Run/Special Event Survival Kit

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# SOME BASIC CONSIDERATIONS

## In Planning a Successful Run/Special Event

**B**elow are some Over-all considerations that must be understood and kept in mind by a Planning Committee from the time of it's first meeting to the filing of a final report when the event has been successfully completed.

- **The event must** be important enough to attract the attention of the people the organization wishes to reach...**IF IT'S NOT THE SORT OF EVENT YOU WOULD ENJOY GOING TO, DON'T PLAN IT**!

- **It must be** interesting — presented in an entertaining form that will hold the attention of the participants.

- **It must be** promoted effectively in advance through printed material and other methods to build attendance.

- **Thank you letters** should go to volunteers, local businesses and groups who have contributed in any way to make the event a success.

- **There should be** a final report, telling of the mistakes and successes for use in planning the next event.

- **Follow up with** materials to reach varied groups which may be for information or cultivation purposes. It can serve as a direct appeal for funds or volunteer service.

- **Checklists are a must**. They provide a step-by-step guide and serve as a working tool.

# THE GENERAL PLAN
## — A Suggested Outline for Getting Everybody on the Same Wavelength
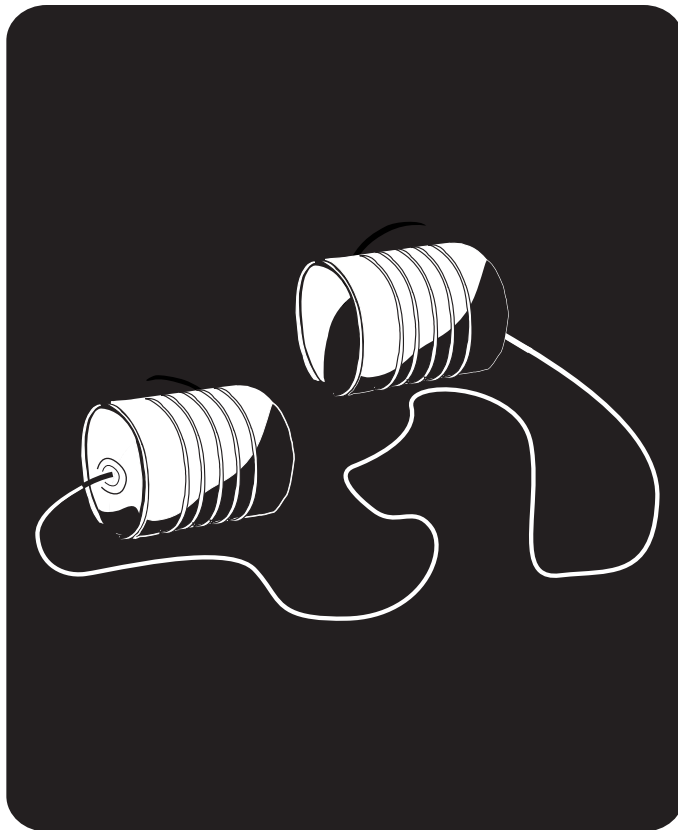
**T**he Initial plan for a run/special event may include:

## (A) DESCRIPTION OF THE EVENT

### 1 Outdoor vs Campsite

(A) Cabin/tent

(B) Locate campsite

(C) Identify support services/non-support services
(ie: are people available? who? how many?)

1 Assess internal talent/external talent available to help provide support services

2 Determine if continued replication of past events is still possible given talent available

(D) Determine number of people site can reasonably hold

### 2 In-Town

(A) Hotel vs non-hotel

(B) Select conducive property/location

(C) Consider price vis-à-vis what a reasonable/acceptable run/special event fee would be

(D) Consider other events being held at selected location at time of your scheduled run/event

(E) Assess necessary transportation needs based on the selected location

(F) Communicate with property management about the specific nature of your event and what to expect

