

# Events Guide Form

A How Too Guide

# What you need to know:



How to fill out the  
Events Guide  
Form



The Operations  
Plan



Risk Assessments



Communications  
Plan



Budget



Other Information

The Events Guide is the most important document that you have to complete whenever you wish to hold an event. This will only be sent to you when you have had the date and venue provisionally confirmed.

Your event does not become active until this has been signed off by your Coordinator.

# How to fill out an Events Guide

You'll need to read and sign the Student Events agreement section. This outlines what we expect from you both in the lead up (planning) to the event and the delivery of the event itself. This needs to be signed by the event lead.

This section also includes the UWLSU events terms and conditions. This outlines what our ticket holders agree to when they have purchased a ticket for your event.

This will then be signed by your Coordinator once everything has been completed and we are ready to sign off on the event. This will not be signed if we are not happy with the standard of the guide.

# The Operations Plan

The Ops plan is ours and your guide to the event. It tells us everything that is going to happen and when it is going to happen.

- You need to start by telling us the name, date and time and event location. This will let us know when and where to advertise the event for.
- You then need to tell us the event description. This will be used to advertise your event on the UWLSU Website. So Sell the event!  
Why should people come to it?
- Who is your audience? Let us know who the event is targeted at. Is it your members? Is it every UWLSU Student? Will there be external guests allowed?
- How much are your tickets going to be? You can fill this part out after doing the finance section later on in the Guide. But you need to tell us what to list your tickets too.

# The Operations Plan.

Who are the key contacts from your group that will be running the event?

- We will add the SU Contacts in later on so just ensure you have which committee members are leading it. They will be expected to turn up to help set up for the event not just 10 minutes beforehand.

- Your Key timings will be the key times on the date of the event. These can be added after you've done the more details Ops plan timing.

- You'll then go onto the build schedule. This needs to be as detailed as possible. The example given shows the timings of when everything to do with the event is taking place. We need you to be this detailed. This helps us and you to know what you need to do and when you need to do it. It will also help with your key timings. Include from before set up to after pack down and everyone is off site.

# Risk Assessment for the Event



You will have done a Risk Assessment for your "generic" Group Activity.

This will be specific for this event. You can find a guide to complete risk assessments here: <https://www.uwlsu.com/opportunities/training/safety/>

# Communications Plan



This will help you to plan the messaging around advertising your event\*.

\*Remember You cannot advertise your event until your events guide has been signed off.



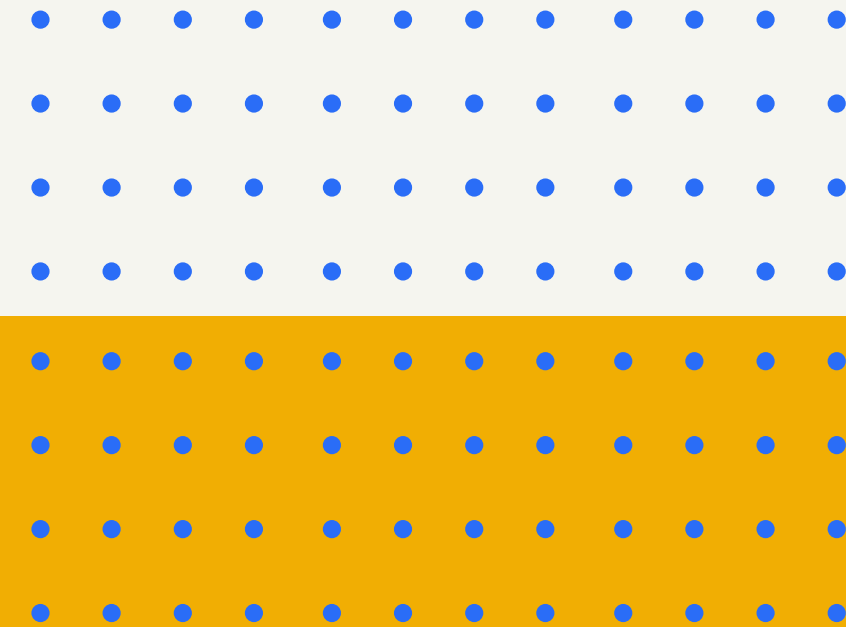
When possible, we will use UWLSU Social media to promote your event. All Events will be listed on [UWLSU.com](http://UWLSU.com)



When designing posters or events listings. We recommend using Canva. It's Free!

# Budget

It is all well and good planning an event. But one of the most important factors is Money. This next section will give you ideas on how to plan your event budget.





