

Event Management Blueprint

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ABN: 34 027 969 321

This Event Management Blueprint is not a magic bullet to solve your whole town's woes. Its a guide written by me to give your town a better chance of management and success without over committing your town to years of debt and mismanagement. If you use any or all of this report its up to your town leaders. I would suggest you follow it very well to make your town more successful.

I cant guarantee an out come for your town and much of that has to do with many factors not covered in this report like: Weather, location, population, area interest, advertising budget, staff quality and your use of the advertising machine. So many unpredictable factors like that of competing events in other towns etc. How you plan your events and when has a lot to do with success so choosing your team of event management is a big decision for your town.

If you use many parts of this report I'd like to receive a fair payment for that return please in the form of a one off payment of \$25,000.00 as a fee if you find these methods successful and they save your town money and make your town more money. Its barely a cost of an assessment these days so I think its a very fair fee for my work. Huge costly events can be just gambling and that's no way to run events concerning public money.

I can't see how this Event Management Blueprint could never make your town savings and more profitable so if your town doesn't trial this system of management it would be to your own detriment. I'm very fair as I provide all this information to you upfront and expect you to treat me back fairly as well. If your town is making millions extra per year I feel my fee is but a drop in the ocean for what your town gets back and saves in the long term.

Most towns will feel immediate savings from the use of this report from day one. What they've wasted out for years can be fixed using this report if managed in a sensible way.

The first part of this Event Report is showing what can be done just to help one town being Coffs Harbour. You can follow this easily and adapt and learn to customize a similar approach for your town with more advice near the end under: **How To Assess Your Town For Event Management**

Payment details to me if you are satisfied that this report is productive for your town. More details at the end of this report:

This Report Cost Is: \$25,000.00

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Event Management Blueprint

For years now Coffs Harbour has tried to buy event success when instead it should have managed the success. Does that sound familiar to your town? They also say you can't buy happiness and events can be similar in that its what you can make of it from what you have. From what you have doesn't have to mean financial resources. So I've prepared this report for use as a guide for Coffs Harbour and other towns and they can use it at their own discretion.

Expenditure comes down to cold hard dollar figures.

Non-Profit Events shouldn't be judged on private business returns but rather just a bonus if they produce a good and regular result. Most will return a lot back to the local economy.

Professional events that are organized by council or private enterprise are organized to meet specific goals and returns. So we should not only have an entertainment view from that but also a physical view return.

The local entertainment factor is always important in both cases but we shouldn't be putting our town in debt for it either.

Cost saving doesn't have to mean reducing the quality of any event at all. If there are better ways to achieve the same result then they should always be looked at.

Break Down Expenditure:

Non-profit - Expenditure for events that aren't strictly profit driven even though they may still raise some money for a good cause. In most cases these are the bread and butter events that can keep businesses running. The more the better.

Profit Based - Where we spend money on events expecting a financial return for businesses. These are usually the larger events but if not managed they can cost more than they return. Some may be organized by council and others through private enterprise. Or a mix of the two plus sponsors etc. And council should always work with private enterprise to make each event successful for ongoing returns back for the whole town.

Both these methods of events can be free entry to the public but some events are more profit and commercial driven than others. Some may work on entry fees as well.

Some are only determined for members of those particular organization or group. But they can still return quiet a bit back in overall town revenue. People have to eat and stay somewhere and money is usually spent on fuel and perhaps others things around the town. So there can be many forms of events and different types of returns.

In the past council has contributed to both sides of these types of funding.

So now we need to look at each individual event on its merit and then find the best way to fund each. The formula can be extended and added to other events in the same way. I actually propose adding hundreds more events rather than reduce them.

By spending more wisely we stand to get many more events over a year and still at a much reduced cost. We have to stop putting all our event money just into a couple of main events thinking that's the best investment for the town. Its usually never the case. We're not trying to impress other areas just for the sake of basically buying events because we can. We need to stick hard and fast to the spending plan. No matter what size the event.

Successful events will attract sponsors, plus other ratepayer input funds, plus money from the business community event fund and perhaps a government grant. This is how we need to fund the more expensive related events. And if they can't be funded in that way then its beyond our means as a town to do that then and we should bypass it. We're not in the gambling with ratepayer money business. Some towns can afford it so that's great. Most towns can't.

At the same time I'll show how we'll also get the physical benefits to the town in the form of perhaps new infrastructure and many other actual physical town acquisitions.

Instead of just paying out money and getting nothing back other than some short term entertainment I'll show what else we can get back for the same expenditure. This will perhaps open the eyes of everyone.

Council needs to work with private enterprise and groups more freely offering the use of public buildings perhaps for free if the event can show its worth back to the whole town. Penny pinching and trying to rip off private enterprise and make money off them while they're trying to make benefits for the whole town isn't a good concept or business plan for our town. We need to use our public buildings, land and all the resources within the town to the maximum.

There's no point in spending a lot of money on public buildings that are left empty. Expecting small or even large groups to pay for the use of those buildings for events isn't good business practise as long as they return all areas used as to how they were offered. A free contract of use with basic conditions outlining that would cover that issue. These can easily be drawn up by council and can be used from buildings to public reserves. A return bond system could also be introduced if required.

Concept Of Change

We would first establish a spending boundary for professional / commercial events and that of non-profit events as follows:

This is from the **Ratepayers Money** unless other grants from the state or federal government are made available.

Commercial Town Grant Subsidy - Up To \$5,000.00

Non-Profit Town Grant Subsidy - Up To \$2,000.00

Note: I've based those rates to suit a town of 70,000 people.

Many smaller type events may only need a small advertising budget and say \$500 may cover that. Many events may not warrant expenditure either. The ratepayer isn't there to pay for all types of private enterprise, hobby or general interest. Some of these must be organized by clubs and individuals. But everything is open to a free assessment process which must be deemed by council as being worthy as a community return.

We need to facilitate private clubs and groups and get them active into promoting their own events and that of other towns to here so we get the events. We can promote them and that can in many cases be our only cost. Its not always about funding each event. But promoting each event is essential because that can bring others to our town. Using light sign boards is a great way to attract people here at low cost over a whole year as well as long as we have them placed on all entry points to our town.

The council can make many town facilities free to use as well which should form a bigger part of our towns future. For say displays and small events. Club use etc. The town still makes a benefit be it in culture or other ways. The council needs to loosen the purse greed strings in this area. You can't expect money for everything. There's a lot more to add about this but this is a different area again to work on within the community.

Professional commercial enterprise events staged in our town are still sponsored by our town but no longer with the huge financial burden as before.

If commercial events are to be held the balance of funds must be gathered from the businesses that stand to benefit the most from such events. This is done through a managed **Event Fund**.

Be they accommodation, eating out, caravan parks retails etc. This could be compiled from a yearly event fee from all these businesses that get divided up to pay for all commercial events monitored either by council or their own tourism formed body of management.

All events need to be placed in the right classification and they must apply to council in advance to qualify for each grant. Its a fair system that takes the burden away from ratepayers into a manageable system of operations. Council must decide fairly for each event and stick to that without favours.

If event organizers choose to get sponsorship donations or to sell advertising to run their event in either category that would be up to the free market system of operations.

The council is under no obligation to sponsor all events no matter what and its at their discretion subject to each application. Its a fair and equitable system. For larger events organized by council or others larger government grants may be applied for. But the limits for council payments are limited only to the ratepayer grants offered at the time. Council should always consider the worth back to the community as a whole when deciding on paying out with this grant money. Free entertainment value, culture and over all returns back into the community as a whole rather than just a select few.

Events Heavily Financed Of The Past

Like: Buskers, Wintersun, World Rally Championships Rally, National Touch, Sydney Swans, City v Country Game & South's Preseason Game. Must be capped at the \$5,000 maximum rate per year only and not per event allowing the town to fall into the same pitfalls of thinking we're somehow better off when in fact we're not at all. Read more at: **How To Assess Your Town For Event Management near the end of this manual.**

Trying to have in place **commercial in confidence contracts** is indeed robbing the town and a misdirection of funds that should be used more evenly throughout the town so the whole town in fact benefits more. Sinking all our funds in these high level baskets is not worth the return back to the town. Its up to those concerned running those events to find outside sources not connected to ratepayers funds. Be they sponsors, grants or other sources. More on this later through this report. Always be honest with your town.

But as a town we need to be firm and state we're operating under a **totally new Event policy now** and it wont be popular with many people but that's just the way it has to be set out upfront so everyone knows. We need to spread funds out so the whole town gets value back for dollars spent. The money wasted on these events in the past will finance hundreds of other events over a year that will give the whole town a better return. If that means we loose some major events then so be it and we'll replace them with some lower level events where people can go to just the same. Its all about affordable entertainment and culture. Its not about trying to impress or buy events for prestige. A huge mistake for many towns.

General Basics For Some Standard Events

For successful money saving and successful music events.

1/. You don't always need to pay commissions to a local event coordinator. Most events can be organized by the towns tourism and event committee. If there isn't one in place then that's a top priority. And they are usually made up of non-personal interest people serving the town for its best interest and not their own personal interests. Its should always be an independent body of people not interested in lining the pockets of their mates within the industry or other businesses concerned. Its about our whole community and saving expenditure to get the maximum return back to the town.

2/. You can use free access entertainers and ask them to submit bios either online or by CD. They can be all manner of entertainers from Busker type, Magicians, singers, Comedians and you can class them into areas of experience from Buskers to professionals. Its doesn't have to be about paying many of these people as many are glad just to perform for free to get the recognition. You can also email entertainment management companies with details for responses. Many entertainers like to attend for free to get more recognition for themselves too.

3/. To get more interest there are options for some events by offering some small cash prizes and even create a notable town trophy award like say the golden Banana as an example which represents our area. The idea is there now so create your own symbolic award and trophy.

Setting up say a regular Buskers festival rather than say just one per year would create just as much interest as one major one costing our town too much. I suggest at least two per year. And we use volunteer guest singers and performers and even offer a prize in say a few groups from kids to adults. Bringing it back to what its meant to be. Great amateur fun.

Even have a semi pro competition which can take place in and around our clubs at night where performers can dual out for each competition over a couple of weeks or even longer. This will give people options to stay in our town longer. Or come back each weekend. The spending carries through. With say a \$500 top prize and trophy. Performers would be happy with that.

Other professional music events over long weekends or say over the Easter weekend using the \$5,000 input plus business input and sponsors etc could generate massive people through the town using paid performers. Offering say \$500 payment for each. It won't attract 100's of known performers but we don't need 100's. If each performer does up to a two hour show that's great value for the people and not bad pay for individual performers. They could rotate say every 20 minutes and that could be varied to suit.

So people get varied styles over a whole day. We're not at attracting performers for massive rates because its about general entertainment for the public. Some will even do it for free. (I've been a performer for years so I know this.). You just need to advertise well in advance and get entertainers booked and committed for each show.

You could perhaps suggest some hotels to organise some low cost accommodation and meals as part of the deal with the \$500 fee. Its really not that hard to put some packages together. Sponsors like the RSL and hotels could be approached etc. Lots of options there to make it attractive to get entertainers to show up for a few nights. Meals aren't always that expensive.

Outdoor performance venues. Brelsford Park converted stadium to a large stage and outdoor showplace could be used over regular weekends. This could be done several times per year over standard weekends. Think add ons.