(G) Determine willingness of property to support the given nature/type of event

**3** Desired Activities

  **A** Type of activity — AMCC guidelines are already in place

   **1** Bike events

   **2** Buddy events

   **3** People events

  **B** Number of activities

  **C** Determine number of participants available to support activities properly

  **D** Determine availability of resources required to manage activities

  **E** Test all activities before using them at the event

  **F** Evaluate acceptance of activities by participants after they are used

  **G** Make all activities available to as many participants at event as possible

**4** Modify event when required

  **A** Keep adjusting and modifying event

  **B** Don't assume that if it worked well in the past that it will continue to do so in the future

**B** SUGGESTED DATE FOR THE EVENT

   **1** Does it fit into the sanctioned events calendar of the AMCC and is it feasible in relation to other scheduled events

   **2** Are alternate dates available that can be as effective

   **3** Check the calendar for major holidays both civil and religious and evaluate whether or not holding an event in conflict with such holidays would prove to be detrimental

**C** DESCRIPTION OF CEREMONY/PROGRAM

   **1** Will the ceremony involve awards, what specifically?

   **2** Principals involved in the ceremony

   **3** Location of ceremony (suggested)

## Ⓓ RELATED EVENT NEEDS

**1** **Food**

Ⓐ Select type and quantity of food

Ⓑ Determine if contract food service will be used or if food will be self-prepared

**1** Determine reputation of contract service

**2** Determine time/commitment of members/volunteers if self-prepared food is selected

**3** Assess talent available to prepare food if self-prepared food is selected

**4** Does selected site/facility have the capability to execute the planned menu properly

**2** **Transportation**

Ⓐ Pick up and Return to Airport/Rail/Bus Terminal

**1** Bus/van

**2** Member cars

**3** Public transportation (depending on where event is held)

Ⓑ Within Planned Run/Event from Hotel/Central Location to Activities

**1** Bus/van

**2** Member cars

**3** Public transportation (depending on where event is held)

Ⓒ Provide maps/detailed directions for people driving their own vehicles

**3** **Entertainment**

**A** Club Entertainment

**1**. Type of entertainment (demos, shows, reviews, contests)

**2** Capability to provide effective entertainment

— Evaluate internal talents/abilities

— Determine required time to prepare

— Determine club interest/desire to mount the project

— Recognize potential need to assume role of producer

**B** Hired Entertainment

**1** Determine cost

**2** Determine availability of selected acts

**3** Determine requirements/availability for technical support

**4** Determine whether location is appropriate for selected entertainment

**5** Recognize that club takes on role of producer – responsible for staging, sound and lighting at least

**4** **Advertising and programs**

**A** The Leather Journal is currently the only national free leather publication in circulation

**B** How to Promote

**1** Print/Web Media – a local publication that runs paid ads for your event, up until the event. Depending on negotiations with the publication, there may be an agreement to place the publication's name/logo listed in all advertising as a sponsor of the event as well as an ad from the publication in the event program in exchange for a reduction in advertising cost to the club.

**2** Good/Services Promotions – Trade ad space for goods/services (Barter) A local publication that runs club advertising in exchange for goods and services eg: for run packages to the event.

**3** Public Relations - solicit free press mentions/coverage by encouraging the press to promote the event through free articles/mentions by using press releases and personal contact to appropriate individuals at the media eg: Dave Rhodes at the Leather Journal

– Utilize other club newsletters to promote your event by sending them articles to reprint.

**4** Promotion - use of incentives, give aways, or other promotional activities such as raffles, prizes drawings at bar nights etc. to promote your event.

**C** Money received from advertisers should cover printing cost and any other costs associated with program set up  with the exception of mailing costs

**D** Piggyback with other club newsletters

**E** Run flyer- fully explain what is included in the run fee

**F** Press Release/Run Announcement – add logos and/or photographs from previous run, if possible. For online communication suggest jpeg's at 72 resolution/RGB is best. For print 300 resolution/CMYK.

**G** Take advantage of inexpensive advertising using the Internet

**1** E-mail every two (2) weeks up to two (2) weeks before the planned event

**2** Highlight a different aspect of the run in each email (see attached example: An Important Message for all event Participants, End of year notice)

**3** Email information about run/event to online newsgroup i.e.:

GayLeatherEvents@yahoogroups.com

Gl-Asb@Groups.Queernet.Org

sm-org@serve101.org

**4** Link the run/event information to other club websites. If the URL for the event is provided to other clubs, most will be happy to use it

**5** **DO NOT** tell people to visit your web site for updates. Email update as part of the highlights of the run/event bi-weekly email blast

**Email example 1**

Subj:      An Important Message for All EVENT Participants
Date:      Sunday, December 7, 2003 08:22:47 AM
From:      TheEvent@myrealbox.com
To:        Undisclosed-Recipient:;

An Important Message for All EVENT Participants

We're looking forward to seeing you in a month.  We've made a lot of changes to EVENT that we think you'll love!

