EVENT MANAGEMENT POLICY

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Policy scope

This policy has been created to facilitate the organisation of various events that the Kingfisher Garden Centre will hold. These events may include:

- Conferences
- Exhibitions
- Garden shows
- Annual general meetings
- Networking
- Development activities for clients, employees or others and forums
- Small gatherings

Kingfisher Garden Centre manages events according to priorities identified in its strategic plan and/or through specific project activity.

This policy provides broad guidelines on planning, managing and evaluating events. Specific funding and performance agreements may additionally guide the management of some events.

Key stakeholders

This policy affects all managers and employers of the Kingfisher Garden Centre as well as any other stakeholders related to the event including suppliers, external vendors and members of the industry network.

Definitions

Event convener – designated person who will authorise all decisions, including budgets, personnel used in the event, facilities and promotional strategy used.

Event coordinator – oversees the management and organisation of an event. Event coordination may be a specific role, part of a job description or an additional function of any employee demonstrating relevant capacity and interest.

Principles

Planning is adequate to manage Kingfisher Garden Centre events to agreed goals and available human and financial resources.

Event aims, activities and outcomes align with Kingfisher's strategic plan.

Conference and event planning activities and outcomes are communicated with staff, management team, clients, members and other relevant stakeholders.

Outcomes

All events are well organised and managed. All events are evaluated and the information collected and analysed must inform future activities and events.

Kingfisher Garden Centre events are informative and in line with the strategic plan and program deliverables.

Functions and delegations

Board of directors for events Also known as conference conveners: • National General Manager • National Manager of Finance and Legal • National Manager of Marketing	• Ratify budgets for events. • Be aware of and contribute to events as relevant. • Sign off (with Board signatory) on all external funding and performance agreements.
Management All other managers of departments and various stores	• Support planning and implementation activities of events. • Ensure management of events is in line with Kingfisher Garden Centre's strategic direction and program deliverables.
Staff Including all other staff	• Undertake specific tasks as delegated by conference convener/s to contribute to the planning, implementation and evaluation of events. • Financial administration (e.g., payment of invoices) of events. • Develop and/or provide advice on budgets if necessary.
Event coordinator	Manage event planning and administration including: promotion of event and distribution of registration and promotional materials • arranging venue and speaker/s for the event • facilitation of event organising committee as relevant • managing event budget and expenditure • preparing event materials • conducting an evaluation.

Risk management

Staff appointed as event coordinators have skills in managing events. Risk management consideration is embedded into event planning. The event coordinator will take steps to reduce risk proactively.

The event may be exposed to risks that are beyond the event coordinator and Kingfisher Garden Centre. Working in partnership with external organisations is one such risk factor – partnership agreements, memoranda of understanding and other contractual relationships are likely to reduce the risk. Individual event management plans are reviewed according to the stated schedule.

Policy implementation

This policy is developed in consultation with all staff involved in planning, implementation and evaluation of Kingfisher Garden Centre events. The board of directors should also be familiar with their functions and delegations outlined in this policy.

This policy should be referenced in relevant policies, procedures and other supporting documents to ensure that it is familiar to all staff and actively used. This policy will be reviewed in line with Kingfisher Garden Centre's quality improvement system and the review of associated policies.

Policy detail

Lead responsibility for the planning, implementation and evaluation of events lies with the National General Manager. In some instances, a specific event coordinator will be appointed, who will be responsible for managing the coordination of the event.

Planning

The management of a successful event requires a detailed planning and consultation process.

The planning process for events may involve a number of staff members taking responsibilities for different tasks. However, there should always be an event coordinator and a conference convener who oversees and authorises the entire process.

Tasks usually include:

- Convening an organising committee for the event
- Developing a budget
- Seeking sponsorship where appropriate
- Arranging the venue for the event and organising registrations
- Approaching potential speakers
- Promoting the event
- Preparing event materials
- Organising materials to be taken to the event
- Collecting papers for printing and distribution before and after the event
- Conducting an evaluation
- Collating feedback and reporting on event outcomes to the board of directors, members, funding bodies and other stakeholders.

The Managing Events Checklist and the Project Planning Policy provide details on planning events.

Timeframe

Each event will have a minimum timeframe for planning. This will depend upon the type of event, numbers attending and the location.