"Buskers In The Street" - several times per year. Suggest one every month. You don't have to pay them anything. Just screen them beforehand and get dvd's or online website recordings like from Youtube of what they do. This can all be done at no cost by event organization volunteers. Cost the town \$0.00 Attractions and entertainment for free. We need to fill more of our empty streets and shopping malls. Make videos for Youtube from these regularly.

The Skate Park.

Have some skate competitions and offer up to \$2000 in prizes. New skate boards (Buy wholesale or on Ebay beforehand) , Prize Money in \$200 categories. Different age groups to open. Trophy's too. 3 times per year. Lots of prizes and trophies can be offered at low cost but still make it attractive to kids. Bikes, skateboards etc. Make videos for Youtube too.

BMX Track - At Brelsford Park.

Same as above concept. With some cash and trophy prizes instead.
3 times per year. From kids to open ages as with skateboards. Make videos.

Meanwhile all these low cost events are bringing people to our town and most are non profit classified which means only a low cost to the community but big entertainment factor and returns back to many businesses. I think we could just about event out every week on the year and may even have multiples.

We Need To Attract Many More Water Sports For Other Weekends.

Okay we have a great bay area so this is what I propose for other weekends.

Sailing - At least 3 small class sailing competitions per year. Non professional so the prizes can be well within our \$2,000 limit per event. Say 3 equal amounts of cash and small trophy.

Speed boat races - 2 events per year. with say \$800 prize money.
Can be viewed from the pier and Jetty areas. Make videos.

Superboat challenge - one per year. Prize money usually 2 classes.

Speed Boat Trick Skiing Challenge - One per year. First prizes for male and female \$700 with trophy or Medallion. Under 16 - \$400 with trophy or Medallion. Can be viewed from the pier and Jetty areas.

With all of these town events look for sponsors to donate some extra prizes as well as cash. They can even be meal vouchers. I hope you're getting the picture here now. It doesn't always have to be cash prizes for every event. Approach large retailers and the service industry as sponsors for prizes.

Canoe Races Up The Coffs Creek And Back - first prize a canoe, non profit. You have \$2000 to play with there. You could use hire canoes and people can bring there own and run 2 heats or as required as many will want to be in it perhaps. Lifejackets compulsory. Follow safety procedures with any event etc.

Coffs Creek Raft Race - Anything goes. A crazy day of many races using anything that will float. No paddles or motors. Its all people power. From bath tubs to whatever. Club competitions. Individuals. Lots of silly stuff for fun. All non conventional floating masterpieces. All material to be cleaned out after races. Lifejackets a must. Several prizes over the day of say \$100 to \$200 each. Non-profit. Include prize donations from sponsors. Get sponsors to take part in challenges. T-Shirts etc. This would have to be a crazy fun day out for the whole family and visitors. A summertime event. Pick a Saturday.

Novelty Kids events for the whole family at the foreshore. - Running, Easter egg stuff, novelty races, etc no cash prizes just low cost gifts and lollies etc.

Include competitions for the disabled as well. Run at Easter and other long weekends. Say 3 weekends per year. Plus over Easter and others.

Off The Pier Fishing Competitions For Young And Old - Prizes like new rods and reels etc sponsors can easily be found for this. No licenses required so get an exemption. Say 2 Saturdays of the year.

Sculptures In The Park - Professional event with \$5,000 in cash first five prizes \$1,000 each. The town gets to keep all the winning entries. They can be added to our town in parks and around town everywhere. If we can attract a grant for this we could increase the prizes some more perhaps. Run one weekend in the year. See how it goes after the first year. We need more town art. We get 5 sculptures back a year for around our town for use in town and in parks etc. Make sure they are durable and safe in the event conditions.

Singles Ball - Twice per year with a few bands etc. Organize a large building for it council run. \$10.00 per head charge to go. Mostly self funding.

Triathlon options keep the prizes to say \$500 first men's and ladies. Children's First \$300 boys and girls each. 3 Or more per year because we live on the beach. Or just offer trophies and sponsor prizes. Lots of options there.

Billy Cart Race - Find us a safe hill and we can close it off for a Billy cart race. Perhaps even held at the Big Banana? A safe course must be mapped out. Children say a few age classes. \$200 each and or prizes. Adults open section: \$200.00 Helmets required.

Mutton Bird Island Hilltop Run - Men's, ladies, boys and girls several classes \$200 prize per each and a medallion. Or even just medallions. You may have to use timed races and go by that 10 people at a time. Finalists run off at end again. Its all about bringing lifestyle and entertainment back to people and not all about spending the most. And we open these competitions up to all out of Towner's to attracting people for regular competitions. We need to also try and attract more combination kids and adult competitions. But they need to be random skill events where most are more equal chances.

Sand Castle Building perhaps at the foreshore. Offer low cost prizes. Say 2 yearly.

Drag Races At The Airport - A professional event sponsored for \$5,000.00 with other sponsors also involved and try and get a grant on top. There will be set up costs required for this. If possible a permanent area set aside for say one event or even 2 per year could be very productive for Coffs Harbour. These events can draw thousands of people and have a few classes down to kids.

As you can see I've already racked up many extra event options per year that could attract 1000's of people from far and wide. There are many more that can be added so get your event management team working on that running several events every weekend is what your aiming for and grow even more on that.

Iron man / woman / child Competition - Up to \$2000 in prizes from kids to adults. 1 per year. Summertime.

Surfing competition - Up to \$2000 in prizes from kids to adults. 2 per year.

The council needs to make use of grants as well where it can to use for these events. Apply for every government grant possible and have the ground work done in advance like proposal preparation etc. Even a rough main copy is a good start and you can just add finishing touches when you know more.

Surf Boat Challenge - \$2,000 in prizes plus sponsor gifts. One per year.

Beach volleyball competitions between clubs from out of town. 2 per year. \$500 prize per final section.

Dirt Bike Hill Climb - An annual event perhaps at the Big Banana? Up to \$2,000 in cash and prizes. Perhaps get sponsors and make this grow even bigger.

Mountain Bike Hill Climb - An annual event perhaps at the Big Banana? Up to \$2,000 in cash and prizes. Perhaps get sponsors and make this grow even bigger.

Dragon Boat Races - Prizes etc... Held once per year.

Easter - We need to have an ongoing Easter Parade coordinated through the schools. Businesses can take part as sponsors too. Have business floats too. Clowns, Buskers etc. Council contributes up to \$2000 mainly for advertising and leaflets. From the high school down to the market foreshore area. Floats and a parade. Organized by schools. Kids can dress up and have Easter hats and fancy dress etc. Finished off with Easter activities down on the foreshore etc. Including some side show entertainment, rides, games, food and lunch, free music etc. You could add an afternoon fishing competition after say 1pm to 4pm too perhaps. Easter Market stalls. Lots of room for add on events here. Its about keeping people in our town over days remember.

New Years Eve Mardi Gras - One of the biggest events of the year to be termed a Mardi Gras Celebration. Entertainment down at the foreshore at the new market area because it has the room, car parking etc and its away from the pubs as much as possible. Alcohol free for the whole family. Fancy dress, free give a ways for the kids, free soft drinks, there's a lot to be done for this. But you get the idea. \$5000 expenditure, plus sponsorship, plus some of the business event fund, and a grant perhaps. There needs to be 2 large toilet blocks built on the market site property permanently for all year round use and needs. Police on site checking for drugs and those over .05 with test kits at gate.

Arts In The Park & On The Pier - Artists and sculptures can sell and display their works in the parks and along the pier. Could be a Saturday. Advertising input only \$500

Some Words On Event Expansion - Our town museum if it has a proper expansion into a better display facility can be also used to attract many touring displays from around the world which can in effect draw substantial crowds to our town. You can apply for many of these through various museum and art sources. State or Federal Grants can apply to these sometimes bringing more culture events to our area. The Art Gallery the same applies. Then they need to go through the marketing machine to promote them. Very

Important to make them successful. Some touring displays can attract people from far and wide. Government grants can be used to secure them. The art Gallery and Museum area should get known as the **Museum And Arts Precinct** for promotional purposes and run the two together at all times. If you can expand the room for these do it because this is a big deal for people liking culture and displays. Many older people like this and attend. Definitely look at extending the gallery and museum display areas. Static type displays can be easier to manage too and return big time from visitors.

Shows - We need to attract more dog, cat and pet shows during the year that can run for a week at a time. So we need to entice clubs and organizations here with high quality facilities with highly discounted caravan park fees for those stay periods by registered members. Make up package offers from caravan parks to motels. People can come from interstate for these events and its a big deal in town returns. Getting people to stay say over a week of programs is a massive income for many in this town. They all have to eat, sleep somewhere and they spend in all manner of ways. Use sample bags.

ADD ONS - The trick is always to remember: "**ADD ONS**". **Every event this town runs can have something added on to it.** Offer discount food, a boat trip, a tour, discount picture / theatre tickets, meals and show from hotels. This is the business of marketing out our town product and services with all events. This is a multi million dollar untapped industry that most event managers never consider.

If you're going have hundreds of people here make it worth their while but also ours. Give them the opportunity to look at what we have to offer. They come here with money in their hands and ready to spend it. If you don't offer out what we have they go and we're left empty handed. **EVERY EVENT** no matter how small can offer **add on products and services**. Even pizza's. Have them delivered to the event or show. They're not expensive meals.

If there's a fishing event day on the pier organise retailers selling their product there along the pier, food services, drink sales - This is all **adding on** to an event. Surfing events have retailers selling their boards and products, food services, drink sales etc.

More on events: Naturally I haven't listed all the different sporting events and other cultural shows that take place during the year. Not all need to be funded by council - the Ratepayer because many may be done by specific groups and clubs. Then you always still offer the advertising marketing machine. Coffs Harbour needs to use its marketing and advertising machine to promote what we have no matter how small the event may seem. Even town fairs can attract a lot of people if people even know when its being run. Many events have come and gone in this town and most people are none the wiser because the level of marketing was close to non existent.

You can't just rely on newspapers or word of mouth to spread the word about events. You need to use your towns full marketing machine every time. Use all media and go all out to spread the word as people will tell others too and we get a greater town income and people will come back every year if satisfied.

But Coffs Harbour as a whole is missing out massively on attracting hundreds more events by not understanding the concept of marketing our town out for that purpose. Our facilities will improve also once this starts taking place because it will bring a lot more wealth into our town.

There's no need to always sponsor each show with money and many can be offered accommodation discounts for instance and naturally be part of the free council marketing package. Every event in Coffs Harbour should be part of the free marketing program. This is how we draw people back to our town. When you offer discounts from other businesses to draw people here always remember this is the key to getting events. Making it affordable for people to come to our town in particular.

Offering more than say other towns would even think of is the step to securing more events. I'll mention more about **Printed Town Dollars** after but this is another way to attract people to our town. We need to make our town facilities open and easy to access and offer discounts and specials to as many things as we can. We must declare our town very open to business and events. Once we have the events coming in and people are satisfied with how we operate we can work on repeat business. A rough sample one provided at the end of this report.

Karaoke In The Park - Brelsford Park could run all day on a Saturday no prizes required just supply a DJ or use own equipment etc. You could offer some gifts from sponsors. Cost \$500. Free entertainment. Sausage sizzle for lunch & other food vendors.

