

VIEW Event Planning Guidelines



Updated June 2024

Overview

VIEW events provide a wonderful opportunity to promote VIEW in the community, help members and members of the public expand their knowledge about VIEW and The Smith Family, to meet new people and raise funds to support The Smith Family.

If event management is not your area of expertise, ask a person or small group of people to assist.

Effective planning and preparation are crucial to the success of an event. There are numerous elements involved in planning and preparation. The following guidelines may assist you in the planning process.



Event Goal and Objectives

Before you start planning an event set your goals and objectives.

Examples:

“Increase the profile of VIEW and its association with The Smith Family in our community”

“Attract new members”

“Raise funds to support LfL students”



Set & Save the date

Set the date

Sometimes the date of an event can be pre-set. If it is a new event, make sure you select a date that:

- Gives enough time to plan (depending on the event, about 4-6 months is recommended)
- Doesn't clash with any public and/or school holidays or with VIEW National Events

Save the date

Provide advance notice as soon as possible of the date of the event. Make sure each club receives an emailed notice of the upcoming event including the date, time and venue.



Select the venue

Selecting a venue is one of the key aspects of event planning. Consider a venue with central location and with capacity for maximum attendance.

Accessibility is important, consider parking, proximity to public transport, availability of a public address system. Are there lifts for less mobile guests?

Prior to booking a venue check the policy in relation to final numbers (including any requirement for advance payment). It is usual to provide approximate numbers to the venue about two weeks prior to the event, and then about a week before give tentative numbers. It can be prudent at this stage to advise a lower number than expected, (it is easier to "top up" a day or two before the event, rather than 'round down' the numbers).



Develop an event budget

Once you have set up event goals you need to estimate the projected cost and prepare a budget prior to setting a price (cost for the event per person).

It is important that all sources of income (meals, merchandise, raffle sales, sponsorship, etc.) and all costs (venue hire, meals, guests' meal, audio/visual, decorations, printing, etc.) are accounted for.

Entertainment that is free of charge is preferred.

A venue where the staff is willing to work with you and give good value and service is the best possible option. Ensure that a good relationship is maintained with the venue staff to make the function enjoyable. Consider negotiating with the venue for complimentary meals for your VIP guests.

An **Event Budget template** is available on the VIEW website

<https://www.thsmithfamily.com.au/-/media/files/view-clubs/resources/organisational-information/handbooks-and-guidelines/event-budget.xlsx>. List all your income and expenditure for the event, ensuring that the greater figure is the 'income' section.

All transactions MUST be recorded in Club/Area/Zone Cashbook.

VIEW Event Budget			
Name of the event:			
INCOME			
	Estimated	Actual	Comments
Sale of tickets	\$2,000.00	\$2,100.00	
Merchandise	\$500.00	\$300.00	
Raffle tickets	\$ 00.00	\$ 50.00	
Sponsorship	\$0.00	\$0.00	
Total Income	\$2,500.00	\$2,950.00	
EXPENDITURE			
	Estimated	Actual	Comments
Venue hire	\$100.00	\$250.00	
Food and drink	\$1,500.00	\$1,300.00	
AV hire	\$ 00.00	\$ 00.00	
Decorations			
Total	\$2,000.00	\$1,950.00	
NET PROFIT/LOSS			
	Estimated	Actual	Comments
Total Profit/Loss	\$500.00	\$1,000.00	

Ticket Price Calculator	
Estimated Number of Attendees	100
Event Expenses e.g.	
Audio/Visual hire	\$1,000
Tables	\$3,000
Venue Hire	\$500
Total Expenses	\$4,500.00
% to be added to Total Expenses (at least 10%)	10
Estimated minimum ticket price	\$49.50

A **Ticket Price Calculator** is also available (<https://www.thesmithfamily.com.au/-/media/files/view-clubs/resources/organisational-information/handbooks-and-guidelines/ticket-price-calculator.xlsx>) to estimate the cost per person, incorporate all your expenditure. Add at least 10% on top of estimated cost.

It is important to review your event budget at least twice prior to the event to make sure you stay on track with income and expenditure.

Guest Speakers

VIEW National Executive/National Office

If Clubs or Councillors wish to invite a member of the National Executive to a function, an invitation should be emailed to VIEW National Office (view@thesmithfamily.com.au) This will be forwarded to the National Executive to determine availability and the National Executive representative will respond.

