



runningsports

Sport England supporting clubs and volunteers

# managing events



# what is runningsports?

The runningsports programme has been created, and is funded, by Sport England for the benefit of volunteers working in sport.

The runningsports programme provides products and services in a variety of formats to support the work undertaken by volunteers and sports development officers. From Role Outlines, Top Tips and Quick Guides through to workbooks, workshops, e-learning and qualifications, the range of resources supports three key themes of club and volunteer development:

- governance and administration
- finance and funding
- volunteers and volunteer management.

For further information about runningsports, visit

**[www.runningsports.org](http://www.runningsports.org)**

or call 0800-363 373.



Throughout this Quick Guide, reference is made to 'clubs'. This term is used to include all sports organisations, such as leagues, county and area associations and other community groups, that provide opportunities, whether in an organised setting or a more informal environment.

The term 'parent' includes carers, guardians and other next-of-kin categories.

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## managing events at a glance

A sports event takes place outside the day-to-day running of a sports club. It creates extra work, usually for a concentrated period of time, and demands the full commitment of all those involved.

Think of the last sports event you attended. This may have been anything from a workshop, to a conference, festival, sports day or championship competition at county, national or world-class level.

If you were a participant or spectator at that event, the chances are you will not have been aware of what was going on behind the scenes in order to make the event run smoothly. On the other hand, if you were involved in running the

event, you will have been only too aware of all the hard work it took to pull everything together.

The aim of this Quick Guide is to provide a basic guide to planning and running successful sports events. Although the emphasis is on local to county level events, the basic planning principles will apply whatever the scale of the event you may be involved in.

Check out [www.runningsports.org](http://www.runningsports.org) for information relating to event volunteers and event organisers working with volunteers.

Whether you are new to event management or an old hand, this Quick Guide will provide you with lots of useful advice and guidance. Some of the important areas to think about are as follows:

- establish aims and objectives
- decide what, when, where, who and how
- form an event committee
- appoint an event coordinator
- establish your event's financial viability
- identify the functional areas and nominate coordinators for each

- create an event overview – a flow chart or Gantt chart mapping the course of action
- progress, feedback and regular updates
- constantly review your objective, event plan and overview to ensure you are on track
- seek additional support and guidance
- provide event briefings
- situations on the day
- post-event clear-up
- evaluate and review
- plan for next time.

## getting started – establish aims and objectives

You may wish to hold an event but aren't entirely sure where to start. Firstly, you must establish clear aims and objectives before launching into your preparations (eg what do you wish to achieve by staging an event?). Without clear aims and objectives, your project will have no real purpose or strategic direction and is unlikely to be the success you hoped for.

When identifying your aims and objectives, you may want to consider some key questions to assist you:

- What is the purpose of the event?
- Who is the event for and why do they need it?
- Do you need to make a financial gain?
- Do you need to create and improve community spirit?

## how are you most likely to meet your objectives?

Once you have established your aims and objectives, you then need to consider the following issues:

- **What** would be the best type of event to organise to ensure objectives are met?
- **What** level should the event be pitched at (local, county, regional or national)?
- **When** will be the best time for the event to be held?
  - Are the dates and times for the event appropriate?
  - Are there any competing or conflicting events on the calendar?

- Will your event clash with any others (locally and nationally)?
- Is there enough planning time?
- How long will the event last?

### • **Where** is the most suitable venue?

- What facilities do you require for your event?
- Which venues have those facilities?
- Does the venue have adequate facilities for people with disabilities?
- Is that venue available?
- What is the cost of the venue?
- Is the cost prohibitive?
- What/where are the alternative venues?
- Is sponsorship required to fund venue hire?

### • **Who** are the key people required to organise and run the event?

- What areas of expertise do you need to tap into?
- Which people within your club have these specific areas of expertise?
- Do you need to recruit people from outside the club?
- Are the key people needed available?
- Do you need to organise secondments or cover for event organisers?
- Do you need more volunteers?

Remember to make sure you give everyone who might want to participate or volunteer at your event the opportunity to do so.