Music In The Gardens - 11.0am - 1 pm Every Sunday Music and picnic options at The Botanic Gardens Sound Shell and at the new Japanese Building section. Two locations for music. From classical to easy listening styles. - Every week no costs except it must be advertised. Free to all performers by booking in advance and submission of material samples. Electricity must be provided there for their use. Performers can book multiple uses if space is available. Entry free as usual. Not excessive loud bands.

Around The Creek Run - An annual event in several age classes through to adults. A \$2,000 outlay event in cash and sponsor prizes and trophies. Open to everyone. This could attract a lot of interest from others outside of town too.

You can just add to this list all your existing shows and formats you already have if they're affordable to run. Always keep a record of all your events with their total expenditure and make sure you stick to this spending plan. The day you slide off the rails with spending your town will end up in compromise and you'll be back into past practises again and that's a direction most towns just simply can't afford over time.

Always stick to the Blueprint plan. Naturally in years to come an indexation may need to be added to these base spending figures to make up for changes in purchasing power but that should be regulated by a governing body rather than ad-hock individual operators.

Clubs like:

Car clubs, Gem clubs, Pet Clubs, RV Clubs, Collector clubs, Horse clubs, tennis clubs, chess clubs, golf clubs, sporting clubs and list is massive they can all be attracted to our town. We are so lucky because we have a caravan park right here in central town with our Showground. Its the perfect stage for hundreds of events all through the year. Any sport can just about be staged here so keep that in mind and look at contacting clubs and be ready to offer cash prizes for the winners. Add the accommodation deals with that too. Always refer them to the website to arrange a new event booking and set form. You're going to need many forms on a good event website.

- One to suit each individual event.
- One to suit an event for set up.
- And whatever other forms you may need to set up for.
- Many forms will need to have full payment facilities included.
- They may need to be interactive.

Nearly all clubs in surrounding districts within say a reasonable travel time should be approached on a regular basis at least once per year and make sure you get responses from them so you'll have an idea of the number of people involved. This is a full time job to do it right for our town and not many will have the ability to do it right. Its very time consuming and lots of details need to be investigated beforehand and during each event.

Just one club example:

You offer the club up to \$2000 event grant prizes for an interstate event if they can set one up to have here yearly. Everything is based on people numbers so you need to establish the interest level in the community and the amount of people coming and forecast its worth. This can be reflected in what you offer each club in prize money for instance. All money offered must be verified as being used for its selected purpose.

Organize accommodation at Caravan Park and make up package deals.

From units to having their own caravans, and motel options.

Let them have use of the Showground sheds as required.

If its organized they're then entered into the free marketing program which includes everything from social media, schools, websites, Free community TV & Radio, email marketing to those on your email lists, and you use the highway light boards when the time is near. The marketing machine is important to attract other people to our town for each of these events.

We need to coordinate club events for our town so we can market them. Find out how you can assist them to facilitate their shows, events and get together. Offer them the funding levels and advertising if they require it. We need to meld all of that into our town marketing strategy. We in theory should be marketing multiple events every week of the year without exception. From music in a park to major events. So far Coffs Harbour is only tapping into 10% of what's possible. That means there's room for another 90% of improvement.

With accommodation deals we need to reassess all that to work with the caravan park in that a fund needs to be set up taking a small profit from all events staged from site holders and put into a future building fund for extra new buildings at the showgrounds.

Say \$5.00 per site holder per day. We also need to make sure the caravan park offers discounted sites for event holders on that stay there. Just keep in mind if we didn't bring about all these changes they wouldn't be getting that trade to start with.

So there are a couple of very important issues that need to be organised and permanently set in place.

Discounted stays for event holders. This will be extensively advertised to the clubs and groups to attract them here. Most should be advertised for special week, long weekend and weekend stay rates. This is a very big deal to get people here. We have to make it very affordable. Don't forget these people will spend throughout our town.

And the council needs to get a \$5.00 per booking return per day for a future building fund to replace older buildings and build new ones as required. Grants could possibly be added too?

We could use an extra pavilion and replace some of the shoddy other buildings to make the showground more first rate for all the different attractions we could get here.

Nearly all events will have some basic things in common that are required. Public toilets are required near every venue. Food and drinks are required at most. Then you need to look at indoor and out door events. Availability of buildings they may need. The list is long and detailed but I won't go into that now. Many will require affordable accommodation. Its your job to provide all these options. Make sure you don't cross over events at locations because if you've done your job right our town could be running several events every week of the year. Lots to think about there.

The Council - Town Event Management Team

Need to be proactive in the town. They need to make it their job to ensure we get visitors coming to this town even if its only related to a specific group or event. You need to target that audience with **The Marketing Machine** "every time" without exception. This is where most towns miss out on overall income. They may have many events but they're not drawing real crowds or target crowds. This is one of the most crucial parts of event management.

If its a specific club for instance you contact other clubs throughout various states and let them what's one and make them welcome and offer them packages to entice them to stay here over that period. Even an extra 10 people can be a lot of money extra for a small event or show over a week period.

In the case of Coffs Harbour this is just about true in every instance and I know this because I film and make videos of many events throughout the town. You can't consider the people being part of an event as being the visitors and crowd. They will come even if you don't advertise because they are the event.

You must attract the **add-on crowd** relative to every event staged in town.

Not just depend on the event people themselves and their few friends that come with them as has been the case with most events staged in Coffs Harbour and most other towns. If you don't use your marketing machine your not trying. If you've used your marketing machine you've at least done your utmost to get people to your area. Most towns don't have a complete marketing machine system in place and this is where all miss out on overall town income.

The Car Rally - Example

Lets start with just by looking at just one of our major events for a start as an example. Lets also be clear this is just one event.

Next year we could use the railway land at the Jetty.
Using resources from the Rally Australia we should negotiate a better deal so we get something left behind that we can actually keep and use.

We get them to place B-Grade gravel along the fence line of the railway track for car parking. (Future railway side) We keep the gravel there as part of that deal. New infrastructure number one.

Number two the main staging event area at the car boot market area which is more than large enough to accommodate all as before. (Future market area.) Again they line the whole area with B-Grade gravel base and we keep it as part of the use. The whole area gets cleared and cleaned up for our future use. New infrastructure number two.

This is about getting something to anything back as a physical advantage for our town. Visible returns as part of an event.

We already have gained and this is just start. They must pay for new green bins around all, those areas and they stay there as part of that deal.
New infrastructure number three.

We would also try to add some sealed paths there too but that may not come with the deal. Have to negotiate that one. Don't forget these people have their money resources as well that's been set aside to spend no matter what. We may as well get a portion of that. They will tax that off either way so the town should benefit.

We need to set precedents that if extra large events are held in our town we have to ask what's in it for us as well? We need to look at specific goals and gains in the form of physical change. I length of footpath for instance where people will walk. A road crossing. Permanent rubbish bins along a section.

Anything and everything we can gain from holding such large events can easily be negotiated into such a plan. You may think these are only small thing gains for our town but in real terms they are gains of stuff we never had before hand. Even better signage counts.

When the Olympics are held towns get massive new infrastructure and we wont get that but we can get tiny versions of it even if it only seems incidental.

Perhaps some strips of sealed footpaths, some extra parking areas, little things can add up and aren't too much to expect or ask for in return. We just need to lay our cards on the table and say okay we're offering you a great venue. "I'm sure you won't mind leaving some of the works done behind for our town to use as a reward." This is more than fair trading and it's about perspective. Also keep in mind these events can also choose to go elsewhere at any time so we need to make sure we also get something back even if it's only a small token of their thanks.

Coffs Harbour needs to build infrastructure into its larger event programs no matter how small it may seem. Because these are improvements for our town.

This event is clearly classified as a Professional event and so we no longer use ratepayers' funds for such an event. Other than the \$5,000.00 input grant.

A commercial grant subsidy of no more than \$5,000 per event of this size would be established toward any set-up costs involved.

In the case of a very large event such as this a government grant should also be sought to reduce the burden on local ratepayers. As well as sponsors, selling advertising and there are many other means of raising capital from sources other than that of ratepayers' money.

More money is also taken from the tourism body group of businesses which will benefit them back the most. The amount taken out of the fund must be determined by the number and cost of events per year. If the events are too costly to organize and manage from the total of funds set aside from all sources then one has to question the real viability of then staging such events. This is where we currently come unstuck and lose the town too much money. This is why we have a set \$5,000 ratepayers grant and all other funds must come from other sources.

This may seem like a hard system to work within but it's practical and workable and more importantly operates within our means. It still gives the whole town events and in most cases I can show ways of how more events can be added with this more affordable system.

If events cost our town too much it's not worth the return and we'd do better concentrating on having more regular low cost events as all ready laid out. Bigger isn't always better. Regular events are better than just one or two big events. That brings in a constant stream of people and makes our town more popular over time. Always try and get something from large events to benefit your town in the form of infrastructure no matter how small. They have money set aside for their expenditure set-up and many times it can cost them more to remove some things so try and scrounge something more from them. It's all business and your event management team need to be proactive in this area.

Advertising Events In Coffs Harbour

No event will have much of a return to the people or town if they aren't marketed properly. Well things have changed and we have the Internet these days one of the best free marketing resources in the world.

We need to use social media like **Facebook and Twitter** to the extreme.

Using the above formulae you'll understand we'll be running events and multiple events over every weekend of the year. In fact we need to make it our job to become known as The Event Capital Of Australia.

The business event fund needs to organize advertising rate space with newspaper for online and print advertising for all events for the whole year. Council would put in \$5,000 into that fund. We'd be looking at getting say a quarter of a page for every paper printed over a year. Any event the town holds will be advertised within that space from the small events to the larger. If a grant could be added to that then that could be increased.

For all non-profit events we need to use **free community TV and Radio** options many of which are free to use these days under community announcements. Even the newspaper has sections for this as well. So we double advertise for many in these spaces "as well". Using our weekly paid section and under community announcements and what's on in the paper. Working with the paper more will give you better free deals as they too can sponsor our town better with extra space.

School newsletters need to include all these weekly events so we need to coordinate with all the schools and donate some \$1,000 worth of library books each year as part of this combined inclusion.

Naturally we have many town websites that we need to also get the town event program added too. You currently have a big Issue with this in that you need to provide an event calendar page online so websites can permanent paste a banner on to their websites so people can just click on it. Its very easy to do. You just post all the info on a set same page every week in advance and pass that permanent link Url on to website holders. They never have to change a thing. Its all changed online by the event committee. This is really simple stuff.

For example I run two Coffs Harbour Websites - At Coffs - www.atcoffs.com and Coffs Online - www.coffsonline.com Both of which can run the free event page for you. I just need to the link yo it and a banner and link on the site can be placed to it. This is real basic website stuff. You make up a banner and pass it on to all website owners as well as a page link with it. Some may permanently post the one or both.

There are also free to use Forums and I run one of those like:
Coffs Harbour Forum -http://groups.yahoo.com/group/coffs_harbour/
The council or event committee can post every event of there free as much as they like. Its always been free to use. Nearly all the Internet options are barely used by Coffs Harbour at all and most are free to use.

Social Media - You need to set up a town Coffs Harbour Entertainment Facebook and Twitter page. Keep those adverts rolling through social media everyday. Its not hard you just have to copy and paste them in and always add a relevant photo or video. You can create a video from photos and use them like a slideshow its really easy. Reply to questions.

