# Event Guidance

**Proposed date of event (usually six months in advance).**

**Has the Communications Team been consulted?**

**Who are your target audience:**

**Who are the direct enquiries about the event to be sent to:**

**What is the venue:**

**Has the venue been booked?**

**What is your provision for those with mobility issues:**

**What are the catering arrangements?**

**How have you accommodated vegetarian, vegan and gluten-free options?**

**What are the car parking arrangements?**

**Has the cost and price structure of the event / campaign been organised?**

**What is the price for the event?**

**Do you know your break-even / what is the financial viability:**

**What is your timetable for the event?**

**What is your mitigation if the event has to be cancelled?**

**What is your date for your *event viability review*?**

**What risks you have identified with the event (financial, technical, reputational, physical harm) and what are you doing to mitigate these?**

**What are your arrangements for follow-up publicity after event?**

**Have you thought through your communication plan. For example:**

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| **Date to disseminate:** | **Channel: (**Provincial Post, Provincial Facebook Group, White Rose, Monthly e-mail list) | **Messaging:** |
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