The **runningsports** Quick Guide *Volunteers* provides further information, and **runningsports** also offers a workshop 'Valuing your Sports Volunteers...how to recruit, retain, recognise and reward your volunteers'.

## is the event financially viable?

Before you progress too far into the planning process, it is essential to assess the financial viability of your event. This means setting out a financial plan to balance the cost of running your event against any existing funds and prospective income. Several draft budgets may be compiled before producing the final version. Initially, the budget will be based on estimates, but it is important to confirm actual figures as soon as possible to keep your budget on track.

If one of your agreed objectives is to make a profit, you will need to decide what you intend

to do with these profits (eg put the money back into your club's funds, allocate the profit to a forthcoming project or make a donation to charity).

The **event budget sheet** (see page 4) lists the type of costs you are likely to incur when running an event, and the sources of income you could access to balance these costs. Please note, however, that this is just a guide; it may either be too detailed for your purposes or not detailed enough.

Make sure you have identified all your costs.

# event budget sheet

Income	Estimated £	Actual £
Sponsorship		
Grants		
Donations		
Tickets		
Programme advertising		
Other advertising		
Programme sales		
Other		
<b>Total income</b>		
Expenditure	Estimated £	Actual £
<b>Venue/event</b>		
Hire of venue		
Trophies/certificates		
Equipment		
Displays/signs		
Flowers		
Other		
<b>Support services</b>		
Admin		
Travel		
Meetings		
Postage		
Telephone		
Printing		
Emergency services		
Other		
<b>Financial/legal</b>		
Legal costs		
Travel		
Officials' expenses		
Police costs		
Insurance		
Other		
<b>Publicity/promotion</b>		
Programme printing		
Artwork/design		
Newspaper adverts		
TV/radio adverts		
Posters/banners		
Sponsorship package		
Photography		
Other		
<b>Total expenditure</b>		
<b>Total income – total expenditure = Profit/deficit</b>		

# functional areas

Once you have established the financial viability of your event, you can move into the planning process. Your event plan will start by identifying all the key aspects or functional areas of your event and agreeing the responsibilities that fall within each area. Each individual functional area can then produce its own, more specific event plan, outlining the tasks required to fulfil the responsibilities and ensure all the finer details are considered. Members will need to identify key people to coordinate these areas, who will then be responsible for reporting progress back to the event committee. You may find yourself with a role in more than one functional area so it is important to plan your time effectively.

As your event plan develops, you may find you need to create additional functional areas and, therefore, recruit more people on to the event committee to coordinate them. Your event coordinator, following consultation with members, should be responsible for deciding who to recruit, and for ensuring that all new recruits and volunteers understand their role.

The table below identifies some of the functional areas you may create and the responsibilities that fall within each area. The list of functional areas may be too in-depth for your event, but, equally, you may identify aspects that are fundamental to your operation but not mentioned here – so use it as a guide.

Functional Area	Responsibilities
Facilities	Booking venue (including alternatives in the event of wet weather), access, car parking, bar/café, disabled access and facilities, toilets and changing rooms, reception areas, registration and info points, lost children point, first aid/medical areas, crèche, playing areas, poster/banner sites, lost property, security, telephones, caretakers/venue management. Staff facilities – changing, team room/break out area, refreshment area.
Equipment	Chairs and tables, directional signs, display boards, fire extinguishers, first-aid kits, public address system, radios, scoreboards and timing systems, seating, video, sports equipment (rackets, balls, posts, goals), traffic/pedestrian barriers, court/pitch markings.
Administration and finance	Event budget, income and expenditure, application/entry forms, procedures and policies, code of conduct, VIP list, complimentary tickets, insurance, meeting schedule – dates, structure, production of minutes and records. Printing programmes, results, registration, rules of individual sports, telephones/fax.
Staff/personnel	Announcers, attendants, bar/catering staff, caretakers, car park attendants, cleaners, crèche staff, officials (plus reserves), photographer, receptionists, safety staff/lifeguards, security staff, speakers, staff (general) stewards, volunteers, uniforms, refreshments, accommodation, transport, training/briefing sessions, pay/expenses.
Support services	Bar and catering, clubs/partners/national governing bodies, emergency services, lost property, lost children, St John Ambulance.
Transport	Public transport, team transport, staff transport, pool cars and drivers, arrival/departure arrangements, airport/railway pick-ups.
Sports presentation and medal ceremonies	Bouquets, medal ceremonies, medals, commentators/announcers, 'sports presentation' (ie music and fanfares, hospitality, prizes, guest speakers).