Examples of planning timeframes are listed below:

- A conference with 50 to 100 attending will have a minimum of nine months planning time.
- A conference with 100+ attending will need a minimum of 11 months planning time.
- A lunch or dinner will need a minimum of two months planning time.
- A professional development day will need a minimum of six months planning time.

These are Kingfisher Garden Centre guidelines which must be followed. Any changes to the minimum timeframes for events planning will need to be approved by the conference conveners/board of directors.

Budget

An adequate budget is to be identified for all Kingfisher Garden Centre events before other tasks are initiated. The budget should take into account expenses such as venue hire, catering, audiovisual equipment and promotion and advertising costs as relevant.

For events in which a registration fee is required, registration fees should be decided based on total event expenses and a realistic number of delegates in order to reduce the risk of incurring a loss. Consideration should be given to whether the organisation aims to 'break even', make a profit or if incurring a loss is acceptable.

Kingfisher Garden Centre may receive specific funds or sponsorship to contribute towards the running of events. Where the funding is guided by a specific funding agreement, the event coordinator is responsible for meeting all deliverables set out in the agreement.

Sponsorship

Kingfisher Garden Centre welcomes sponsorship for its events from government agencies, non-government organisations, charitable foundations or private companies. Sponsorship is particularly useful as it helps to reduce costs for the target group.

Sponsor contributions will be acknowledged; this may involve:

- including the sponsor's logo on event materials
- allowing the sponsor to set up a display at an event
- acknowledging sponsorship in any opening and closing address, and/or
- offering free participation to a sponsor's representatives.

Sponsorship or advertising from organisations or individuals that are engaged in business which is unlawful, unethical or damaging to public health and wellbeing will not be accepted.

Kingfisher Garden Centre will not accept sponsorship or advertising, or agree to any conditions of sponsorship, which may compromise its independence, or compromise the purpose of the event.

Ticket prices

Kingfisher Garden Centre will run conferences and events for various purposes such as increasing sales, to benefit the gardening community, educational events for staff or networking.

At times as per conference directors' and conveners' request the event will need to be run for a profit. As such, tickets will be sold at a price suitable for the event.

Ticket prices will be capped and not exceed $125.00 per person. If a higher ticket price is required this will need to be justified and signed off by the National General Manager, Dan O'Donnell, as well as the conference conveners.

Venue arrangements and registrations

An event venue should be booked well in advance (at least six months before forums, at least nine months before conferences). Factors that should be considered when deciding on a venue include cost, facilities, accessibility and capacity. The preferred venue is the conference centre on site: Warblers Café and Convention Centre.

If this is not suitable due to the number of people attending the following are preferred partner venues which we have venue hire and catering deals with:

VIC

- The International Convention Centre
  55 John Road, Melbourne
  Suitable for 200+ participants
  Venue hire: $8,000 per day. Catering: $40 per person

- The Plaza Hotel
  41 Cessell Street, Flemington
  Suitable for 100-200 participants
  Venue hire: $8,000 per day. Catering: $45 per person. Technology: $2,000 per day.

NSW

- SMC Conference and Function Centre
  15 Greville Street, Sydney
  Suitable for 200+ participants
  Venue hire: $5,000 per day. Catering: $50 per person. Technology: $5,000 per day.

- Sydney International Function Centre
  21 Circular Quay Drive, Sydney
  Suitable for 250+ participants
  Venue hire: $5,000 per day. Catering: $60 per person. Technology: $5,000 per day.

QLD

- Gold Coast Convention and Exhibition Centre
  Gold Coast Highway, Broadbeach
  Suitable for 250+ participants
  Venue hire: $5,000 per day. Catering: $55 per person. Technology: $5,000 per day.

- Brisbane Convention and Exhibition Centre
  Southbank Brisbane
  Suitable for 150-200 participants
  Venue hire: $5,000 per day. Catering: $65 per person. Technology: $3500 per day.

All of these venues have ta similar layout, but are smaller/larger depending upon number of participants they are suitable for.
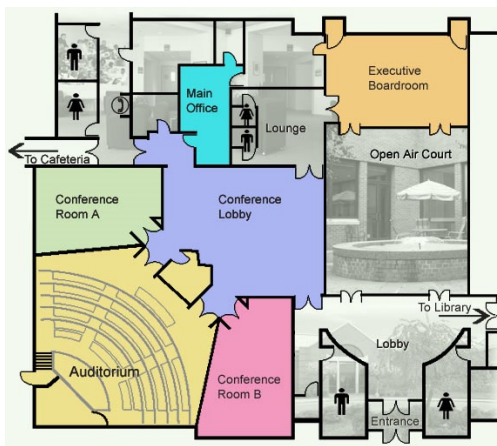
Registration details

Registration forms should include the following:

- Kingfisher Garden Centre logo

- event title

- date and time

- venue

- keynote speakers

- topics

- costs (if applicable)

- registration close deadlines

- dietary requirements (if catering) and contact person

- any special requirements and needs.

