



EVENTS 101

Here are a few suggestions to assist your organization in putting together an amazing
Celebrations on The Great Trail event!

1. Form a committee, and divide your committee into sub-committees:
 - marketing/communications,
 - volunteers,
 - logistics/suppliers,
 - media etc.
2. Create a critical path or timeline. Make sure to add a deadline and include the main elements attaching a team member for each task. Use this tool as a guide for committee meetings.

Example:

Deadline	Task	Who	Notes
July 15	Book caterer	Christine	
July 18	Book photographer	Sarah	

3. Contact your suppliers EARLY! Suppliers you may need:
 - a. Food and beverage (catering)
 - i. How many people are you expecting?
 - ii. Where will the food be served – is there shelter, seating?
 - iii. When do you need to give a final # guarantee (watch for this in your contracts)
 - iv. What is a standard food ratio?
 - v. How early do you need to set up to ensure you are ready on time?
 - vi. What does the catering company need onsite – water, power?
 - b. Audio Visual
 - i. Do you need a microphone, with sound system?
 - ii. A stage or riser to elevate the speakers/entertainment?
 - iii. Will you want music at your event?
 - c. Structures
 - i. Do you need tents, tables, chairs?
 - ii. Linens, dishware?



- d. Security
 - i. Do you need security or EMS onsite (St. Johns is a great option)?
 - e. Facilities
 - i. Do you require porta potties?
 - ii. Do you have garbage, recycle bins and compost bins?
 - f. Licensing/Insurance
 - i. Do all of your suppliers carry insurance?
 - ii. Do you have all of the required permits?
 - iii. Does your organization have insurance?
 - g. Communication
 - i. Have you alerted media, stakeholders, general public?
 - (You can use the poster and invitation templates provided!)
 - ii. Have you alerted the municipality, local police and EMS?
 - iii. Do you have or require social media identities?
4. Create an onsite work plan. Similar to the critical path, but this document will assign tasks to your team. It is a great tool to ensure all elements are considered for set up, event execution and tear down/clean up.
 5. Have you created an emergency plan? Depending on what your event involves, an emergency plan should be created for all team members to have including key local contacts.
 6. Write a script. A scripted Master of Ceremony will keep your event smooth. (and don't forget to thank the Government of Canada ☺)
 7. Use the internet...there are a multitude of resources online to assist you in executing an amazing event.
 8. Volunteers
 - a. How many will you need?
 - b. How will they be identified at the event?
 - c. If anyone has questions that the volunteer can't answer, who should they ask?