

Event Assessment – Getting some help with your event

Event Name:	
What are the dates and times of your event?	
What other events are happening at this time (or similar nature or in same area)?	
<small>Note: An up to date events and industry events calendar can be found at southlandnz.com under Media & Trade)</small>	
Key contact/s (names):	
Phone numbers:	
Email addresses:	
Associated Organisations:	
Where will it be held (town)?	
Where will it be held (venue)?	
Expected spectator numbers:	
Expected participant numbers:	
Who is the target audience? (age, gender, interest group etc)	
Where are the spectators/participants likely to be from? (Local, Southland, New Zealand, Overseas, combination)	
Annual or One off Event (please state previous years)?	
What is your organising committee/structure? Do you have experience in running events? Do you require training?	
What type of entity is this (legal status)? (unincorporated group, incorporated society, trust, charitable trust, company)	
Is financial profit important? (or simply balancing costs)	
What are your funding sources? (grants, donations, ticket sales, food & beverage sales, sponsorship)	
What reporting does you event need? (what are measures and evaluation requirements)	
What is the purpose of your event? (e.g. to make money, charity, legacy, awareness, community, opportunity)	
How is your event staffed? (how many, volunteers, paid staff, student work experience, interns etc)	

How much growth do you wish your event to have? (number of people, duration, profit)
Do you have a communications plan? Do you have an established brand? Please give details.
What kind of promotion do you undertake? - posters, newspaper, website, social media, brochures, radio, EDM
What existing promotion/profile does this event receive? – televised, online, sponsorship etc
Other important information?

Depending on a number of factors, including the purpose, size and audience for your event, the advice and support which Venture Southland is able to provide, may vary. To help us plan please indicate below what information and support you are interested in.

(Please tick all that you are interested in)

- Event Planning Guide – 101 of organising events
- Event brainstorm (general ideas, suggestions and feasibility)
- Help finding funding (dependent on nature of entity and purpose of event)
- Advice on identifying sponsors / partners
- Advice in identifying volunteers/interns
- Advice on ticketing and prices
- Advice on building organising structure for your event
- Advice on training options to build skills in event management
- Understanding your health and safety requirements
- Tips for planning your events
- Advice on finding and booking event resources/services/venues
- Advice on assessing the impact of your event
- Listing your events online
www.Southlandnz.com/events
- Advice for your marketing plan:
 - Websites/Social Media (through your own and through others)
 - Media/Public Relations/Editorial
 - Advertising - Promotions/Campaigns
 - Promotion through information centres

Other (please specify)

FOR INTERNAL USE						
Submission Date:						
Received By:			Actioned to:			
Support Approved:			CEO	GM	TL/M	
Primary Audience/s:						
COMMUNITY	BUSINESSES	CONFERENCE	DOMESTIC SPORT	DOMESTIC OTHER	INTERNATIONAL	OTHER
Estimated Size:						
MICRO (less than 20)		SMALL (21 to 100)	MEDIUM (101 to 600)		LARGE (601 to 2000)	
Organising Group:						
COMMUNITY	BUSINESS	COUNCIL	MIXED	OTHER		
Council Area:						
SDC	ICC	GDC	ES			
Notes:						
Statement on how this event aligns with goals within the Venture Southland business plan and/ or the Southland Regional Development Strategy:						
Agreed Internal Process and Resources:						