Functional Area	Responsibilities
Health and safety	Risk assessments, emergency planning, first-aid provision, insurance.
Marketing and promotion	Publicity timetable, branding, poster/banner sites, media coverage, adverts, radio broadcasts, website updates.
Post-event clear-up	Closing the event, dismantling equipment, storage and return of equipment, cleaning, refuse collection.
Post-event evaluation	Detailing pros and cons so you are ready for next time, information on how you can further build your client relations.

# insurance and health and safety

## insurance

All sports events require some form of insurance cover. This will range from accident, cancellation and public liability, to property loss or damage, and failure to vacate.

This is an extremely important area of event planning. You will need to:

- check what type of insurance cover is required
- confirm who is responsible for providing insurance cover (ie your club, the venue owners or the suppliers [eg the hot food supply on the day])
- anticipate any unexpected events and ensure you are covered.

NB: Always check your insurance details thoroughly and seek written copies of the insurance details of other parties who will be on the site as part of your event.

## health and safety

Every functional area will have an element of health and safety to consider. It is essential that there is a common thread throughout all planning and preparation. Some of the issues to consider are:

- What safety precautions do you need to take?
- Have you made adequate security arrangements?
- Do you have adequate emergency procedures in place?
- Is emergency training required?
- What first aid/emergency services do you need?
- What information do you need to include in health and safety announcements?
- Have you completed the necessary risk assessments?

## child protection

If your event involves young people, you will need to take appropriate measures in relation to child protection. These include:

- a clear code of conduct for all staff/volunteers
- police checks
- registration details for the young people
- emergency contact details for parents
- contact details for support services (eg local authorities and social services)
- a procedure relating to photo-capturing equipment.

Further information on child protection is available in *Safeguarding and Protecting Children: a guide for sportspeople*, published by sports coach UK (available from [www.1st4sport.com](http://www.1st4sport.com)) and from the NSPCC's Child Protection in Sport Unit (CPSU).

Also check with your relevant local authority or national governing body for their current guidelines and practices.

## cancellation

At what point in the planning process should you decide to cancel the event if necessary, and who will be responsible for this decision? Key factors that will influence the decision to cancel will include:

- penalties/charges to you that you would still have to pay (eg the venue)
- income targets
- number of entries/bookings.

Additional information is available from **runningsports**. See Top Tips on Health and Safety and Risk Assessment.

## key personnel

### event committee

Having identified the key people required to plan the event, you should form an event committee. It is unlikely that one person will be solely responsible for all aspects of your event, and establishing an event committee at an early stage can help you share the responsibility and ensure a complete and extensive event plan. 'Two heads are better than one.'

The people you need on your event committee will vary according to the type of event, but key factors you need to consider include:

- Are the right people from your club and external organisations involved?
- Do you need to involve any other people?

- Does everyone understand the purpose of the event, its aims and objectives?
- Does everyone have a role to play?
- Is everyone clear about his or her role?

### committee meetings

Your event committee will need to meet regularly to coordinate activities and give progress updates. The number of meetings required will vary according to the type of event and the stage of the event plan reached. However many you hold, make sure all meetings have a clear purpose and structure, and are a valuable use of people's time.

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Establishing key meeting dates right from the start will provide a focus for your event committee and identify critical targets in your event plan (eg a closing date for entries and when to begin marketing and promotional campaigns).

Remember to keep records of your discussions, including decisions and agreements made, and progress updates. These records will not only help you to keep on track, but they will also be useful for evaluating the success of your event and planning for the future.