They need to set up a Coffs Harbour Youtube Page where they can display videos from all past events. I've been displaying many I've made from Coffs Harbour for years now on my Youtube page under a Coffs Harbour Playlist.

Its here:

<http://www.youtube.com/playlist?list=PLNqek-dZ8qv-EKDfyPbCkRnX0SScOhIIH>

This is all free advertising and most towns don't use hardly any of it. As it should. Remember you can easily make videos from photos too.

Little to nothing is currently being done to promote anything in this town. Using my revised spending system for events you'd notice that could all change but you need to stick to and not be tempted to put money on the line anymore as you've done in the past.

Coffs Harbour stands to make millions extra and save millions every year with these programs and plans in place. An entertainment committee set up by people that don't have a financial interest return from events is a very important matter for Coffs Harbour. No people with return interests because they will end up being biased with decisions. This is a big industry for Coffs Harbour so don't stuff it up by having a few greedy controllers. Its needs to be independent of business stake holders. Very important.

As is the setting up of a central booking agency through our tourism information outlets. People need to be able to ring one number and get accommodation. If we can't cater well for the influx of people during all these events we may as well not stage any. That needs to be organized really well. They are usually set up with accommodation houses paying a small booking fee for all bookings obtained through the central booking system. We have to run a tourism office anyway so may as well get a small return toward paying for that too.

You can use **Internet free phone service** now as part of your NBN Internet plan. Free local calls and free STD calls. So you can always work with free phone calls which is a good saving and very handy for the accommodation businesses.

Under my Coffs Jetty Plan - http://www.coffsonline.com/Coffs_Jetty.html
You'll notice where much of what I suggest is melded into those programs like that of moving the rail station over to the other side of the track and combining a new tourism hub for our town with that. Tourism, bus terminal transport, trains, taxis etc. We are a city but we're currently not planned like one. Parking along that whole area. None of this is high stakes development and its all possible to do and quickly.

We need to set up at least one light sign board on every arterial entrance into Coffs Harbour from either direction and major diversions used a lot. These will run 24/7 advertising every weekly event on in this town as much as possible.

Our tourism branch is archaic so we need to get screens operating in their as well while people are standing there they can read it. It can be done through a computer using a couple of large TV screens.

The screen projector like in Coffs Central on the escalator is another great system to use at both our shopping centres. We need to advertise every event from the smallest to the larger. You need to think of ways to put these around our town in prominent locations and run them day and night.

Don't forget the school newsletters are a good source for spreading details.

Get an electronic Billboard set up somewhere like on the Beryl street corner and get it working? Near the corner of Orlando Street? Electronic advertising is adjustable every week. Near a traffic should always be considered as it gives people time to take in the info.

Marketing of events is an important factor as to their success. I filmed many Coffs Harbour events and many are the same. Lots of competitors may show up but as far as spectators and visitors those numbers are close to non existent.

The Small Checklist

- So you need to use the social media and let that grow for you.
- Increase your email lists and bulk email out invitations for events to those who have agreed to take your emails.
- Use those school newsletters because they reach the parents every week. Always include email addresses for events and the webpage.
- Advertise in The paper with some paid advertising.
- Use the free community noticeboard in the paper, TV and on radio and social media forums.
- Contact clubs by email and through social media websites.
- Use as many local websites as you can to get your town event banners and links to your events website page.
- Keep your weekly events well up to date and set out on the web page so its easy to understand and find.
- Have a strong backup contact so you can answer emails even on weekends. People always travel at the minute.
- Make sure bookings are available in advance.
- Include free offers with every email you send out like free town Cash Vouchers. Let people print out their own. You can predate them from a template. Don't ever get caught without any by hand.
- Make sure when you try and attract new events you study up on their personal needs first so you know their needs for onsite.
- Make sure we can deliver those needs so we don't ruin our chances of repeat events.
- Always try and get them to commit to the next event at our town. Bribe them with discounts in the way of Caravan Park Accommodation or special discount packages for accommodation. You need to know what you can offer upfront. Don't offer if you can't deliver. Liase with accommodation sources beforehand. Then make the offers. Remember you may be able to offer a little more leverage from your event budget as part of each deal. Learn to be a good negotiator.
- Keep track of your invitations because these are your clients now. You will get more knock backs than acceptances which is very normal so learn to live with that and get on with it.

- Your event website should have a solid booking service built into it so you can accept people by an online sign up form. This saves wasting valuable chat time. If people can see what's on and just sign up for it you have an instant response. Include things like do they want you to book accommodation for them. Include the rates on the signup form.
- You're going to need different sign up forms for different events so make sure they all work and test them yourself from home. If you don't get replies because the form doesn't work you've lost the whole event.
- Always refer people to sign up on the event website. Because once they do that you'll have their contact details, and email address.
- Make sure your website has a disclaimer stating that you'll keep their emails to notify them of future upcoming events but they can remove themselves off that list at any time.
- Make sure these online registrations are not too long but detailed enough to cover each event.
- If they want you to book accommodation on their behalf you'll need to confirm that back with them by email and collect an online non refundable deposit. That amount must be confirmed with accommodation providers in advance and printed on the sign up form.
- They must be able to a receipt online back through say Paypal or by credit card payment.
- You're going to need a really good event website with lots of extra info about our town including photos, information about what's here and in the area, list public transport, a history and information about every event that we host.
- Contact info must be real clear and someone must be available to answer questions 7 days per week by email. By phone as well in Business hours. Know your jobs and don't put people off through passing the buck when they want direct information. It shows you don't know your jobs then.
- Make it your job to find out the direct needs of event planners for in our area. This is crucial to make things run smoothly. You need to be able to customize to the needs of these people's event.
- If events need to be paid for by attendances then that needs to be automatic through the website with clear refund details posted and operational on that form. Bad feelings leads to a bad reputation in the future so plan online payments really well including options by Credit Card and say Paypal. Sometimes people have to cancel so be prepared to refund.
- You'll also need to be able to take manual over the phone, credit card transactions for events and accommodation. And do refunds the same.
- Computer software can easily automate most of this job for you but real people still need to be able to operate it all. Make sure you can always access tech support at 24/7 notice for your computers and have a back up plan and backup computer to take over if something goes wrong.
- Always use a couple of spare hard drives to back up your work and software for transfer at quick notice.
- Make sure you know how to set up for each event well before time and you have the skills to carry them through. Know your jobs.

These are just a few components of running successful events. Coordinating events with the needs of each group involved is crucial to the success and

getting repeat business. Always try and get them to commit to the next without fail. If we don't get it then it goes elsewhere as well as the income it brings to our town.

Learning to approach others to successfully get sponsorship for events is another crucial area that needs to be followed up. I can't cover everything here as that's a course of teaching on its own. But needless to say always remember that term: **This Goes With That**. It means learn to associate product with all events and then approach those product suppliers, makers, distributors and retailers. And try and get them to commit whatever they can and always again remind them to take part again on the next event after that. It doesn't have to always be money as product and vouchers are just as good for prizes and rewards.

Community Event Fund

Generating more events per year will give a substantial rise in income for many businesses so it's only fair that those that benefit the most then pay toward that ongoing success.

We're not talking thousands but more like a few hundred dollars per year which is considered a tax right-off for most businesses. That money would go into a Community Event Fund which "must" last a whole year. It's an advertising expense. The total expected for each business should be determined by the Community Event Fund Group. But I would say \$300 per business would be a good starting point and perhaps indexed every year.

So you just can't strip it bare on say one event when most likely many events will return all those businesses much more over a whole year.

How it's divided should be determined by its members but one would assume they'd have to rate each event based on its expected return back to the business community as a whole. So no doubt a percentage rate would be established in the end.

The money used from this event fund could be used for non-profit and for professional events. Any event established as offering a good return back to businesses would be worth supporting.

Support Can Also Be In Other Ways Like Providing Sponsorship.
Providing Goods And Services.
Discounting Accommodation.
Taking Printed Tourism Dollars.

About Prizes

It doesn't all have to be about money for prizes. But we all know it's an enticement for some. You need to look at securing regular sponsors for all events where possible. They can be in many forms.

Say for kids events it could be some vouchers from food stores and toy prizes bought from stores or from the Internet where they can be purchased cheaper perhaps making our dollar go further enabling more giveaways.

Some events you can offer product rather than money to match the event like say fishing rods and reels. Some could be sponsored gifts or you can buy them from the Internet or at cost price. There are lots of options to expand upon in these areas. Young kids are easily please with small gifts and its better to give away more than just offer money all the time.

Skate boards and bikes are always good prizes and they're not that expensive if you buy them online or for compatible cost prices locally if the dealers can match those prices. We need to make our dollars stretch to the best possible value and not to line someone's pocket at the highest prices. Something you should also remember when handing out contracts for anything. We're paying too high for most things in Coffs Harbour so shop around and get the best deal or get locals to match if they can or they miss out. That's fair business trading I'm afraid. Prizes I've listed are just guides for now.

Printed Tourism Town Dollars

I think I've mentioned this elsewhere and this is a great tourism selling point to get events and people to our town. Every specific group person in an event could be offered a printed town dollars voucher for say:

\$5.00 discount for accommodation per room or caravan site Or
\$2.00 off per meal per person or
\$1.00 off for a drink and cake or
\$1.00 off for fuel over say \$40.00 or
\$2.00 off anything in the store with purchases over \$20.00
One free ride up to \$5.00 value.

Businesses taking town dollar vouchers could display a small sign etc. Keep in mind they are only given to people that are part of specific events. They can be distributed by mail to specific groups and made available at the tourism centre subject to verification of their group. The vouchers could only be used and valid during the period dated on each voucher. All for use at participating businesses. Don't panic about these vouchers regarding individual prints.

People get one voucher with all these options printed only on one voucher. So they can only get to choose one of these options. You can adjust the concept of the above to include more or less. But keep it all just to one printed voucher with spending options. Leave room on there for a printed use by date. It can be done with a date stamp. How many you give people is your choice. I'd give one per adult if it were me. You could offer one for every day of each event. You decide on that. But don't let people abuse the system or business / retailers will just back away from it very quickly.

You can print some disclaimers on the back of the form in fine print.

- Like for accommodation one voucher per room or site only.
- Can only be used by the specified date here on.
- Cannot be used by minors unless accompanied by an adult.
- Cannot be sold or transferred.

This system could operate for years like this offering discounts. You could extend the offer to specific shows as well by offering say a free ride on some things. I'm sure you have the idea now.

- Always offer these vouchers with every event we have and mention it in all contacts because its a bonus attraction to our area.
- Include our Central Booking phone number.
- Always try and confirm the number of contestants coming to take part and from where.



You can design your own town dollars like this to use as you like and offer specific free giveaway's to attract people to your events. Add to sample bags. Try and get retailers and businesses to participate in the Town Dollars Voucher system. You can keep the printing really simple and just photo copy quantities off and cut them to size.

Just make them in black and white if you like and photo copy several on a page and cut them down from there. Try and always add your town event url on the back or bottom in small print as well. You can just rubber stamp the use-by dates on them. Your town logo too.

We need to organize a free bus too and from the centre of town in a city circle run every half hour when major events are on. Park beach Plaza, City Centre, To Jetty Events area. Only for specific events where needed. Get people to our stores, hotels, restaurants etc.

