



EVENT PLANNING GUIDE

IDEA TO CREATION

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How To Organise Your Event

A step by step guide to organising events in the Union

The aim of this booklet is to try and demystify the process of organising events. This guide is by no means complete - every event is individual which means that there will be factors that may not be included here, but we've tried to make it as helpful as possible. If you have any specific questions, please don't hesitate to contact the Director of Events and Services (does@).

Have an idea

The first and most important step in organising an event is to have an idea. What event do you want to put on? Who will want to go? How will it cater to the audience you are aiming for? What will make it stand out from other events that are being held in St Andrews? These are all important things you should think about when first coming up with an idea. It can be useful to brainstorm with a group of people to see what they think of your potential event!



Plan Your Event

Space

First you need to decide which space would work well for your event. Where would you like your event? Which space is the right size? There's no point in having an event for 20 people in a space that fits 500 – it will feel empty and cold! If you have any questions about any of the spaces in the Union, feel free to ask the Director of Events and Services (does@) via email or catching them in the Sabbaticals' Office.

Some additional information about each of the available spaces can be found here:

www.yourunion.net/roombookingguide

Catering

Do you think your event would be improved by complimentary food and drink? Do you need a bar? Or is all you actually need a large space with room to sit?

We ask that you are as specific as possible when describing your catering requirements when filling out your room booking form. You may be charged for staffing or other costs at the Union's discretion.

Also remember that not everybody drinks alcohol – try and keep your event as inclusive as possible by providing both alcoholic and non-alcoholic drinks.

Entertainment

Are you going to provide specific entertainment for your event? Or will the conversation be scintillating enough to be entertainment in itself? Do you need a DJ? Do you want to have a live band?

Make sure to contact potential acts early – they are often difficult to get hold of, and can have jam-packed schedules!

Decorations

How do you want your event to look? Do you need decorations?

All decorations used in the building have to be fireproof – please consult the Ents Users Group Meeting at 1pm on Wednesdays, or email the Ents Convener at ents@ to check before you start purchasing.

AV Equipment

Does your event require music/projections/specific lights? What is on your act's technical rider?

You do not need to know exactly what you want, but it's good to have some ideas so that the Entertainments Crew can give you guidance and help.

Funding

Do you need any extra funding for your event?

Union affiliated societies can apply for society grants – all of the forms you need are here: www.yourunion.net/funding
If you'd like more information, please contact the Societies' Officer (socs@).

Expected Attendance

How many people are you expecting to attend your event? This is important both for budgeting and working out how much you will be charged for security.

Security

Are you going to need security at your event?

You will be charged for any extra security costs that your event incurs, and the cost of security is proportional to the number of people attending.

Setup time

How long are you going to need to setup your event? Do you want to decorate your venue? Are you going to need more time for rehearsals? This is often overlooked, but having adequate setup time for your event is paramount to its success. Ask the DoES or the Ents Convener (ents@) if you need some help with this.

Takedown time

Conversely, how long is it going to take you to dismantle your event?

Wristbands and Ticket Sales

Will your event require tickets or wristbands? Where are you going to sell them? Please contact sadesign@ to get more information. Please note if your event requires box office staff there will be a fee. We advise staffing it yourself with volunteers from your committee where possible.



5 Step Process To Your Event

1. Submit A Booking Form

We ask that all events are booked at least 3-4 weeks in advance if you ask for equipment, catering etc.

2. Acceptance of booking

Upon approval by the Operational Planning Group, you will receive an email from sarooms@st-andrews.ac.uk stating whether the space has been provided for your event and any information you need to provide / people you need to contact in order for your event to go ahead.

Operational Planning Group

The Operational Planning Group consists of the Director of Events and Services, Bar Manager, Building Manager, Deputy Building Manager, Catering Manager and the Design and Marketing Manager. Their job is to make sure there are no logistical reasons that an event could not go ahead and if there are, to advise on how these can be mitigated.