### event coordinator

Your event committee will need a good coordinator to guide and steer it, and ensure everything goes according to plan. Select your event coordinator carefully. He or she will play a key role in the planning of your event so it is important he or she is respected and accepted by other committee members.

The event coordinator must be able to:

- communicate with people at all levels
- delegate effectively to ensure the workload is shared

- motivate other committee members
- share information and give committee members the opportunity to report back
- meet deadlines and help others to do so
- keep accurate administrative records.

However experienced and effective your event coordinator is, try not to overload the same person with all your club's events or the same events each year. No event coordinator should be irreplaceable so consider implementing a succession policy or a mentoring scheme to allow others to learn the ropes and ensure sustainability.

For further information, visit the [runningsports](#) website for Role Outlines on:

- event organiser
- fund-raiser
- press secretary
- volunteer coordinator
- social secretary.



# what does an event organiser do?

The role of the event organiser is to effectively and efficiently create, plan and manage successful sports events. These could range from a workshop to a conference, festival, sports day or championship competition, large or small scale. The event organiser has overall control of recruiting, motivating and managing the events team, ensuring each event runs smoothly, on time and on budget.

The event organiser's main duties are to:

- establish the aims and objectives of each event
- establish the financial viability of the event
- create an event overview and timeline
- decide the most effective timing, location and outline of the event and the personnel required
- recruit the events team (ie committee, coordinator and events volunteers to staff the functional areas)
- manage client potential, relationships and new business opportunities
- manage and review all financial aspects of pre- and post-event management, adhering to budgets.

## event overview

To be effective, your event committee must have a clear plan to work to. It is vital everyone understands and agrees with this plan in order to move forward. With the right people on your event committee, each with a key role and functional area to coordinate, your event will start to take shape. Many national governing bodies of sport have excellent experience and specific guidelines on running sports events. Contact them at an early stage for support and to gather any relevant information by visiting [www.sportengland.org](http://www.sportengland.org)

Then click on the 'About Us' link, then 'recognised sports'.

You can then choose whichever sports are applicable, and it will link you to the relevant website.

The event coordinator's first task in developing the plan is to oversee the production of the event overview. Having established all the

functional areas, the committee must now agree how these areas come together to create the event overview. This exercise helps you identify realistic timescales and the most sensible sequence of events. It highlights everything clearly and forms a single point of reference, illustrating progress, and keeps the planning of your event on track.

The suggested layout for this event plan is a Gantt chart, although you may decide as a team a better way to plot your tasks. A Gantt chart is a flow chart; it has each functional area as a main heading with each responsibility or task listed below. The dates and timelines are then plotted along a calendar scale to give an illustration of how the event planning process will progress. An event flow chart brings together details from all the different event planners to establish an overall time frame for your event.

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The table below gives a very basic example of how to use the Gantt chart. Your chart will be far more detailed and possibly organised slightly differently; for instance, dates may be shown as

days rather than weeks; you may reverse the way you count (ie count down to the event rather than count up). Find the best way for your committee using this as a guide.

Functional Area	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Etc
Health and safety							
Identify risks/hazards							
Perform risk assessments							
Write emergency action plan (EAP)							
Staff training in EAP							
Appoint first-aiders							
Purchase first-aid equipment							
Marketing and promotion							
Identify marketing activities							
Book newspaper adverts							

Your event coordinator will need to take overall responsibility for the event overview, but information on it should be shared with the rest of the event committee.

The event overview will constantly be updated when issues materialise or are solved by each

functional area. It is essential that the functional area coordinators communicate effectively and regularly with the committee as a whole to report progress.

# functional area plan and reviews

Each functional area will have specific responsibilities it must fulfil. The coordinator and possibly a small team must now produce the plan, listing each task to be completed (identified from the event overview), how each task will be undertaken, the timescale and deadlines relating to that task, and who is responsible for it.

Your event coordinator will need to review all the event planners in order to guide and steer

the overall event, and to ensure that tasks are completed on time.