We need to get more twilight openings for cafe's in Coffs Harbour for certain events in the summer months or as required all through the year for major events. Get people buses to them. Offer the town dollars vouchers too.

If you look at including much of my Jetty ideas then we can expand on all of this more as well. REF: http://www.coffsonline.com/Coffs_Jetty.html
This is just a start to what we could achieve in the first year of operations. There's a lot of work to do in this area and its a full time job. But keep in mind it can generate millions of dollars for this town. But all former methods of spending on events must stop.

We can't say sponsor the Jetty Theatre or a football team for huge sums and then expect to have all this as well. We many loose some of these so its up to

those specific groups themselves to find the funding above the \$5000 limit per year set by Council.

If an event is agreed to be replicated for more times in a year then that funding would be reproduced to that amount but it has to show its giving back the return it deserves. Most events would only run up to 3 times per year as I've written in this guide. Most are just one per year.

Not replicated for each performance from like say a theatre. It would only be one per year only. This is how we can finance the many others as listed in this report because we'd be saving hundreds of thousands by not sinking this money into these black hole events and uses. Coffs Harbour can't afford that at this stage. Maybe one day we can but certainly not now. Many events may take place on same days of the year and we need to balance and match those to suit so they don't grate against each another with resources of whatever concerned. Some can be held morning and others in the afternoon to make a better full day of it all.

Food is a big issue at events and Coffs Harbour has a lot to learn with this. If have an event/s stretched over a day/ weekend we need top make sure food vans, Public toilets are services are provided to high standards and at reasonable prices not that people are being ripped off by unrealistic prices.

May I suggest you make some deals with Rotary and other such organizations to provide barbeque foods at low affordable prices working on turn over rather than rip off prices. We want people to come back to these events and honestly we'd almost be better off giving away almost cost price food and drinks to keep them coming back. The word spreads very quick if we're too expensive.

Hot dogs and barbeque sausage sandwiches always kept at \$2.00 each or less. Organize drinks as low prices too because its not on to over charge crazy prices when supermarkets are nearby. So do the right thing and get that right. People hate paying too much and they wont forget and wont come back. This is a very important factor in having long term event success. Reasonable food and basic drink prices. If they can't supply this then let the council supply this at cost because this is too important to ruin. If you taint one event you may just ruin the chances of all.

The mentality needs to change for all these events so we can become the **event staging area on the whole coast** permanently! **Always Provide Low Price Eating At All Our Events Where Applicable.** Example: Like at beach events. I've only just touched on tourism promotion for Coffs Harbour in this report and there's massive scope for much, much more. Most of it is about opening up more opportunities for more operators too.

Using things like my Jetty Plan and expanding upon that will bring thousands of more people here with the 4 day market concept. With that you can add numerous tourism packages from business operators. Coffs Harbour has only touched 10% of its tourism potential to date so you can imagine another 90% of tourism wealth coming into our town week by week would be a massive boost for our shire.

Promoting Our Natural Feature Tourism

Coffs Harbour has some of the most unique nature and natural features in tourism that we have been blessed with. But like so many things we've let them be squandered by misuse, negativity and complacency. My Coffs Online website - www.coffsonline.com points this blatant destruction and ignorance that's plagued our area for decades.

I won't go into it all because you can use that website to access all the things that need to be done especially in areas of keeping our streets and waterways clean. We need to budget for this big time and put a set figure from our environmental paid rates into that. Keeping everything presentable and tidy. Our natural environment is just as important to us as every event this town stages in the future. Our nature is our future. This has nothing to do about being a "Greeny" or environmentalist as I'm neither. Its about common sense and just keeping our town respectable and clean. We have a dirty un-kept town. You can only see this is you walk around everywhere.

Promoting our natural features and we have so much here is no doubt another 20 pages so I'm going to just try and skim through most and generalize as much as possible keeping it short.

All we need to do with **Natural Feature Tourism** is promote and advertise it and keep it clean and respectable. Its the best list of events this town has to offer.

This means promoting places like the Mutton Bird Island walk.

The many bush track walks.

The mangrove walks.

The fishing - If we can clean the Coffs Creek right up and our beaches.

The swimming.

The surfing.

The beaches

The boating.

The all year round good weather.

The shopping - We need to improve on this but that's another huge report.

The markets. - We need that 4 day market for tourism.

The areas on the beach for walking dogs.

The nudist beach.

The playgrounds. - Many need an upgrade to cater for more ages.

Add exercise equipment options to some of the walks. It can be self made.

Nature photography - Look through my: At Coffs site - www.atcoffs.com

The Skywalk.

Not just in central Coffs Harbour but also within our whole shire.

The tourism complexes - Big Banana, butterfly house, pet porpoise pool, botanic gardens, art gallery, museum, we need many more. We could add a small free animal section at the Botanic Gardens. Low maintenance animals that can look after themselves more so like small natives, peacocks, small roos, some guinea pigs, etc Kids love this stuff. And it brings people back.

Our Botanic Garden is a great asset for our town and most under utilized. We need a walk bridge access from the end of Marcia Street. There's an area

there now for car park which can be used. Have much better signs off the highway to it too. **Most towns all fail the sign view ability test.**

We have the chance to build much more on natural feature tourism by feature adding using private enterprise like that of helicopter rides from the rock wall area, boat rides around the area, super boat rides, fishing trips, whale watching, tram rides along the foreshore, more things for kids and the prospects of value adding to what we have and letting people see those things has many options for expansion if promoted. **Always think Add-Ons.**

Investigating and improving all these areas is a book worth of requirements but its our lowest cost tourism asset other than the maintenance factor for it all which has to be paid anyway. We really need to look at the way we maintain our town. Its very shoddy at present. We need to change work practises and spend a bit more time at each location doing more basics first before the mowing starts.

Like picking up branches and rubbish and disposing of it straight away first. Then cut the grass. Nearly all our grass areas have become stick fests. And they get littered with broken glass and chopped up rubbish. Clean first then cut. In most case once the change of program is in place it may mean an extra half hour over a large area. But at least then the area wouldn't be ruined. We need countless more seating along walking paths and it can be made from fallen tree stumps which is less prone to vandalism too. They only need some flats cut along them. Use the fallen logs that are already there for it.

Signage around Coffs Harbour is pretty hopeless. Another gig report area but as a summary get the men's shed to make up walking track signes that can be attached to waking trails and throughout our streets leading to and around the tracks. Its not such a big job to do that. Walk all the tracks first and then image you don't know where to go next and look fro where the signs have to go. We can't tourism sell our walking tracks to people if they lose their way. Even basic signs like: To The Jetty, To The Beach, Follow the arrows, Caravan Park Signs, RV - Caravan Parking Signs, Dump Point Sign, Bigger better brighter signs, etc.

We need to fix all our pedestrian road crossings they aren't safe. You're saving money from this report so use that extra money even just for the next two years to make the improvements as outlined in Coffs Online from sealed footpaths to crossings and better rubbish bins where needed.

Spread over a whole year this report can make a big difference for Coffs Harbour if you have enthusiastic people available to do the work in the right areas. They don't all have to be paid employees either.

There's so much more in areas of tourism that really need to be thought out as well like:

- Rating Tourism Businesses.
- Tourism Levy - Paid by all businesses usually only a small yearly rate.
- Event Levy - Only Paid By Tourism Rated Businesses.
- Associated Tourism Attractions.
- Static Tourism Developments.

- Packaging Tourism.

Every rated tourism business should become a tourism advertising point for the whole town with a rotating DL display stand of leaflets promoting what we have in our area.

We need to organize each associated town within our shire and incorporate their events in those areas too.

The tourism levy for business is also there for the council to use to promote our town through all the media outlets already explained and the use of 24/7 light message boards around the town. It would pay council to buy their own permanent units with the colour options for ongoing everyday use.

Expensive TV paid Advertising would go under the Professional Event status and therefore should be met by the business community or event organizers of that profit making venture. We are not there to pay for huge advertising expenditure.

Always remember council needs to stick to its policy of fixed costs no matter what the size of any event. If it's going to cost above the projected amount needed then other sources away from ratepayer funds need to be sought. Otherwise you don't take it on because it will most likely be gambling with a ratepayer loss.

Tourism Levy - Paid by all businesses usually only a small yearly rate. This covers "all" businesses because the people you as a council draw to this town in one way or another will generate some income for all traders. Even from people that come and set up home here. You could even replace one of the environmental rates with the tourism levy to say \$6.00?

Event Levy - Only Paid By Tourism Rated Businesses. Used by tourism traders to finance professional money making events and ventures. They govern the use of these funds through a **Business Event Committee**.

Council needs to detail **Tourism Rated Businesses** so then they can form their own operating body of management working in conjunction with council. Remember council only contributes up to \$5000.00 per professional event and the rest must be generated through the:

- Event Fund
- Individual Sponsors
- Funding Grants

Council is not there to put money into every professional event. Every event must be able to demonstrate its worth back to the whole community. Don't forget its community use money.

The council provides access to its marketing and promotion machine as already outlined using all its resources for all events throughout our town. This is paid for through the town's tourism levy.

Tourism Rated Businesses

Are far and wide not just the most obvious like accommodation and Tourist businesses. They also include businesses like: supermarkets, cafes, petrol garages, taxis, entertainment venues, portable food vendors, caravan parks, bottle shops, etc. These are all people that benefit greatly from an influx of people to our town via tourism and promotion. **These are the profit makers and takers.**

Its only fair that these people that make these profits contribute and pay toward their own advertising, marketing and stage of profit making town events. These people also make profits from the non-profit events too because they also attract people to our town and spend their money at these places.

Council must establish boundaries for Tourism Related Businesses so they can become part of the ongoing event programming management team of businesses. They must form their own Event Management Team to allocate spending based on merit for each event. They must use their funds wisely because they must support their own cause and effect for the success of each event.

Some of the larger operator may choose to sponsor some events more than others because they may see a bigger return back in it for them. This is good business practise and only make sense. Business people need to be remind every dollar they put in and spend over time is fully tax deductible. Businesses need tax deductions just like sale and there's no better way to spend money on what makes you more money.

Shopping Centres

These are one of the people hubs and yet few towns really try and use that to their advantage. We need large event advertising screens in all major shopping centres to get the word out about what's on in our town every day of the week. Have rotating screen signs going all say to advertise the next events so you can increase the locals, currently you're lucky if only one percent of the total population attend. That means the rest just don't know what's on so need to need to use this and the rest of the marketing machine.

Coffs Harbour doesn't get enough people at any of its events and there's one hundred per cent room for improvement in that area.

Street & Road Dividers - When major events are being staged in our town street banners which can also be made of more durable metal for ongoing use are well worth using for drivers to notice.

Clubs

The following is just a basic list of clubs that should be approached on a regular basis to encourage them to attract both intra state and other state interest in having major events staged in our town yearly.

The council can offer packages put together from various accommodation options including basic grant money for prizes and let them know about the free Advertising machine package the council now operates with to help promote their event for this area to draw more interested people to their event.