The Club loves the many compliments and accolades we get every year for putting on an event.  It might surprise you, though, that we occasionally get a complaint.

Far and away, the number one complaint we receive is "I can't get a room at the Hotel !"   We hear it every year and every year we're forced to explain that there just aren't enough rooms in the hotel to accommodate everyone.

We are concerned that year after year, people stay at the hotel but do not register for the event.  This bothers us, because our priority is to our registered guests! In past years, we've done what we could to weed out these people, but we're never completely successful.

Well such problems require drastic measures.  So, starting this year, we will require that ANYONE WISHING TO RESERVE A ROOM AT THE HOTEL  FOR EVENT  MUST FIRST REGISTER AND PAY IN FULL FOR THE EVENT.   The registration fee will be $109 for each event package or $129 with a EVENT t-shirt.  One registration is required for each room reserved.  We will be taking registrations and making room reservations for next year's EVENT on Sunday morning of EVENT in the Hospitality Room in the Hotel.

We do this somewhat reluctantly but feel that we must act to ensure that our paying guests get top priority for rooms at the Hotel   We are notifying you well in advance, so you will have time to budget for this expense.

See you next month.
In brotherhood,
The Club

**Email example 2**

Subj:    End of year notice about EVENT

Date:     Sunday, December 28, 2003 11:30:12 AM

From:    The Event@myrealbox.com

To:       Undisclosed-Recipient:;


Now is the time to get register for EVENT.  After January 1, the rate goes up from $109 to $125, so don't delay.  You all know how much there is to do over the weekend.  Not only are all the activites shown in the schedule below, but there are all the "private" affairs too <G>.


So hope to see you all in January.


The Club


EVENT 0000

Friday, Date

_____

9:00 AM- 3:00 PM  Leather Exhibit Hall at set-up Hotel

2:00 PM- 10:00 PM  Registration Open  Hotel

2:00 PM- 3:00 PM  EVENT Bootblack Registration  Hotel

2:00 PM- 10:00 PM  Club Store Open (Event ticket sales)  Hotel

2:00 PM- 6:00 PM  Contestant & Judge Registration  Hotel

3:00 PM- 4:00 PM  EVENT Bootblack Orientation  Hotel

4:00 PM- 10:00 PM  Leather Exhibit Hall Open  Hotel

4:00 PM- 9:00 PM  EVENT Bootblack Competition Begins  Hotel

8:30 PM- 9:45 PM  Chairs' Reception/ Press Conference  Hotel

10:00 PM- 10:30 PM  Meat the MEAT Tour  Local Bar

10:45 PM- 11:15 PM  Meat the MEAT Tour  Local Bar

11:30 PM- 12:00 PM  Meat the MEAT Tour  Local Bar


Saturday, Date

_____

8:00 AM- 12:00 PM  Mr. EVENT Contest Pre-Judging  Local Hall

10:00 AM- 5:00 PM  Registration Continues  Hotel

10:00 AM- 4:30 PM  EVENT Bootblack Competition Continues  Hotel

10:00 AM- 5:00 PM  Leather Exhibit Hall Open  Hotel

10:00 AM- 5:00 PM  Club Store Open (Event Ticket Sales)  Hotel

6:30 PM- 9:00 PM  Cocktails  Local Hall

9:00 PM-10:00 PM  Parade of Colors, Installation of Officers  Local Hall

10:00 PM- 2:00 AM  Boots, Cigars, and Rhythm Social  Hotel

10:00 PM- 2:00 AM  EVENT Bootblack Competition Resumes  Hotel

Sunday, Date

10:00 am- 6:00 pm  Leather Exhibit Hall Open  Hotel

10:00 am- 4:00 pm  Club Store Open (Event Ticket Sales)  Hotel

11:00 am- 12:45 pm  EVENT Brunch  Local Hall

1:00 pm- 4:00 pm  Mr. EVENT Leather Contest  Local Hall

10:00 pm  DANCE  Local Bar

**Email example 3**

Subj:    EVENT-Reaction Dance

Date:    Wednesday, January 7, 2004 03:45:36 PM

From:    TheEvent@myrealbox.com

To:      Undisclosed-Recipient:;