3. Submit a Risk Assessment

Our supplementary risk assessment form can be found here: www.yourunion.net/riskassessment You need to be as thorough as you can regarding what you will be doing at your event, as well as any risks that are associated with these activities and how you plan to mitigate these risks. These need to be checked by the Deputy Building Manager, please submit your risk assessment to dosda@ who will check it and pass it on to him. If you need any guidance on filling out a risk assessment, please don't hesitate to contact the Director of Events and Services (does@) or Director of Student Development and Activities (dosda@).

4. Attend an Ents User Meeting

It is likely that you'll be asked to attend an Ents User Meeting. **Please note your event will not be fully approved until you have done this.** These happen every Wednesday at 1pm in the Meeting Room. If you fail to attend when you have been asked to you will not receive any technical assistance.

Please note: If you are putting on a stage production, fashion show, or any other event where staging or furniture will need to be moved, you will be asked to submit a stage plan at an Ents Users meeting.

Who are the Ents?

The Ents are a group of volunteers who work tirelessly to make sure your event is as good as it can be! From lighting, to sound, to projections, to decorations, they know how to make our venues as good as they can be, and they want to help you do just that.

The Ents can also provide technical training for all students, so if you are interested in running your own tech for your event please contact the Ents Convener at ents@.

5. Publicise Your Event

We suggest publicising your event for at least 14 days in order to make sure that you reach an adequate audience. If you'd like any tips on how to publicise your event, view this page: **yourunion.net/bookspaceresources**

Did you know affiliated societies and subcommittees can add their event to the online calendar? We're hoping soon this will be a one-stop shop for all affiliated student events. Contact sadesign@ or visit: **yourunion.net/bookspaceresources** for more information.

**Have your event &
have fun!**



QUICK CHECKLIST

- BOOK YOUR SPACE**

If your event is being held in the Union check it's available & book as soon as possible. Please allow up to **10 working days** until you hear back from us. If your event has been approved, you will be told how much the hire fee is and what you need to do next.
- ATTEND AN ENTS USER GROUP (WEDNESDAYS, 1PM)**

The Ents Crew (a sub-committee of the Union who do the tech support for events) hold User Group meetings which is an informal opportunity to discuss your event with them and the Building Supervisor who can advise on logistics, health and safety. Attend your first meeting after your booking has been approved and then two weeks before your event.
- PUBLICITY**

Email the Design Team with your design request or create your own. Create your facebook event, add your event to the subcommittees and societies calendar, ask us to distribute your posters.
- TICKETS OR WRISTBANDS**

We can put tickets online, print tickets or wristbands for you or if you're in a rush we have wristbands in stock.
- BOX OFFICE / CLOAKROOM**

If your event is in The Stage or Club 601 these services can be available. Please email sarooms@ at the time of booking to see if it's possible to run your own or for us to run them for you.
- CASH BOX**

The Cash Office ask for a minimum of 24hours notice to provide your event with a float, this can be for events within or outwith the building.
- SELLING TICKETS**

If you're selling tickets for your event or doing wristband pick-ups in advance at the union, check with sarooms@ or pop to reception to book.
- ON THE NIGHT**

Ents will appoint an Event Manager who will oversee your event, and take charge after the doors open, they're here to help. Our doorstaff will also assist. Make sure you get your pre sales list in advance if you've been selling tickets online!

Additional Reading & Contacts



**WEBSITE
PROFILE
& ONLINE
CALENDAR**

SOCIETY WEBSITE RESOURCES



**ROOM
BOOKING
GUIDE**

SPACES | RULES | CONTACTS



**SOCIETY
& EVENT
PROMOTION
GUIDE**

SOCIAL MEDIA | DESIGN | ADVERTISING

Room booking:

sarooms@st-andrews.ac.uk

Health & safety / risk assessment:

unionra@st-andrews.ac.uk

Promotional / website:

sadesign@st-andrews.ac.uk

Society resources / funding:

dosda@st-andrews.ac.uk

Event question:

does@st-andrews.ac.uk

Technical / equipment:

ents@st-andrews.ac.uk

Catering:

sacatering@st-andrews.ac.uk

Bars:

sabar@st-andrews.ac.uk

Further Information
www.yourunion.net/handbooks

YOURUNION.NET