Athletic, Australian Rules Football, Backgammon, Badminton, Ballooning, Baseball, Basketball, Beer And Wine Makers, Billiards And Snooker, Bird, Boating, Book, Bowling, Boxing, Bridge, Bushwalking, Callisthenic, Auto, Card, Cat, Caving, Chess, Church And Religious, Coin, Community Service, Computer, Cooking, Coursing And Kennel, Craft, Cricket, Croquet, Cycling, Dance, Dart, Dog, Drama, Ex-Service And Service, Fencing, Flying And Gliding, Football, Four Wheel Drive, Gardening, Gem And Lapidary, Golf, Gridiron, Gun, Gymnastic, Health And Fitness, Hockey, Horse Riding, Ice Skating, Indoor Sports, Judo, Karaoke, Karate, Lacrosse, Marine, Martial Arts, Men's, Metal Detecting, Model Aeroplane, Model Engineers, Motor Boat, Motor Cycle, Motor Racing, Naturalists, Netball, Naturalist, Pet, Philatelic, Photographic, Pistol, Pony, Public Speaking, Racing And Hunt, Racquetball, Railway, Retiree, Rowing, Rugby League, Rugby Union, Sailing, Science Fiction, Scouts, Scuba Diving, Senior Citizens, Shooting, Skiing, Soccer, Social And General, Softball, Sporting, Squash, Surfing, Swimming, Table Tennis, Tennis, Touch Football, Ufo, Volleyball, War gaming, Water Skiing, Women's, Wrestling, Writing, Yacht, Youth, Other Clubs Etc,

If you've read through my other Concept Report and Jetty Plan on Coff's Online - www.coffsonline.com you'll notice I've made a big deal about the 4 Day market area on the Crown / railway land near the Jetty.

Another reason this property needs to be cleaned up is that it also doubles as a huge entertainment area option for many events over the year. Our town needs this. As mentioned at least two good sets of public toilets should be placed there with separate lock out sections with 4 hot showers in them for special event use shows that may need those basic options. You need to think events and good public facilities so we can least hold and cater for these events. Towns need great open areas for events that can be found easily.

Public Worth

Many times town councils think that by blindly supporting or holding together a lost cause event or show that this is somehow a good reason to keep it going. You're not serving the community well by allowing this to go on. Well if that's been done for years those costs could run into millions. The problem with that way of thinking is that while they do that hundreds of genuine worthwhile events are missing out on funding that will actually support themselves back in returns.

For instance paying say 300 hundred thousand dollars a year to support say a theatre group could actually finance and run 150 events for a town using my new system of operations. Now if you were a gambling person you'd have to say the result of those 150 events could easily outweigh the lost cause of support that the theatre group gets which is a straight loss right from the start.

I'm not saying you have to stop all money to that source but it should be a balanced approach like all other events based on a set of rules that apply to

all. Like every other source they'll need to prove and support their own worth back to the community within operating guidelines as part of the new Event Management Blueprint of operations.

Groups and event organizers need to be resourceful to obtain ongoing funding which can be from many sources. They must also ensure they become more or less self sufficient to an extent and not expect the whole town to have to pay for their lost cause. If they do that then others have to suffer for that.

The Marketing Machine - Very Important!

Below is a breakdown of marketing procedures that should be adopted and used to market every event for this town as required to suit its purpose. But in one way or another most of these would benefit from each application. Some would be suited more for the larger events and parts for smaller events. As you can see it's a big deal that most towns never really think enough about.

Community announcement TV - Free Access.

Community announcement Radio - Free Access.

Newspaper - Free community announcement sections. Also get more clubs and groups to use this as well for their events as this draws people more people here.

Newspaper - Permanent paid sections in all editions.

Newspaper Internet Editions - Most newspapers operate more and more on the Internet now so be sure you're getting you town banner displayed as well as links where possible and display up coming events. This is 24/7 coverage don't forget. Most of the time you can get a lot of this for free.

School Newsletters - Market out events with a town event banner and link on all school newsletters to keep the town involved and up to date. It must clearly have the web page url written on the banner.

Email List Marketing - Use the town email list to market out events with an opt in or out option for people to receive regular updates about "What's On".

Social Media - Have Town Event Accounts For: Facebook, Twitter etc.

Message Boards - Make use of Internet Community Message Board advertising outside and within our areas.

Message Boards - Fixed shopping centre message boards could have small computer printed and laminated posters added regularly to advertise many events plus always make sure the event web page is listed on there for reference.

Youtube - Have a town account and run a series of videos made up from events to attract people to our town each year. This is free advertising and it goes global.

Event Management Web Page - A specific announcement and information page just for all our town events. Use that link to pass on to other town website holders and offer a town event banner with a link for on their websites. Every time some clicks on their link or banner it will take them to the current events for the town. This should also be an interactive page for those wanting to run a new event.

Light Sign Boards - Have permanent light signboards placed at all main entries into town and main exit roads. Near traffic lights is good too because people have time to read them better. At some events try and incorporate an event advertising light board in the areas to let people know we offer a lot more. Town Markets are always a good place to locate these boards as well as they have a high influx of people. Then it goes word of mouth from there.

Sign Screens At Shopping Centres - Using large projector screens which can now be bought cheaply on Ebay they can be used for the constant playing of event information in the highest people flow areas where possible. Used wisely these can be a huge income earner for our town.

Median Strip Banners - Use banners and flags. Some can be made of metal for durability for year long use.

DL Brochures - Have all tourism rated businesses have a rotating tourism display stand where possible as well as stocking them in all shopping centres where the people always go. Make sure the top of the stand says "Tourism" so people know what it is from a distance.

Billboard Exposure Signs - Is 24/7 viewing by drivers so try and get some in the best possible places for all year round advertising.

Radio Station Live At Events - Well having a radio station live at events can stimulate many events into a frenzy because you can offer lots of low cost giveaways from sponsors etc. This is usually for selected larger events.

Town Dollars - Vouchers with listed discount specials all printed on the same voucher that can be offered to people that participate in specific events used as an extra enticement for them to come to our town. Not just handed out to everyone. They would all have different use by dates punched on them for each specific event. These would be handed out for specific numbers of people in organized events. The following is just a guide example for now.

\$5.00 discount for accommodation per room or caravan site Or
\$2.00 off per meal per person Or
\$1.00 off for a drink and cake Or
\$1.00 off for fuel over say \$40.00 Or
\$2.00 off anything in the store with purchases over \$20.00 Or
One free ride up to \$5.00 value.

All printed on the one tourism dollar voucher. These are never to be handed out to everyone as that would make them worthless. Some could be added to special visitor event sample bags. Always date them just for that event period.

Event Sample Bags - If you've ever attended conventions and shows you'd know all about sample bags. The purpose of a sample is advertising and these can be made up from sponsor donations including one town tourism dollar voucher, other giveaways, advertising and marketing suited for each event. Have your event logo on the bags with website address too.

Supermarket Docket Advertising - Sometimes docket advertising can be secure at times a community service from supermarkets. Ask them for a little space on their dockets and always put your website address on it. They benefit back from this too if more people come into our town. People have to eat.

Council Trucks And Utility Vehicles - Anything that can be used to display A-Board signs on them should be used and adopted for use when many events are in motion. Even local markets. Markets are events too. A vehicle placed on a nature strip with an **A-Board** or **Billboard sign** can attract massive exposure. Even flying coloured banners will let people know there's something on. These vehicles are already being paid for so get the most use out of them for your events. Many of these A-Boards signs can be reused over and over again and most can be sign written over again with peel-off signage these days. These are big assets for any event when used in the right places all around town to direct people to the event place. Put big arrows on them too. Use light boards 24/7 in your town for locals and for those passing.

Lets Look At Some Past Figures?

You can never move into a new and better future if you can't be honest about the past. We just need to bite the bullet and change the whole system of past operations. Compare your past figures to what your new projected figure will be now using this system and you'll find you should have money to spare and divide between many more productive events. And perhaps even spend some of those savings on improving town infrastructure.

This report is designed as a blueprint and training manual of town event management operations and can in effect be used by all manner of sized towns. From small to large. The final result of success would be based on the size of the town, its location and the ability of the team of people instituting those changes.

Based on a town and the location of Coffs Harbour this town could stand to save millions every year but make hundreds of million more every year if managed in an accountable way. An accountable way I believe is at present not possible from the Coffs Harbour City Council with its present manner of operations. You can't continue to poor spending habits forever without your town paying a price.

This report is some 45 or more - A4 pages in regular length and its crammed with vital and useful information that can benefit most towns in great detail even from small towns to large cities. Its no secret I've been trying to reform the council system of all towns around Australia to make them work in a more viable and more accountable way. A report like this can in fact go a long way toward the success of many towns bringing from millions to hundreds of millions more income for towns per year. Its not understated in that I quote this. So it's a big deal. But the people and towns that use a report like this will

need to change their way of operations and thinking in most cases. And it depends on how competent the operators of each area are.

Coffs Harbour has several large events every year and most are barely known about and none have the attendances they deserve. There is next to no real marketing machine operating in Coffs Harbour. The message for every event is not getting to the target market. I film most events around our town and if you take away some of the logical people that attend like friends or people that may also be visiting say a other market in the same area it doesn't really reflect that many people for that specific event are attending.

Small attending numbers mean the marketing machine they use doesn't work. So introducing a more complete operating marketing machine where every town event goes through it like a mill then everything is at marketed out to the best of everyone's ability. Then that's all you can do. I tend to analyze things a lot like this because I feel it should be results driven.

I can see when things aren't moving in the right direction so even though on the surface you may say it was alright. I believe we can attain much better. I think many times like 10 to 100 times better so that's a big difference to what we're getting now. That also means a huge extra income opportunity for the town. The marketing as I've outlined should be an integral part of "every" event staged in the town. You need to maximize the best you can get from every event.

How To Assess Your Town For Event Management

The above Event Management Blueprint was a sample designed to suit Coffs Harbour. And although many of the methods offered are of a standard protocol for use with most towns each town must be still be assessed to suit their own personal circumstances. Not to do so would be foolhardy and could send your town broke. So I've put together this Assessment process that may help you in reaching your **Event Management Goal**.

Step one - You'll need your past year figures of existing expenditure on all events.

Step two - Separate all the Non - Profit Events from the Commercial type events.

Step three - Place all those events from non - profit that you spent more than \$2,000 on in one separate area.

Step Four - Place all those events in the commercial events that you spent over \$5000 on in one separate area.

All events that you spent over \$2,000 and \$5,000 on are what you'll immediately save on using the Event Management Blueprint.

This whole system is about control of your ratepayers money and making accountable use procedures.

Yes if we all had a spare hundred million there would be no need to watch your dollars but most councils need to run on strict budgeting just to try and make the books balance out each year. This system controls your spending and makes you see that its possible to have many more events rather than spend all your towns event money just on a few major events.

You have to adopt a strict spending regime regarding events and by all means seek options like that of extra government grants and other sponsor sources. But don't place that burden of waste on your ratepayers thereby reducing your ability to spend in many other worthwhile areas around your town. Nearly all towns around Australia are infrastructure poor. Put more of that money into ongoing programs that will resolve those issues even if it takes a number of years but at least create "**ongoing programs**".

Over spending on events can be the downfall of any council as they only have a set budget each year and to empty that cookie jar just to justify an event that will most likely return nothing back in cash to council funds is of no worth to your town in the long term. You're just fueling more debt.

Many councils think that by creating massive payments to specific events it gives them some sort of kudos or vain attempt to get noticed by other areas. That's a nonsense. If you can't afford an event and you over extend yourselves on basically buying an event there is no sanity in doing that and its a massive loss and burden on your town. Don't buy events for vanity.