There is still time to register for the event and attend the infamous event.  With an all new location ( a local hall and address), we are returning to the elegance of the first event at the local hall. And of course, don't forget that during the Mr EVENT Leather Contest on Sunday, the entertainment will be known talent. 13 of the 20 former Mr Event's are returning for the event. The Leather Exhibit Hall will be at the Hotel all weekend.

A dance is still at a local bar and shuttle bus service will be provided from the hotel.  The DJ for the this event is known talent. Tickets are included in the full weekend registration or are available individually for $30 at the Local stores here in the area.  In addition, tickets will be available at the Club Store at the Hotel over the weekend.

Registration for the weekend ($125) is available online until date at www.event.com or at www.club-swebsite.com.  Room are still available at the Hotel.  This hotel has immediate access to the local hall for Cocktails and the contest on sunday.

The Club

**H** Create a "TO DO" list for advertising/promotion along with a Program time line. **This should be created as early as possible, preferably, 6-8 months before the run/event is to take place and include the following items:**

**1** Establish a working budget for advertising/promotion. This should include a line item for a graphic designer if the club doesn't have one, printers for copy and the program, mailing/postage, print ads in magazines, and the local gay newspaper and newsletters (other than the one for the club running the event)

**2** Create a master mailing email list of individuals, clubs , organizations to be targeted for the event. Start with an attendance list from the last run/event and update the list from other organization sources

**3** Develop a logo and make other "images" decisions for public relations use

**4** Prepare first press release and or flyers/announcement for run as a "hand out"/ mailing to other clubs/organizations

**The following items should be completed as early as possible, but preferably no later than three (3) months before the run/event**

**5** Select printer/designer for program and publications

**6** Establish deadlines for advertisers. Supply advertisers with specifications supplied by printer/graphic designer

**7** Notification to media – press releases and/or applications for run/event. Secure advertising deadlines from media.

**8** Send press release to clubs/organizations. Secure advertising deadlines if applicable (this may be done earlier than three (3) months in advance since some club newsletters are released bi-monthly, quarterly, or some other infrequent time schedule)

**The following items should be completed as early as possible, preferably no less than two (2) months before the run/event**

**9** Distribute run flyers/application to bars, leather shops, clubs/organizations and other likely places for mass distribution

**10** Alert advertisers to program printing deadlines

**11** Begin bi-weekly (every two (2) weeks) email blasts featuring a different aspect or update to the run/event. This should continue until two (2) weeks before the event

The following items should be completed as early as possible,preferably no later than one (1) month before the run/event

**12** Release bi-weekly (every two weeks) email blasts communicating a different aspect or update to the run

**13** Remind program advertisers of the deadline for copy submission

**14** Make final distribution of run/event flyers/application to clubs/ organizations and business outlets

The following items should be completed as early as possible, preferably no later than two (2) weeks before the run/event