The plan will take the form of a table similar to the one below. It can then be used as a progress report, updated each time you meet to plan and review progress. Make sure when you meet to discuss progress, the information is recorded on the event plan so any action points don't get missed or forgotten.

Functional Area: Admin and Finance				
Task	Action Required	By Whom	Timescale/ Completed	By (Date) Comments
Create budget	Establish all costs			
Entry forms	Produce and print entry forms			
VIP	Establish which VIPs to invite, design invitation or compile letter, post invitations, collate number of VIPs attending			
Etc				

The level of detail, communication, lead-in times and overall planning timescales you set within your event plan will depend on the size of your event and how experienced your event committee is. Make sure all arrangements are confirmed, preferably in writing, checked and double-checked.

NB: No matter how big or small your event, attention to detail is vital. Put yourself in the shoes of a participant, a spectator and guest, and ask yourself what you would expect from the event; this way, you will hopefully cater for everyone.

# reviews and updates

The committee has already established a schedule of meetings. It is essential to communicate the progress of each functional area, review your original overview and update it. This must be done regularly throughout the planning process to ensure the committee remains focused and on track.

Your event planners and flow chart will provide you with a sound foundation for planning and running a successful event. However, there are a number of areas that merit some additional time and attention.

## facilities

- Does the venue have the right facilities and equipment?
- Does the venue have adequate facilities for people with disabilities?
- What insurance cover do the venue owners provide?
- What alternatives are available, if necessary (eg for wet weather)?
- When do you need to confirm your requirements and book the venue?

## finance

**Expenditure – your event plan will help you to identify the costs involved in running your event. Issues to consider include:**

- loans to meet early expenditure
- whether to have a central budget for the whole event or individual budgets for each area
- the cost of the event plan

- the point in the planning process at which you need to break even
- how you will meet costs already incurred if you have to cancel
- what penalties you will incur if you have to cancel the event.

When dealing with suppliers, set out the minimum standards you require and obtain three or four quotations. Make sure that all quotations meet your required standards before selecting one that best meets your needs.

**Income – sources of income that you could access to balance the cost of running your event include:**

- existing funds – direct funding available from your club
- participants' and spectators' fees – decide how much to charge and what your refund policy is
- sponsorship and donations – make sure these are appropriate for your event and that you can deliver any specific requirements
- grants and deficit funding – agree and confirm any funding grants or deficit arrangements before the event, as it is difficult to justify a request in retrospect
- programme sales – decide on advertising rates and the price of the programme itself.

Remember to tell other parties what forms of payment you will accept and when their payments are required.

## marketing and promotion – how will people know about the event?

One of your major sources of income will be the participants and spectators themselves so it is vital to attract as many as possible to your event. As with other aspects of event planning, it is important to allocate enough time and resources to plan and distribute your publicity effectively. When appointing the person coordinating this functional area, ensure it is someone with experience of marketing and promotion.

Depending on the type of participant and spectator you want to attract, some or all of the methods that follow may be suitable for publicising your event:

- your own website
- press advertising and articles
- advertising in national newspapers, specialist sports publications, newsletters and magazines
- posters and leaflets – place them in shops, clubs, doctors' surgeries, libraries, sports centres and sporting facilities
- radio and TV – advertise at local, regional and national level as appropriate
- letters/direct mailing – target specific people
- your national governing body may be able to help identify potential participants from lists of sports club members, including their own website
- invitations – contact VIPs and other guests well in advance to secure their support.

Whatever method you choose, you will need to publicise your event effectively. Treat your event as a product and market it appropriately. A key marketing principle known as AIDA will help you ensure that your publicity is effective:

- **Attention** – does the publicity attract attention?
- **Interest** – does it arouse interest in the event?
- **Desire** – does it create a desire to go to the event?
- **Action** – does it cause action (ie going to the event)?

The principles of AIDA will apply throughout the planning process, from attracting early attention (eg distributing leaflets and application forms) to issuing follow-up information if the initial response is poor (eg reduced entry fees, to remind existing applicants about the event nearer the time and continuing to attract further participants).

