

change4life sports club celebration - event checklist



Promotion:

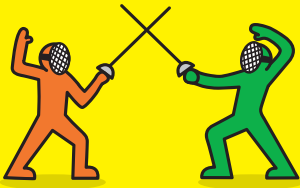
However you do this you will need to promote your event effectively. Follow these principles:

Attention: Does your promotional material attract attention?

Interest: Does it create interest in your event?

Desire: Does it create a desire for people to attend your event?

Action: Does it create an action, a reaction or response?



Communicate effectively:

How does your audience generally receive information?

What will be the most effective way to communicate the event?

- Electronically by email or the internet
 - By post
 - By phone or SMS
 - By flyer/poster
 - Press release
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- Does the event warrant VIP attendance and who will escort them?
 - Have you given plenty of notice and sent invitations?
 - Are you offering VIP parking – if yes, who will staff this?



Branding

Change4Life is a unique brand so make sure everyone sees it!

- Is the area branded with Change4Life Sports Clubs posters and banners?
- Are they positioned behind potential photo opportunities?
- Is the Change4Life Sports Clubs logo used on all promotional materials?

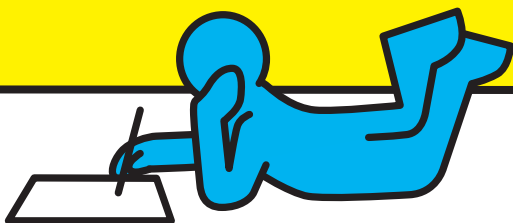


Place:

- Does the facility have ramp access for wheelchairs users and accessible?
- Is the venue large enough for the expected number of participants?
- Is the venue available early to allow for setting up?
- Will the venue need clearing up afterwards?
- Do you have enough seating for all your guests?
- Have volunteers/staff been identified to meet and greet guests?
- Is the venue available at weekends?
- Is the space suitable for physical activity or sport?

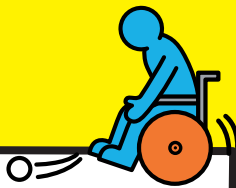


Planning:



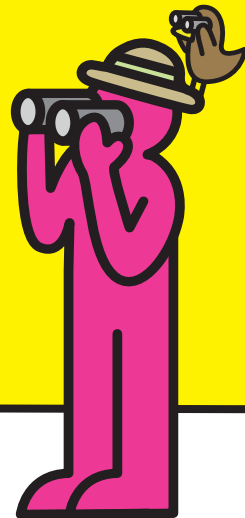
Facilities and equipment

- Are the toilets and changing areas fully accessible?
- Are there separate toilets/changing rooms for adults and children? What if not?
- Are there cloakrooms available?
- Do you require specialist equipment?
- Do you need to pay for any facilities or equipment? Can a local business help?
- Does the site manager/caretaker know what is happening?
- Is there a separate area for registration? It is well signposted? Have you allocated volunteers to staff this area?
- Do you have a wet weather contingency plan?
- Is directional signage needed throughout the venue?
- Will the event be easily signposted from the road?



Taking photographs/video

- Have you got parental consent to take photos/video?
- Who is collecting this paperwork?
- Have you got stickers for those people that can't be filmed/photographed?
- Has the area been branded with posters and banners on the wall?



Risk assessment

- Where is the fire exit and the fire assembly point?
- Where are the fire alarms and the extinguishers?
- Are there any fire drills planned for the day of the event?
- Do you have access to first aid?
- Have you got accident forms for injury/accidents?
- Have you got any medical forms for those participants on medication?
- Have you got incident forms in case of bullying, complaints and theft?
- Have all the activities been risk assessed?
- Does drinking water need to be provided for the young people and guests?

Sporting activity

- Does the sporting activity require qualified leaders?
- Do you have enough staff to lead activity and organise the participants?
- Where will the activity take place and where will spectators stand?
- Have you got an idea of the timings of the activity?
- Is there a time set aside for presenting awards?
- Is there a marked area for the activity to take place in?





You will want to start building your event team so take the time to read through the event guidance when you have decided on your celebration event. However, you will also need people around you that can offer additional support.

They could be all or some of the following:

- Headteacher
- Head of PE
- School Games Organiser
- School Sport Teacher Release
- Sports coach
- Young Ambassador

Performance:

So how well did you get on? It would be really helpful for your own development to know how well the event went and how you performed as an event team. There are ways to do this whether that is:

- A questionnaire
- Feedback by your team
- One-one with your tutor
- Observation by one of the team
- Video evidence.



The only way that you will improve the skills that you have learnt through this challenge is to take the feedback from one of these methods and act on the things you can change...but also celebrate all the things that went well!!