**15** Release last bi –weekly email blast communicating about the run/event

**16** Print event program

**5** Worst Case Scenarios

**A** Consider purchasing event insurance

**B** Prepare contingency plans

**C** Prepare a guest relations plan

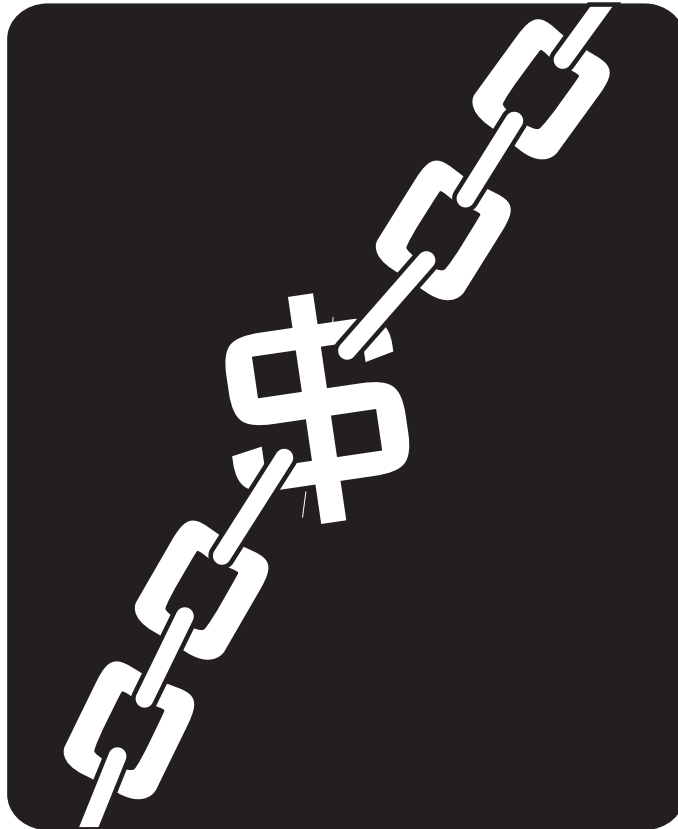**E** APPROXIMATE TOTAL BUDGET FOR THE EVENT

# BUILDING A BUDGET

## for a Run/Event and Living Within It

## ITEMS TO CONSIDER

**1** **Printing**

Ⓐ Run applications

Ⓑ Programs

Ⓒ Other promotional material (eg: flyers, posters)

**2** **Mailing Costs**

Ⓐ Postage

Ⓑ Mailing services

Ⓒ Other assistance

**3** **Gifts for participants/guests/award recipients**

**4** **Decorations**

Ⓐ Table decorations

Ⓑ Other (describe)

**5** **Catering and Facility Charges**

Ⓐ Luncheon(s)                     Ⓑ Dinner(s)

Ⓒ Breakfast(s)/brunch(es)         Ⓓ Reception(s)

Ⓔ Tea/coffee                      Ⓕ Facility charges

Ⓖ Ice                             Ⓗ Other (describe)

**6**    ## Guest/Participant Expenses

**A** Hotel costs

**B** Transportation

**C** Honorarium

**D** Other expenses (describe)

**7**    ## Special Services, Ceremonial, Symbols, effects, etc.

**A** Manufacturing plaques/awards

**8**    ## Miscellaneous Expense

**A** Security

**B** Entertainment

**C** Taping (video or audio) for archives

**D** Photo coverage

**E** Insurance (where applicable e.g.: event site/facility coverage, van rental etc.)

# PLANNING CHECKLISTS
## — Getting it Together

# RUN/EVENT CHECKLIST

## Advance Planning

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

## Housing

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

# RUN/EVENT CHECKLIST

## General Operations

❏

❏

❏

❏

❏

❏

## Security

❏

❏

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❏

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❏

## RUN/EVENT CHECKLIST

### Meals

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

### Other Items

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

# RUN/EVENT CHECKLIST

## Rain Plan

❑

❑

❑

❑

❑

❑

## Promotion

❑

❑

❑

❑

❑

❑ Registration/Confirmation (by mail/email at least two (2) weeks prior to event with specifications where and when to appear with directions)
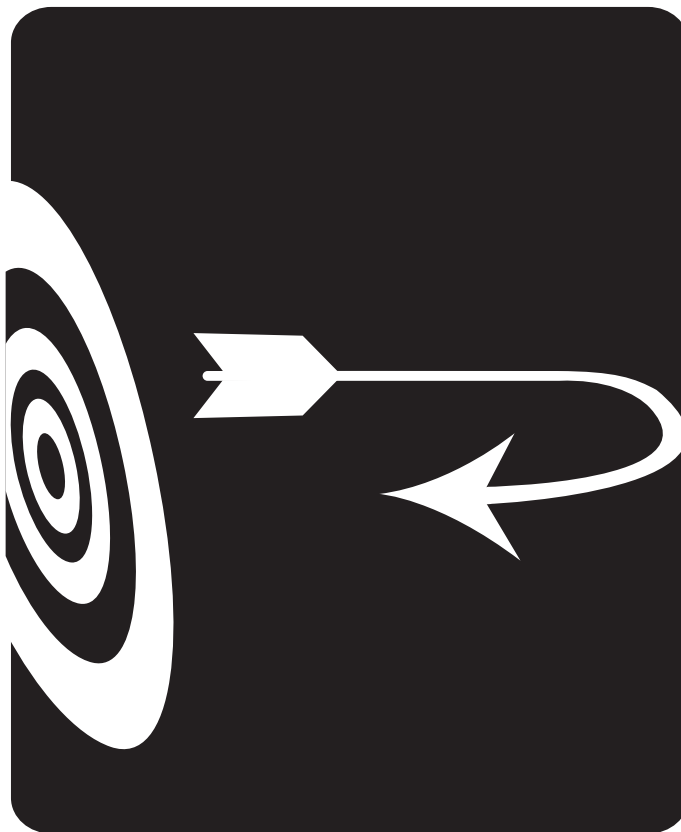
## RUN/EVENT CHECKLIST