### Effective publicity:

- is simple and eye-catching
- includes all the essential information – what, where, when and who to contact, but does not include excessive information
- appeals to as wide an audience as possible and does not discriminate in any way.

For more information on marketing and promotion, see the *Promoting and Marketing Your Club* Quick Guide. To download a free copy or to purchase other Quick Guides in this series, visit [www.runningsports.org](http://www.runningsports.org)








# event briefing

## in advance

It is essential that everyone involved in the running of your event knows exactly what they have to do on the day itself. If you have identified some training needs (eg emergency action planning), you must programme these training sessions well in advance of the actual event. You will need to hold briefing sessions for the event either a day or two before, on the day itself, or both. This may involve a verbal briefing session, distributing written notes/task sheets or both. You will also find it useful to have an event programme, including a map of key areas and a timetable of events.

## on the day



Start the day as you mean to go on. Get there early and make sure everything is up and running before people start to arrive. Providing you plan properly, everything will be in place when the day of your event arrives. Inevitably, there will always be things to do on the day itself. These may include:

-  **Parking** – All car-parking areas should be well signposted and supervised if necessary.
-  **Facilities for people with disabilities** – All access points and facilities for people with disabilities should be well signposted, and helpers should be on hand to assist with any specific requirements.
-  **Signposting** – Devise your signposting system and check that it works well before the day of your event. On the day itself, all signposts should be in place as early as possible.
-  **Reception** – Your reception area should be clearly signposted and ready for early arrivals.
-  **Hosts** – You will need to decide in advance who will meet key guests and press, and make sure that everyone is clear about their role. On the day itself, make sure that hosts are available to meet any early arrivals.
-  **Officials and volunteers** – All officials and volunteers should be clearly identified by wearing their uniform and badges. Make sure all staff look smart and tidy; this makes them more approachable and promotes a professional image.
-  **First aid** – First-aid facilities should be easily accessible and clearly signposted. All officials and volunteers should be clearly briefed so they can direct people to the right place.
-  **Refreshments** – You will have made arrangements for catering well before the day of your event. On the day itself, allow enough time to set up the refreshment areas and make sure they are clearly signposted.

## what if?

Even the best-laid plans can go wrong. This may be because of something that has been overlooked or something that is beyond everyone's control. When planning your event, it is essential to try to predict what might happen on the day. Your event committee should hold a session specifically to identify possible problems and develop contingency plans you may need to implement.

You will need to ask yourself, and find answers to, questions such as:

-  What will we do if it rains?
-  What if someone forgets to do something?

- What if the person on reception falls sick?
- What if there is an accident?
- What if there aren't enough officials on the day?
- What if the reporter fails to turn up?
- What if the main VIP is delayed in traffic?
- What if more people than anticipated turn up?

Your contingency plans will need to include who is responsible for dealing with specific problems if they should arise.

These people will need to be able to act quickly and calmly to analyse and deal with the situation. This will minimise the disruption and allow things to return to normal as soon as possible.

NB: A good event coordinator has little to do on the day of the event itself and is therefore free to deal with any unexpected occurrences.

## post-event clear-up

It is easy to focus on the event itself and overlook post-event details. Don't forget to build the following into your event plan:

- closing the event on the day, including presentations, packing up displays, dismantling and returning equipment, collecting litter, cleaning and so on; you will need to make sure there are enough volunteers to complete this part of your event plan
- thanking people who have been involved, including volunteers, key staff and venue owners
- a final meeting to evaluate the event and start planning for the next one.



# post-event evaluation

After months of planning and hard work, your event is over and you are left feeling exhausted, yet happy and relieved. It will probably be very tempting to leave the event behind and return to the day-to-day running of your club. But before you do this, you should tie up a few loose ends.

## debriefing

You will need to arrange one or two final event committee meetings. You may want to get everyone together on the day itself. This should be a very short session to thank the members and confirm the date of a more formal meeting.