Please note:

- A VIEW National Executive representative will require at least 10 minutes speaking time.
- Consider offering home stay accommodation to a Senior Officer if they are unable to arrive/return home on the same day.

Smith Family Team member or LfL Student Alumni

Depending on the nature of the event, you may like to consider inviting a Smith Family team member or LfL student/Alumni as a Guest Speaker at your event.

To better facilitate this great connection, a new VIEW online process has been developed (in 2024) enabling VIEW Clubs or Councillors to request Smith Family Team members and/or LfL Student/Alumni to attend significant events in their Area (eg Area Gala, Zone Conference, IWD (Area or Zone event), Inaugural Meeting of a new Club or a significant decade birthday).

VIEW Clubs or Councillors are asked to go to the website: VIEW.org.au/resources/forms and complete the **Request for Speakers - TSF Team member or LfL Student Alumni** – form for their State (either online or print/fill form).

Please note:

- This form must be submitted **at least 3 months prior to the requested event.**
- TSF Team members and/ *LfL* Students or Alumni will only be attending **significant VIEW events** (see above).
- Once submitted this request will be reviewed by VIEW National Office together with The Smith Family team.
- Despite all efforts being made, submitting this Request for Speakers form **does not guarantee the attendance of TSF Team Members or LfL students/Alumni at the event.**
- Once submitted the Club or Councillor will receive confirmation of their request and after review by VIEW National Office and TSF they will be notified of the availability of a speaker in due course.

This request is subject to availability and capacity of Smith Family team members and *LfL* students/Alumni to attend requested event. Note: *TSF Team Members or LfL students may not be available for evening or weekend events.*

If Clubs or Councillors have not received notification two weeks prior to your event, please contact VIEW National Office (view@thesmithfamily.com.au).

If any requests for speakers are made directly to TSF Team members Clubs and Councillors will be redirected to this Request for Speakers new process to ensure that all requests are dealt with in an equitable and expeditious manner.

Confirmed Speakers Attending

Once a Guest Speaker (Executive, TSF/LFL, etc) has confirmed their attendance, check their mode of transport (public or private) and time of arrival so that guest/s may be met. A couple of weeks prior to the function, contact the Guest Speaker/s to confirm the arrangements. If relevant, include the name of the VIEW member who is meeting the guest speaker at the train, venue, etc and give details of the home stay accommodation including name, address and phone number of hostess (as a courtesy).



Gifts for Guest Speakers

Guest Speakers do not need to be given gifts for speaking at VIEW Club events, especially if the Club has paid for the cost of the speaker's meal.

A simple 'Thank you card' is sufficient. If a gift is deemed necessary we encourage Clubs and/or Councillors give VIEW Merchandise as a gift which will promote VIEW at the same time.



Invitation

Make sure each club receives an emailed invitation including the date, venue, cost, start time, theme and RSVP details. The invitation for each function should be sent at least two months prior to the function.

Invitations should include the purpose of the event, theme, date, time, address and clear directions to the venue.

Include information about availability/cost of parking or public transport options – if this is an issue.



The invitation should be sent to National Office **at least 3 months** prior to the function date.



Promotion and Publicity of your event

There are different ways to promote your event:

- at Club meetings as well as emailed invitation to other Clubs in your Zone/Area.
- provide the event information to VIEW Website Working Group to include on VIEW website
- post on your Club's Facebook page

Publicity Officers may like to:

- Include an invitation to potential members, local MPs, other service organisations, etc
- Before the event - advise the local media (paper or community radio) before the event and invite a representative and/or photographer from the media to the function
- After the event - provide a photograph taken at the event and forward it with a brief description about the event to the local media, together with a suitable succinct caption.



Seating Plan

Prepare a seating plan for members and VIPs (colour coding can be helpful), ensuring that those who have hearing or sight problems are near the front. You may choose to allocate tables on a 'first come, first served' basis, or arrange seating to mix up members of different clubs. It is not necessary to have a 'top' table of VIP's – they often enjoy the opportunity to sit amongst guests. If you do have a 'top' table, it doesn't have to be long - round tables are great at relaxed functions.