**Public Information**

- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____

# SCHEDULE DEVELOPMENT
## — Staying on Target

**T**he following is an example of event/run work schedule and list, that can be made up on any word or spreadsheet program. With a shedule such as this created in a commonly used program, it can be circulated to the members of the club, and easly updated, as need be. This is only to serve as an exanple and in no way is it explaining how you must do your event. Please note that items in red denote a public event.

## Shopping List

| | | | | | | |
|---|---|---|---|---|---|---|
| Water | Soda | Ice | Coffee | Danish | Muffins | Butter |
| Trash Bags | Knives | Forks | Spoons | Half-Half/Milk | Plates | Napkins |
| Coffee Cups | Drink Cups | Chips | Pretzels | Fruit | Can Opener | Dish Soap |
| Paper Towels | Orange Juice | Table Cloths | Sugar/Splenda | Non-Dairy Creamer | Friday Buffet items | |
| AMCC Meeting supplies | | Appreciation Certificates | | Trophies | Banquet Program | |
| People Event Supplies | | Gift for Charter Members | | Bowls | Run Packet Supplies | |
| Check for AIDS Library | | Other Charitable Contributions | | Coolers | Can/Bottle Opener | |
| Punch Bowl/Ladle | | Brother of the Year plaque | | Coffee Urns | Leather Colors | |

Awards (Local Engraving) – Club Participation, Distance, Best Cocktail Party, Pig O' the Run
People Events – 1st, 2nd & 3rd place for all 3 games; Brother of the Year - nameplate

## The EVENT
Version # Work Schedule (Dated)

| Date | Time | Event/Location | People | Tasks |
|---|---|---|---|---|
| 1/30/04 | Noon | Shopping – Warehouse Club | John , Mike | |
| | 7:00 PM | Run Packets – Location | Rich, Rick Mike, Dennis. Frank | Put together run packets |
| 1/31/04 | 5:00 PM – 6:00 PM | Buffet Setup – Location | Bob, Bill Rob, Frank | Setup Tables, Assist Bob w/ display |
| | 6:00 PM –9:00 PM | Registration – Location | Rich, Mike | Assist Rich |
| | 7:00 PM–9:00 PM | Buffet – Location | Bob, Bill, Rick | Assist Bob |
| | 9:00 PM– 9:30 PM | Buffet Breakdown – Location | George, Frank, Frank, Glenn, Joe | Trash removal |
| | Midnight | Event – Location | The Entire Club | |
| | 2:00 AM–3:30 AM | Cocktail Party #1 – Location | Jim, John, Mike | (Club) Punchbowl, Ice |

