

How to... organise an event

When we say “event” we mean anything and everything from a wee meeting in the village hall to a full-blown outdoor extravaganza! However, we can’t tell you everything you need to know here but we’ve given you a few broad tips and provided you with some really important and useful links for more information.

TIPS!

1. What is the purpose of the event? What are you trying to achieve? You must be clear from the outset what you want from your event – are you trying to raise funds for charity? Is it to share information with a group of people? Is it simply to entertain?
2. Dates need to be decided on at the start and do some homework to make sure your event or meeting isn’t clashing with another big shindig (check out the CBP events calendar or other local listings services). Also, do you need to book a venue or catering – the best places get snapped up quickly and please do give careful consideration to accessibility from how people will simply get there to disabled access at the venue. If it’s an outdoors event please do read the CNPA’s guidance on holding an outdoor event.
3. Where is the funding for your event coming from? Perhaps the event will be self funding through ticket sales or entry fees or maybe you need to seek a sponsor? There are also various pots of funding available from some organisations who, depending on the criteria, may contribute towards the costs of running your event such as Cairngorms LEADER (link). Make sure you have a firm grip on the financial side of things and have explored every funding avenue to ensure success.
4. Tell people!!! There is no point in having a small meeting or an outdoor extravaganza unless you encourage others to come along. So use the ‘how to write a press release’ or ‘how to use social media’ advice in Communicating Cairngorms and start your publicity campaign as soon as possible.

Links

Holding an outdoor event - <http://www.cairngorms.co.uk/park-authority/outdoor/rights-resposibilities-guidelines/organising-an-outdoor-event/>

Holding accessible events / publications - <http://www.cairngorms.co.uk/park-authority/about-us/publications/?publicationID=276>

CBP events calendar - <http://visitcairngorms.com/whatsonlist.htm>