Past Senior Officers who attend a function may like to be seated in an area of the room which recognises their past position, i.e. nearby table with other special attendees or committee members. It is also respectful to acknowledge their presence at a suitable time in the agenda.



Raffle prizes

Raffles are a good fundraising opportunity at VIEW events. A template letter has been drafted to assist Clubs requesting donation/s of raffle prizes for events.

This letter can be requested from National Office or the Councillor. It's simple to use, just like using a Media Release form filling in the highlighted areas and it is ready to go.

A note is on the VIEW website (<https://view.org.au/resources/organisational-information/>) advising this letter is available and to request a copy from either their local Councillor or National Office.

Raffle Tickets – use 'Coat Check' raffle tickets. Inexpensive 'coat check' raffle tickets are to be used at all VIEW Club Events/Functions when the prizes are drawn on the day of event/function.



NOTE: VIEW Printed Raffle tickets ARE NOT to be used for internal raffles.



Prepare a program or run sheet

A program is a broad overview of the main 'steps' for the event - and can be printed and placed on tables for the guests. Sometimes, the menu can also appear on the program.

A run sheet is a list of what is happening, when it's happening and who is responsible on the day and is essential for coordinating a successful event. Prepare one copy for yourself, one/two for the venue (Head Waiter, Function Manager), and perhaps another for the person on the door, so that everyone will know what is happening - and when. Extra notes will help everyone. When preparing your run sheet, you might consider allowing sufficient time for the guests to mix, mingle and meet others. Plan to draw the raffles/auctions/lucky door prizes to fill in natural gaps between courses.



Selling VIEW Merchandise

VIEW merchandise also makes great gifts for Guest Speakers as well as promoting the VIEW organisation to others.

A variety of VIEW merchandise is available from National Office. Your order should be placed with National Office at least one month to ensure that it arrives prior to your event.

Go to www.view.org.au/resources/merchandise to check current items available.



Briefing your guests

Make sure the National Executive representative/National Manager, guests and other officials from VIEW or The Smith Family receive:

- ✓ A copy of the program, or details of the run sheet and any available audio/visual equipment available eg PPT/video facilities, screen, etc
- ✓ A list of guests and relevant background details, information about the Area or Zone - e.g. new clubs, increased membership and other messages you would like included in their presentations, a map of the area, marking the location of the venue
- ✓ Expected arrival times; some representatives prefer to be present for the whole event, others such as guest speakers or public figures with busy schedules, may only attend for part of the event. This should be negotiated well in advance.
- ✓ Confirm arrangements for meeting/transport/home hospitality for the function. The National Executive representative will want time during the function to meet the members and particularly at the end of the function, to accompany the National Councillor to the door and say goodbye and thank the women as they leave.



On the day of event

Ensure there are water jugs on the tables.

Consider requirements for stage lighting, microphones and other electronic equipment; ensure that they are working prior to starting the function.

Make sure your event ends and your guests leave at the designated time as venues might charge for extra hours.



CHECKLIST

Event: _____ Date: _____

<input type="checkbox"/>	Select and book a venue
<input type="checkbox"/>	Develop an event budget
<input type="checkbox"/>	Confirm Price
<input type="checkbox"/>	Theme
<input type="checkbox"/>	Prepare and send invitations
<input type="checkbox"/>	Confirm booking and menu
<input type="checkbox"/>	Note dietary requirements
<input type="checkbox"/>	Set agenda
<input type="checkbox"/>	Lucky door prizes
<input type="checkbox"/>	Colour scheme
<input type="checkbox"/>	Table Decorations
<input type="checkbox"/>	Entertainment
<input type="checkbox"/>	Guest Speakers
<input type="checkbox"/>	Promotion & Publicity
<input type="checkbox"/>	Hostesses
<input type="checkbox"/>	Raffle ticket sellers
<input type="checkbox"/>	Pin lucky door tickets to programs
<input type="checkbox"/>	Organise Lectern, Microphone
<input type="checkbox"/>	Organise display tables
<input type="checkbox"/>	Display assistants
<input type="checkbox"/>	Floor plan for tables
<input type="checkbox"/>	Seating arrangements
<input type="checkbox"/>	Organise VIEW signage
<input type="checkbox"/>	Thank You card (VIEW merchandise if necessary)