| Date | Time | Event | People | Notes |
|---|---|---|---|---|
| 2/1/05 | 7:00 AM–8:00 AM | Hospitality Suite setup – Location | Joe, John | Set up continental breakfast, coffee |
| | 8:00 AM–Noon | Hospitality Suite open | Joe, John | Check beer & ice – munchies etc. |
| | 10:00 AM– 11:30 AM | Cocktail Party #2 –Location | Mike, John R | (Club) Punchbowl, Ice |
| | Noon–2:00 PM | Brunch – Location | Bob, George | Check for run pins |
| | 1:00 PM- 2:00 PM | AMCC Meeting setup – Location | Steve, Ricky, Jeff | Set up chairs, room … etc. – refreshments/ snacks |
| | 2:15 PM–3:45 PM | People Events – Location | Jim, Rob, Bil, Dennis, Rick, Victor | |
| | 2:15 PM–3:45 PM | Cocktail Party #3 – Location | Mike, Victor Dennis | (Club) Punchbowl, Ice |
| | 2:30 PM–5:00 PM | AMCC Meeting – Location | Steve | |
| | 4:45 PM–5:45 PM | Pre Banquet Cocktail Party #4 – Location | Mike, John Bruce, D.J. | (Club) Punchbowl, Ice |
| | 5:00 PM– 6:00 PM | Banquet Setup | John, Jim, Steve Jose, Frank | Ed Programs, Anthem, Center-pieces, Table decorating |
| | 6:00 PM– 7:00 PM | Cocktail Reception – Location | The Entire Club | |
| | 7:00 PM–9:00 PM | Formal Banquet - Location | The Entire Club | |
| | 9:30 PM–11:00 PM | Post Banquet Cocktail Party #5 – Location | Mike, John, Joe John, Rob | (Club) Punchbowl, Ice |
| | 2:00 AM– 3:30 AM | Cocktail Party #6 – Location | Jim, Bill, Joe, John | (Club) Punchbowl, Ice |
| 2/2/05 | 7:00 AM–8:00 AM | Hospitality Suite setup – Location | Joe, Bruce | Set up continental breakfast, coffee |
| | 8:00 AM–10:30 AM | Hospitality Suite open | Joe | |
| | 10:30 AM–11:00 AM | Close down Hospitality Suite | George, Frank, Glenn Frank, Joe, Dennis | |
| | Noon–2:00 PM | Brunch & Award Presentation – Location | John , Bob, George, Victor | Check for run pins |

# PROJECTED WORK SCHEDULE

☐ Date: _____ / _____ / _____
Milestone: _____
Date Accomplished: _____ / _____ / _____
Target Date: _____ / _____ / _____
Work To Be Done: _____
_____

☐ Date: _____ / _____ / _____
Milestone: _____
Date Accomplished: _____ / _____ / _____
Target Date: _____ / _____ / _____
Work To Be Done: _____
_____

☐ Date: _____ / _____ / _____
Milestone: _____
Date Accomplished: _____ / _____ / _____
Target Date: _____ / _____ / _____
Work To Be Done: _____
_____

☐ Date: _____ / _____ / _____
Milestone: _____
Date Accomplished: _____ / _____ / _____
Target Date: _____ / _____ / _____
Work To Be Done: _____
_____

# EVALUATION OF THE EVENT
## (Sample Questionnaire)

# RUN/EVENT EVALUATION FORM

Please take a moment to complete the survey below. Information provided will guide us in our future efforts to provide the most enjoyable event experience for our guests

*Name: _____

*Email Address: _____

* Optinal

Think about your overall Run/Event experiences this past year. Tell us how satisfied you were with this run/event experience in comparison with others that you have been on this year. Please rate our performance using one of the following categories: **Excellent, Good, Average, or Poor.**

Approximate number of Runs/Events Attended this past year _____

Overall rating of this run/event
- ❏ Excellent
- ❏ Good
- ❏ Average
- ❏ Poor

Run Activities
- ❏ Excellent
- ❏ Good
- ❏ Average
- ❏ Poor

Food
- ❑ **Excellent**
- ❑ **Good**
- ❑ **Average**
- ❑ **Poor**

Attentiveness and Friendliness of Club Members
- ❑ **Excellent**
- ❑ **Good**
- ❑ **Average**
- ❑ **Poor**

Transportation to and from airport and activities (if applicable)
- ❑ **Excellent**
- ❑ **Good**
- ❑ **Average**
- ❑ **Poor**

**If you rated any of the above "Poor" or have additional comments about the event please provide additional information in the Comments section below.**

**Comments:**

Thank you for taking time to complete this survey. Your feedback is valuable and will be used in preparation of future club events. Please send this completed survey to:
Blamethisperson@itsnotmyfault .com
or mail to: XYZ MC, PO Box 1234, Towncity/State 12345