be included:	
☐ Festival final report ☐ Festival financial statements ☐ Analysis of questionnaires – volunteers and participants ☐ Round table discussion of good and bad points of the festival ☐ Suggestions for next year ☐ Approval of dates for next year ☐ Appointing or voting of next year's chair and executive	
8. Participant Follow Up Notes	

9. Sponsor Follow Up Notes
Spangara Fallow Up Chapklist
Sponsors Follow Up Checklist Form 'FFF'
Follow up with you sponsors soon after the festival is over. Here is a list of items that should be taken to or discussed at your meeting:
☐ Copy of the festival's final report and financial statements
Attendance reportCopies of all festival advertising
Photographs and/or video of the festival
☐ Proposal for next year's sponsorship
Testimonials from attendees or participantsNewspaper articles or TV news video
☐ Information about next year's festival
☐ Discussion of any concerns or problems
 Sponsorship contract for next year (to be left or completed at meeting)