A list of registrations (including payment status if applicable) is to be kept for each event. This information will be used when evaluating the success of the conference and for estimating numbers of attendees from different backgrounds for the next conference.

Registration timeframes

All registrations must be confirmed and receipted within five days of receiving them. The preferred method is to have an online automatic email and confirmation system which is instant. If this is not the case, then these need to be completed manually within five business days.

Confirmation details, conference/event program details and other essential information for the day should be sent to the participants at least two weeks before the conference/event. This should be emailed and any specific items which the attendees require, i.e., conference packs, will be mailed also within this timeframe.

It is preferred that conference packs or additional event resources or materials should be given to the participants as they arrive and sign in on the day of the conference/event.

Promotion

Events are to be promoted using a variety of communication strategies including the organisation website, mail-outs, liaising with appropriate networks and use of social media.

Here is a full list of suitable marketing techniques:

- advertising emails to targeted audience (for example, network members)
- social media updates using Twitter, Instagram and Facebook
- Kingfisher Garden Centre website advertising
- specific conference website
- website pop-ups and 'click' options
- posters
- radio advertising.

The Kingfisher Garden Centre management reserves the right for all marketing to be completed in-house using the resources of the event management team and marketing team.

If it is necessary to engage a consultant to support event planning and implementation (e.g., designing event promotional materials), you will need written permission from the conference conveners and directors. Refer to the *External Relationships section 7* for further information.

External relationships

Funding relationships

Funding relationships are entered into for the purpose of receiving grants and/or to provide a specified service or product in support of its mission. Funding relationships are formalised through an agreed set of specifications such as a funding and performance agreement. All funding relationships with an agreed set of specifications will be approved and signed by the CEO/manager. As part of the funding agreement, the organisation commits to achieving outcomes as indicated by the agreement's performance indicators which are reported against as stipulated.

Membership relationships

Kingfisher Garden Centre enters into membership relationships with (or 'joins') professional bodies for the purpose of access to information, resources and the opportunity to contribute to policy and issues that impact on the sectors of which it is a part. Entering into a membership relationship, does not necessarily endorse the organisation or agree with all views of the body.

Kingfisher Garden Centre will enter into a membership relationship once approved by the General Manager, an appropriate budget is identified and the relevant application process is completed.

Contractual relationships

Contractual relationships with individuals, groups or organisations are entered into as a process for purchasing a product or service that supports the organisation to fulfil its mission.

Contractual relationships must be demonstrated through a purchaser/provider contract referred to as a consultant contract. The consultant contract clearly identifies:

- involved parties and their responsibilities
- product/service to be provided
- timeframe for delivery
- payment schedule
- dispute resolution procedures.

Evaluation

Kingfisher Garden Centre conducts evaluations of its events as a matter of good practice and continuous improvement. This is also frequently a requirement of funding agreements. As such, event evaluation should be considered as part of the planning process.

The specific evaluation process used may vary according to the nature of the event or the requirements of funding agreements. They may include:

- participant feedback forms (online or in paper form)
- participant surveys (online or in paper form)
- stakeholder surveys (online or in paper form)
- conference team feedback
- online evaluations.

Event feedback should be collated into a short report for distribution to the board of directors, funding bodies and other stakeholders (report format and distribution may vary according to event type and specific funding agreements.

Evaluations should be submitted within four weeks following the conference date.

Evaluation questions

The following are questions that must be asked when going through the reflection process.

- What were some of the issues on the conference day?
- How could this have been avoided or improved on?
- What recommendations would you make to improve results?
- What were the strengths of the conference?
- What were the weaknesses of the conference?
- How suitable was the venue, catering and location for participants?
- Which speakers/presenters received the most positive feedback? Why?
- Which speakers received negative feedback? Why?
- What recommendations would you make for future similar conferences?

Reference list

- Include a list of sources accessed in the research of your policy. These can include websites, reports, textbooks, journal articles.

Date effective: _____

Review date: _____

Author (your name): _____