# 1. What is your expenditure?



How much do you have in your account to spend?



What is your biggest expenditure? Can you get it cheaper elsewhere?



If Collaborating with another Group/s what is the split between budgets?

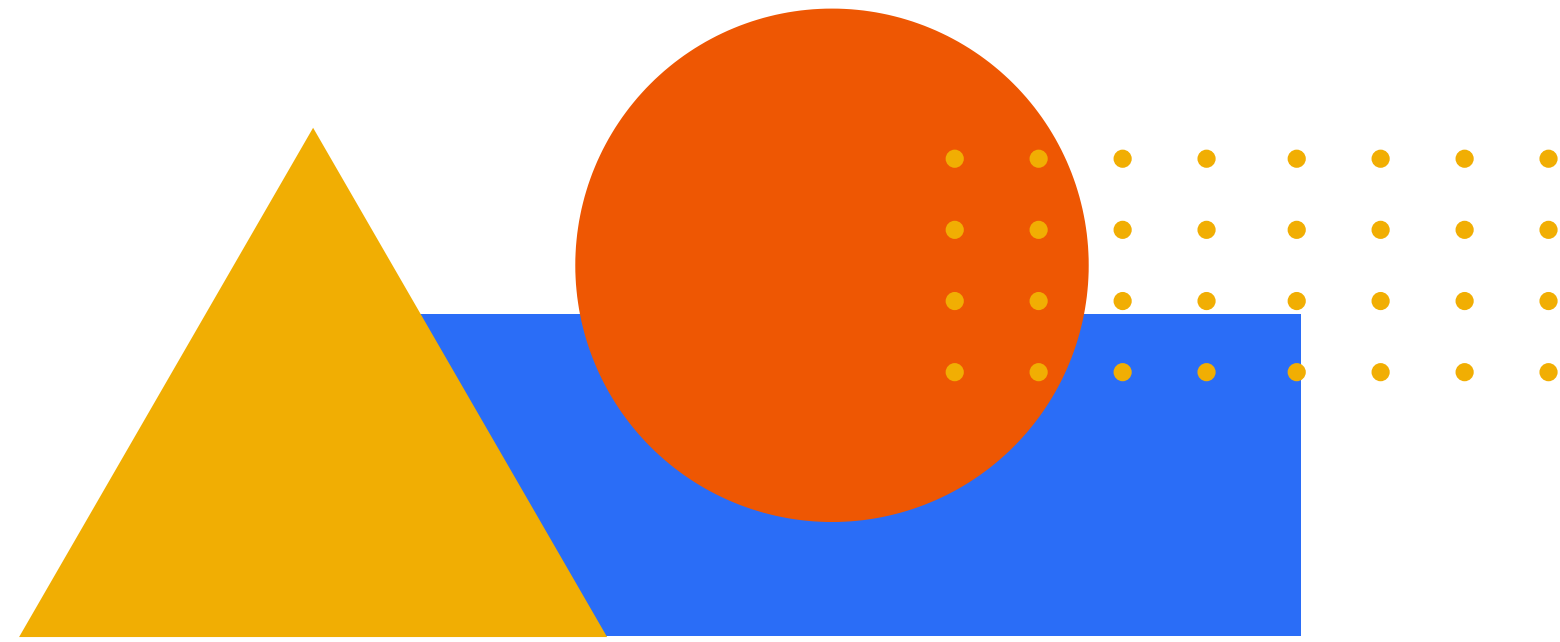


Don't use all group funds on one event. This will cause issues later on for you.

# 2.

## What is your income?

- ▶ How much are you planning to make selling tickets?
- ▶ Is there any other sources of Income?
- ▶ Remember, UWLSU takes a small transaction fee for every ticket sold (around 1%). Build this into your budget.



# Don't go break even at 100%

When we run events in the Students' Union we never set our break even limit at 100%. This puts too much pressure on the event to sell out.

Aim for around 50-60% of total capacity for your event spend (this will then help you set ticket prices)

Remember, any money left over will go into your Groups account.

# Other Information you need to know

UNIVERSITY OF WEST LONDON STUDENTS' UNION

We work with various teams to be able to process these bookings.

We require the Events guide before your event is confirmed and can be advertised (we hold the date for you)  
If we have any issues with the form we will ask you to make the changes.

Failure to meet deadlines will result in dates and events being lost.  
Do not advertise or promote any room bookings until they have been confirmed with us

# Any Questions?

Email [SU.StudentGroups@uwl.ac.uk](mailto:SU.StudentGroups@uwl.ac.uk)