This report is about making life balance out for your town. In theory if you've over spent over say \$100,000.00 or more on just one event alone you could in fact run around 40 or 50 events for that same money and they would no doubt fill up much of your calendar and most likely provide a more even flow of tourism dollars to your town and businesses over that period.

Events that somehow require huge funds to make them run are usually very commercial events in nature and its not a councils job to spend that much money on specific events such as this just to get them to your town and place your ratepayers in debt. Let the private sector promoters and entrepreneurs bring them into the town so they make a profit for themselves and you just commit up to your \$5,000 limit as set out in your **Event Management Blueprint**. Even then it may not be required to offer money at all and just offer the Marketing machine instead. This is something you must learn to judge and balance out for the good of the community. You need to be very business minded for this. Don't pay out for events you don't need to.

There are many entrepreneurs out there that work like agents for specific events and you need to contact these people and use some of them on a regular basis to see what they can bring to your town. They want the people, the population numbers and a good chance for them to make a return on their investment. Let them know about your town marketing machine and how you'll promote their event if they bring their event to your town.

So your town event management team need to contact these people regularly and coax them into your town. Remember they wear the risk and your town shouldn't be trying to buy them into your town. But you can make it attractive for them to stage a major event in your town.

You give them your overall area population and use of major town assets. Offer them packages for their clients tailored to suit each specific event. You can make these up to suit. Be they sporting events or major shows. You can "**always**" make up **add-on packages**. But at no time should you place your town in a position of wearing commercial interest return risks. That's up to them. That also applies even for things like say local theatre productions. If people want to see any type of live show they expect to have to pay for it. They don't expect the whole ratepayer having to pay for it. Private entrepreneurs must organize their own funding for such shows and events.

Let them seek out there own alternate options for funding and risk taking. That's not part of your new town's Event Management Blueprint. So I hope you're getting a clear picture about management here. **You are not the risk takers but you are the facilitators to help and get things moving for your town.**

Your event management team play a huge part in facilitating the movers and shakers for events. Your **Business Marketing Machine** is what drives the event management team into action and its a very big in fact and a huge job to keep in touch with all possible sources that could be of use to your town. This is a full time job for a committee of working members.

Your town spending level for events is naturally dependant on your population and rate-able income. What you allocate per year in this area is up to your town management process. But using this Event Management Blueprint as a guide is a sure way to getting more success outcomes rather than just following random process and over spending only to achieve very little return. This report is designed to give your town its best chance. But it must be managed well. Never over commit on spending thinking it will make a success only to discover you'll owe debt and loss at the end of it. Let others wear that risk in private enterprise.

Many extra large towns are still divided into sections and in real terms all those suburbs we'll call them should still have their own sectional events and the same circumstances should really apply. The whole town may be of millions of people for instance but when you break that down into suburbs and districts those areas should still be accountable for their specific area when it comes to localized event spending. You have to base your spending on town income per small town, district or suburb. If you don't do that then you'll have uneven spending that will cause issues in other areas of things like say infrastructure and services.

Your event management team must be people people so they can communicate and not be scared to negotiate for great deals to make your town successful. When big events come into your lap make sure you get something that can stay here in the town after it that we can use. Tangible infrastructure perhaps. They all have expense accounts and remember it can also cost sometimes more money to remove stuff than to leave it. If you think like we can use some of those aspects of an event don't be scared to straight out ask for it to be left behind for future town use. Its not for personal greed its about retaining useful stuff for your town.

How your event team operate will reflect on you town income dramatically.

You want really good operators and organizers but they must be honest too. Not people that are looking to get bribes and personal payoffs. This is a big business so don't forget that as lots of money can be involved in contracts etc.

Variables To Assess

I wrote the information in this Event Management Blueprint like a standard use application to suit "most towns" but there will always be exceptions where you can't use all the same information based on varied factors. But like all blueprints you need to adapt it to fit "your" circumstances. Below are just some basic areas that will affect your circumstances in assessing your town needs to use this report. I can provide the blueprint but I can't change the below circumstances that are variables that will affect your outcome.

When To Stage Your Events - Your event management team need to look at all the factors that make up your area like climate for instance and time of year. For instance Christmas in one part of the world may be summer or winter in different locations. So obviously you have to adapt an outcome of events to suit those specific events that are to be planned for those special times.

Your Town Size - I've based this report on a town size of 70,000 people. So the figures relate to that size naturally. You need to assess your town size and income set aside for events to balance out in relation to the population base of your area.

Your Town Location - Location, location, location as they say is always important. You can't make your town move so you have to deal with what you have and your circumstances. If you're a small town near a large city you'll need to plan your events to try and attract people from that larger city to your area. Again even a smaller version of the marketing machine can make that happen for you. Also if you're a town that is highly tourism based then may have large visiting populations at different times of the year. This all needs to be taken into account with your event spending limits. Every area can vary.

Your Town Income - This report is just a guide and the income that's set aside for events in your town is the only budget you have to work with and use other than perhaps, some grants and sponsorship. A small town doesn't have huge rates coming in and may limit your expenditure. Don't try and over spend using this report based on my figures if you can't afford to do that. You have to assess your own circumstances and make them work for you to the best of your affordability. You may need to totally scale down all event grant levels if the town event fund isn't big enough.

Climate - You must adapt your events to suit the climate and period of your year to your location. Adding say extra winter events to your calendar and balance out the events so they don't clash with the weather. Always try and incorporate back up plans if the weather turns bad so you can at least salvage some of your event. If you live in an area where the weather isn't reliable then you better plan really well for that by making sure your venue area is set up for that right from the start. All weather hire equipment may be needed like display tents, portable covers and so forth. It all adds to your overheads but I'm sure if you live in those areas you'll be used to doing that anyway.

And I would assume any astute council would buy their own standard equipment over time to cover these issues. If you have numerous events every weekend you need to have the gear set up for it to suit weather conditions and it would pay in most cases to buy your own if you intend to run extended events over years. Some things may be cheaper to hire rather than worry about the upkeep and you'll need to balance out those costs out to suit your budget.

Hiring - Hiring everything in sight can be expensive too and you may find that the cost of just a few event expenditures of hire may actually buy those same things so think wisely before continually waste your budget on continued hire equipment. Think long term over a year and work out the total cost of a year's hire compared to the cost of buying the same. Naturally you can't buy for everything and you'll most likely have to balance out hire with the purchase of your own equipment. Temp fencing is something that can last for years so buying a heap of that to suit your circumstances may well be worth it. Balance your needs versus your costs over a year to determine the amount of use you'll get out of things before you just lash out and buy everything. Temp fencing can also be used for other council building projects as well so keep that in mind. Perhaps the council budget can be shared in that expense?

Scale - Everything to do with towns and cities relates to scale and adjustment. You need to adjust your circumstances to suit your town. As far as my basic operating rates I've listed they can be adjusted up for an extremely large city or down lower for a tiny town. I've based those rates to suit a town of 70,000 people. Don't forget to incorporate visiting population (from say tourism) as part of your base figures over a year. But don't over speculate as this can drive you into debt again.

This Event Management Blueprint is a hands on in the field working model for councils to base their funding and operations on. The basics for each event like organizing each particular event must be stylised to suit the town and area concerned.

The organization of product needed to go with each event like toilet facilities, catering, outside vendors, parking, police or crowd control, permits for operations, arrange electricity, the hire of equipment, unit locations, advertising, marketing and hundreds of other small incidentals that most of us take for granted are all part of these operations. I haven't covered all these because although these are important they can be performed by most competent people or those that have undertaken training in those areas.

This Blueprint is about establishing a new concept of management for events. The biggest concern for event managers in this area is to make sure the people employed in this field don't have personal interests or deal with those that can influence their operations while making decisions. To put it plainly not employing people that can easily be corrupted by their positions.

You don't want people doing favours for mates in business that stand to make a lot of money or people that may have family vested interests. You need to screen people that can do this job in a very professional unbiased way. People that are there to look after the best interests of your town so they can save your town money but also give it the maximum return it deserves.

So many towns end up giving jobs to mates and friends in a biased way letting them work their way into positions that eventually end up make money for a whole host of favorite business operators while ignoring others that would do a better job at those events.

This is a business where if you're a decision maker you soon become very popular very quickly because other people try to put their influence on you in that manner. They want you to use them before others. Then it doesn't take long before your independent thinking and organizing skills become corrupted. I'm saying this because this is exactly what happens behind the scenes.

People ask you out for drinks and they all want to be your mates. Mates that will one day groom you to think about them when it comes to event business add on placement. Big events can draw thousands of people and the opportunity for add on businesses to make a whole lot of money from such events. You can't pick all operators in your town and you will be influenced by others if you don't follow strict operating honest guidelines of searching for those that will offer the public the best prices and don't over charge them.

Contractor And Business Selection Criteria

As an event organizer you'll find yourself perhaps not handling so much money yourself but the people you deal with can make many thousands of dollars by being the lucky ones to be picked for each event by you. You'll be the Father Christmas to all types of business operators.

Some of these business operators will make friends with you very quickly and the job itself is easily open to corruption and outside influences. It will be very easy to stray away from your set program of operating ethics.

So I'm writing a little more concerning this because once you stray into that area of doing favours for mates its over for your town. You must keep it all business based on very firm operating rules.

Yes you can approach businesses to attend your town events in fact you need to do this as its your job. But you just can't let any operators come there and ruin not only this event for, you but also future events as well. You need to make sure these operators work well within the reasonable retail pricing system. Even discounting product should be encouraged because you want people to come back to other events.

If they over price products they will eventually destroy all your town events. You need to investigate their prices and ask them upfront what everything they sell costs. Then compare those prices in the market place and decide from their. If you can coax them to offer lower retail prices seeing they'll have more chance at a higher turnover then do that every time. You need to be tough with this policy on over pricing as young kids and many people may not have the funds to pay for exorbitant over charging.

Some events you may be obliged to ask some add on sellers to pay you for a site standing fee at that event. Again set your standing fee prices fair but always check their retail costs. Again you many get one hundred operators all

asking for only say a few spots. So you need to choose the best options to suit your events. These people will try and influence you in this process. They can use all types of tactics to try get those positions. Befriending you is the most common. There's nothing wrong with making more friends but never let them influence your decision making process.

The Backup List

When things go wrong that can turn your event into a failure so you need to have several backup plans always on hand.

Food and drink at specific venues is something you need to have so you must create an on call vendor list of operators that have agreed previously to be available for on call to events.

At the end of the day the food situation may just fall on you to fix so here are some emergency programs you should always have at call.

Always have a portable all weather covers. Have up to 3 portable barbeque systems with extra full gas bottles as backups on hand with the people at short notice to operate them. They could be people you know and have arranged previously just for this. Supermarkets are usually open 7 days a week for supplies and can help you out too if required for the stock. You'll also need cooler crates for storing the meat and drinks to go with it.

Barbeques and this associated equipment should be part of your permanent operating equipment. It costs less than \$2,000.00 to always have that on hand. Hire companies can also be a last resort. Make sure people you use are always trained up front in food handling. The equipment can be stored and ready for short notice use at all times. Hopefully wont need to use it very often but you'll find unpredictable things do happen. If you have difficulty in getting operators at times you'll make good use of that equipment so it won't be there just gathering dust.