Individual committee members will need time to go away and reflect on the event and the areas they were responsible for, and to prepare a report (verbal or written) for the formal review meeting.

For those responsible for the financial side of things, this will mean balancing the books and producing an overall financial report. For those involved in publicity, this may mean compiling a list of the press coverage received and assessing whether it was adequate.

The timing of the final review meeting is important. You will need to allow committee members enough time to prepare for it, but it will also need to be close enough to the event to be relevant.

## post-event tasks

There will be a surprising number of things to do after your event. These will include:

- outstanding correspondence – for example, sending thank you letters to helpers, sponsors and guests, and distributing competition results

- post-event publicity – this may involve submitting a report on your event to your club website, newspapers and national governing body newsletters/websites
- financial records – you will need to balance the books and produce a financial report that accounts for all expenditure and income, including any grants or donations received
- final report – this should include a summary of your planning process, details of any problems encountered, a review of the event itself and any conclusions. Send a copy to your sponsors and other interested partners, and keep a copy safe for future reference.

## evaluation

It is very important to review all aspects of your event to establish what went well and what you need to improve next time. This may involve reviewing:

- feedback from participants and spectators, both verbal and in writing; use questionnaires and keep letters
- your publicity strategy – was it effective? Did you get the media coverage you wanted?
- your event overview and functional area event plans.

Learn from your experience. Ask committee members what they would do differently next time. Note their suggestions and keep them with your event report for future reference.

## planning for next time

Once you have recovered from running your event and tied up all the loose ends, what next? If your event is to be held annually, the chances are you will need to start planning for next year.

Careful planning and attention to detail are key elements of running all successful sports events.

Just because your last event was a success doesn't mean the next one will take less time and effort to plan. Even if you intend to hold the same event next year, you will still need to devote as much time and effort to the planning stages.

## summary and what's next?

A successful sports event relies on:

- planning
- people
- pounds
- publicity.

Remembering the four Ps of event management will help you ensure that every sports event you run is successful.

Managing an event can be time-consuming, tiring and sometimes frustrating. But, providing you plan carefully, the rewards are tremendous, and you will have a lot of fun. The satisfaction you feel when you see people enjoying themselves at your event will make all your hard work worthwhile.

It is really important to build on each event and develop long-lasting relationships with both your clients and sponsors. By doing this, you will ensure future event opportunities and sponsorship, and reap the benefits of these rewards for your club, helping nurture its future growth and success.



# glossary of terms

**Branding:** The dressing of arenas and competition areas with advertising banners and posters to ensure sponsors' names and products are highly visible.

**Contingency plan:** Arrangements put in place, in anticipation, to outline action required to overcome potential problems.

**Event coordinator:** The person who takes overall responsibility for planning and organising the event.

**Event overview:** A flow chart mapping critical dates and timescales for all aspects of the event.

**Functional area:** A key aspect of the event (eg health and safety or transport).

**Functional area event plans:** A plan itemising all tasks falling within each functional area and the action required to fulfil each task.

**Risk assessment:** The identification of hazards and risk of injury they pose to participants, spectators and staff.

**Sports presentation:** This term describes the way your event is presented and includes such aspects as background music, announcers, fanfares and encouraging crowd participation.



# useful contacts

## **Sport and Recreation Alliance**

Burwood House  
14–16 Caxton Street  
London SW1H 0QT  
Tel: 020-7976 3900  
Website: [www.sportandrecreation.org.uk](http://www.sportandrecreation.org.uk)

## **Child Protection in Sport Unit**

NSPCC National Training Centre  
3 Gilmour Close  
Beaumont Leys  
Leicester LE4 1EZ  
Tel: 0116-234 7278  
Website: [www.thecpsu.org.uk](http://www.thecpsu.org.uk)

## **county sports partnerships**

For a complete list of county sports partnerships, check out the Sport England website at [www.sportengland.org](http://www.sportengland.org) and search for 'county sports partnerships'.