For operators you'll have a computer program set up for this so that when your operators apply for any event job placement they must also indicate if they are available for on call use for that period as well. Don't bother making up a list of all the people you know because most likely they'll be attending other events as they always do when you want them the most. Always have a contingency list of on call operators.

Also always try and get charity group regulars that prepare and sell food at reasonable prices on your on-call list as well. They may have a good source of operators ready available for this.

Your portable all weather covers can also be used as a distribution point for emergency takeaway away food providers like that of say one or more takeaway pizza suppliers.

These pizza companies just don't sell pizza and they sell a whole range of reasonable cost products and these are always worth having at your events. They are usually set up for take away and you should encourage them to have set up stalls for events in your town permanently. As long as they don't jack-up their rates for events. You many have several company choices to

approach for this not just Pizza companies. Not many towns do this and this is an untapped source of use to you. More importantly it offers known regular cost food and drink supplies people can associate with.

You'll be using a **laptop computer** a lot and they do breakdown and aren't always reliable. So always have your emergency contingency list printed on hard copy paper with you in your brief case. Number two always have a portable backup hard drive with you and a backup of all your files on it. This way you can use any computer to always check things if your computer fails you. It's happened to most of us several times so don't think laptops don't break down.

Event Management Software

There are numerous event management software programs available in the marketplace many with free trial options. The dearest isn't always the best. But you do need to make sure they are interactive with a host of adjustable form options and can handle the main forms of online payments and refunds.

At the end of the day no matter which software you choose to suit your application they won't do all the ground work for you. And you need to be very Internet savvy in learning to update your methods and ways to market your products within the so many marketing options out there today. I personally use several marketing tools just to advertise my websites.

Few methods of software will do everything you need to do as outlined in this Event Management Blueprint. You can only be educated so far in schools or in your workplace until you find the best experience can be life's learning skills itself coupled with some facets of multiple softwares to make your daily job just that little bit easier.

Using everything from: Marketing software, Event software, Photo programs, Video creation programs, 3 D programs, Music programs, Bulk email programs, Basic HTML creation as required, Photo shop style programs, are just some of the work that is required to be in a successful events management team. I use these options from daily to occasionally. But if you can do it all yourself then you have the ability to control your event programs to a satisfactory and professional level.

You need to be able to design and produce professional signs with graphics. You must be able to write up text to promote each event that can be used through multiple formats of advertising to suit those applications as required. You will need to be able to add and create suitable graphics and videos to go with all those productions. This is required for just about every event your town stages. Even if it's not actually run by you then you still need to be able to promote it using all those skills.

There is no one software that can do all of this for you. And you'll need to adapt your skills till you can produce professional format layouts for every event you stage. You'll need to be able to use several types of software to achieve the best results. It may sound daunting but if you work in this field everyday it really is just second nature to know most of these skills.

You'll probably find most councils try and do all this work with just a word writing program and an events program and this is another reason why most aren't giving their town the best performance in this area. Or they employ outsiders to do all these aspects for them from advertising agencies at crazy rates when they should know how to do all this basic stuff themselves. When I say basic stuff its basic if you're used to using it everyday.

As I state you really need to be computer proficient in many fields if in charge of a management team. If you can delegate works out in sections then so be it but to keep costs down for some towns you'll need to be able to do most of this stuff yourself. Getting someone to organize parts of the job is fine as you can't always be in several places at once but as an event management team ideally you all need to be on the same page knowledge wise.

If someone gets sick as they do or they want time off everyone needs to be able to do this type of work so as a team leader should train them all to do all aspects of the job using all the needed softwares and operations there of. Just keep in mind event management will require many skills in this modern climate to be successful in what you do to be able to promote and have your events running well. There's no software out there that will do your whole job for you on auto pilot. This is a big job.

Signs Can Make Or Break An Event

Some Photos Taken From Coffs Harbour as examples.

What you put on them is just as relevant because this is part of your **Marketing Machine**. Arrows are great too.



Signs on trailers, on backs of Council utilities and trucks can add to the success of any event by letting people know where and when its on. They need to always be where the most traffic passes.

Good signs for on trailers are rotating signs that can spin slowly in the wind as they catch the eye of those passing by. They're usually bolted down naturally and very easy to make. Always make sure your signs are big enough for drivers to see. Small signs can be a waste of money and you'll lose trade.

Event Banners for events that warrant that expenditure can be used as eye attractors. Its pays to have just some colored ones of these that can be used for any events just to attract attentions. They can last for some years if you look after them. Event banners can also be made of long life metal so they are more durable for ongoing town events. Signs for attraction and direction are a major part for successful events.

Make sure you negotiate for wholesale rates on sign writing. Most use computer cut outs these days which is good because you can reuse the sign again. Always get low cost rates or shop elsewhere even other towns if you have to. Don't do deals for mates with town money. Too many towns shop this way wasting thousands every year. You're not doing anyone a favor operating corruptly like that. Always get the best possible job or hire rates for everything you use. In many cases it can be cheaper to buy much of your own equipment like temp fencing etc. If you stage hundreds of events per year. Get wholesale quotes for everything.

Use the Internet to get bulk quotes. Buy on Ebay using Paypal as it guarantees your money back if something goes wrong. Always try and plan well ahead for events with things you may need for marketing too. Many will do printing in bulk for much cheaper than local if they can't compete. You're not there to pay high prices in a tight market place. Learn to negotiate well.



A great asset for any town is to have is light boards like these, they also come with color text options. Always have them on main highways and roads. They should run 25/7 and all relevant events should be streamed on them.



Projector screens for in shopping centers and display areas like this electric one only cost \$130.00 delivered off Ebay. Its a great way to use projector displayed advertising for events all day. You can get fixed versions too. Always try and make up your own graphics as its not hard to learn and do.



Corflute A Frame - Signs like this can have standard slide in and out corflute signs inserted. They're great for events. Deals can be obtained for regular printing at a fraction of what others may pay so shop around even on the Internet. You can just email the artwork to them. Its very easy to do.



Billboard signs are a huge asset for any town and the more you can secure the better it is. Have your events website address always on them. That's crucial and make sure its easy to remember because people aren't driving with pen and paper in hand. Simple but to the point **Event Urls**. They would have done better to advertise their events than this magazine. Prominent billboard location is important and shouldn't be wasted.



Use banners extensively to advertise your town and special events. Don't think just an ad in the paper will do it. Use your whole marketing machine for everything.



Always think visibility and signs when marketing your town. Signs need to show the exact way so visitors will find events. Don't expect they'll just somehow know. Treat them all like foreigners in a new place. Same goes for your tourist venture around the town. Sign them well so out of Towners can find them easily. Your lucky to find a Caravan Park in most towns these days so think about that.

Everything you do is about marketing your town assets be they tourism businesses or events. Sign them well and make sure anyone can find them easily. Many signs can be reused over and over again with peel off lettering and pictures. Their cost in the scheme of things is very fair to say the least considering what they can generate in a return for your town. Reuse the same signs for following years when possible.

Just store them and keep them in really good condition. Buy second hand blankets if required and keep them covered in a shed out of the weather so they'll stay looking new. Most showgrounds will have storage area for stuff like that in most towns. Remember signs can be used in all manner of ways. Also many signs are much too small so keep that in mind too. Cars drive quickly past and they haven't got time to put their glasses on.



Many towns have events but I bet if you asked a local what was on this weekend next to none would know. If you have say a population of 70,000 people you may have at least 69,000 people that haven't a clue about what's on.

More Light boards on roadways and display screens in shopping centres can turn that around very quickly increasing those odds dramatically. "Always" make sure you organize an events banner printed on those school newsletters. Make sure it has an easy to find Url leading to your events page and "always" keep it up to date with everything from church garage sales, dances, shows, events of any types whatsoever. Because the most people that you're missing out on is the people living in your own town.

Next every town forget to market their events to the people in their own town. Hard to believe but they just think everyone's knows what's on but it couldn't be further from the truth. Most events pass bye without anyone in the town even knowing that they were on.

If you're using the Marketing Machine as I call it as it should you'll be reaching out to thousands of more people each time. You need to coordinate every town show and event possible and this will go through the towns marketing machine and you'll know upfront every base has been covered to the best of your ability. And don't forget every event without exception can have Add-Ons added usually in multiple forms to attract even more people and make more money for your town businesses. Let them know about it all. This is a huge full time job.

Like I said before sponsor all school library's with books every year to get your adverting place on their weekly newsletters. This is a big deal for every town. School kids and parents read them. You need more people coming to all events in your town. Every year that will increase by word of mouth once you establish a better ongoing marketing Machine program as I've outlined previously.

Most towns are lucky to only get half of one to one percent of their population going to their events on average per year. I think we can improve on that using the **marketing machine**. Your town events management team must play a massive part in keeping that machine working. It gets very easy as time goes bye because its no longer a task once its all in play and working. Once organized you'll find its very easy to operate the marketing machine.

Always make sure that public toilets are kept serviced every so often so they're kept clean and stocked up. Someone has to do it. If you have hundreds to thousands so people using them crap happens and its not a

good event experience for those caught in nasty situations. Every half hour if required.

Make sure if the events are large to have health services available like St Johns Ambulance or others ready to take action if required.
Have information booths if required.

If the event requires handing out sample bags for specific events make sure you get sponsors to load them with things that will get people to come back into our town like accommodation vouchers and town dollars etc. Give them spending incentive to stay longer or come back soon.

Don't forget to include a tourism brochure with your event banner on it so they can see what's coming up in each sample bag. If you can throw something for free in for kids that's always popular too. A balloon with your town event address url printed on it. I hope you can all see how big a deal this marketing machine really is.

Makes lots of ongoing videos and take hundreds of photos of all events where possible and put them into video format and use them within your **Marketing Machine**. Its easy to do and can give your town more notability with overall entertainment.

I know many larger towns will be grating their teeth at the prospect of not spending up big at their past largest events but I'm afraid this is the system and I strongly suggest you stick to it to make you town more financially viable. There will be many people in charge saying we don't want to cut back spending on events but you need to ask what are their personal motives for that? If your town can afford that's a different matter perhaps.

But always ask how many other events could be staged and promoted in a year that will most likely generate more return over a whole over a year compared to sinking all that town money into a few. I've been in business all my life and I know its not good business practise to put all your eggs in the one basket. You only need one miserable bit of weather and all that money could be wasted. Also as a business person I'd rather receive regular weekly income from regular weekly events than just hold out for that golden egg event that could be a flop due to any number of reasons. You need to consider all of this before trying to buy expensive events rather than have them run for you over a whole year. You need to control, the events and not let the debt of them control your town.

If your town has a specific well known product and its well known for it make sure you develop a festival and events to capitalize on those features. I haven't listed every possible event but as you can imagine its

endless what could be offered to suit your town and area. Always have your event management team seeking out new options for devising new events as this will add capital to your overall town revenue.

Even basic use of this report should generate millions of extra income for many towns. Please excuse any typos - the mistakes are all mine.

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At times I may be available to research and assess specific large towns for personalized event management and prospects. I can travel worldwide for this subject to a special fee arrangement.

I can also train your event management team and make sure they're on the right page in how they operate for your town. Event management team members all need to be very Internet savvy. If you need to email me: admin@search-the-world.com