## **English Federation of Disability Sport**

SportPark  
3 Oakwood Drive  
Loughborough  
Leicestershire  
LE11 3QF  
Tel: 01509-227 750  
Website: [www.efds.co.uk](http://www.efds.co.uk)

## **National Association for Voluntary and Community Action (NAVCA)**

The Tower  
2 Furnival Square  
Sheffield S1 4QL  
Tel: 0114-278 6636  
Website: [www.navca.org.uk](http://www.navca.org.uk)

## **National Council for Voluntary Youth Services**

3rd Floor  
Lancaster House  
33 Islington High Street  
London N1 9LH  
Tel: 020-7278 1041  
Website: [www.ncvys.org.uk](http://www.ncvys.org.uk)

## **national governing bodies of sport**

For a complete list of national governing bodies, check out the Sport England website at [www.sportengland.org](http://www.sportengland.org) and search for 'national governing bodies'.

## **SkillsActive**

Castlewood House  
77–91 New Oxford Street  
London WC1A 1DG  
Tel: 020-7632 2000  
Website: [www.skillsactive.com](http://www.skillsactive.com)

## **Sport England**

3rd Floor  
Victoria House  
Bloomsbury Square  
London WC1B 4SE  
Tel: 020-7273 1551  
Website: [www.sportengland.org](http://www.sportengland.org)

## **Sport Northern Ireland**

House of Sport  
2a Upper Malone Road  
Belfast BT9 5LA  
Tel: 028-9038 1222  
Website: [www.sportni.net](http://www.sportni.net)

**Sporting Equals**

1301 Stratford Road  
Hall Green  
Birmingham B28 9HH  
Tel: 0121-777 1375  
Website: [www.sportingequals.com](http://www.sportingequals.com)

**sports coach UK**

Chelsea Close  
Off Amberley Road  
Armley  
Leeds LS12 4HP  
Tel: 0113-274 4802  
Website: [www.sportscoachuk.org](http://www.sportscoachuk.org)

**sportscotland**

Doges  
Templeton on the Green  
62 Templeton Street  
Glasgow G40 1DA  
Tel: 0141-534 6500  
Website: [www.sportscotland.org.uk](http://www.sportscotland.org.uk)

**Sport Wales**

Sophia Gardens  
Cardiff CF11 9SW  
Tel: 0845-045 0904  
Website: [www.sportwales.org.uk](http://www.sportwales.org.uk)

**Sports Leaders UK**

23-25 Linford Forum  
Rockingham Drive  
Linford Wood  
Milton Keynes MK14 6LY  
Tel: 01908-689 180  
Website: [www.sportsleaders.org](http://www.sportsleaders.org)

**Volunteering England**

Regents Wharf  
8 All Saints Street  
London N1 9RL  
Tel: 0845-305 6979  
Website: [www.volunteering.org.uk](http://www.volunteering.org.uk)

**Women's Sport and Fitness Foundation**

3rd Floor  
Victoria House  
Bloomsbury Square  
London WC1B 4SE  
Tel: 020-7273 1740  
Website: [www.wsff.org.uk](http://www.wsff.org.uk)

**Youth Sport Trust**

SportPark  
3 Oakwood Drive  
Loughborough  
Leicestershire LE11 3QF  
Tel: 01509-226 600  
Website: [www.youthsporttrust.org](http://www.youthsporttrust.org)

# more help from runningsports

This Quick Guide is one of a series that has been created to provide information about some of the key sports volunteer roles, and information and solutions on topics that have an impact on sports volunteers.

Log on to the **runningsports** website to find everything you need to help you with:

- **governance and administration**
- **finance and funding**
- **volunteers and volunteer management.**

Network Members are able to download the guides for **free**. If you are already a Network Member, access the Quick Guides from the Network Member Intranet.

To become a Network Member, log on to the **runningsports** website and click on the 'Register as a Network Member' icon on the front page.

For further information on this or other titles in this series, contact **runningsports**:

- **telephone: 0800-363 373**
- **email: [info@runningsports.org](mailto:info@runningsports.org)**
- **website: [www.runningsports.org](http://www.runningsports.org)**



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