Event Management for Public Libraries: The Essentials

Workshop facilitated by

Kylie Warne
Warne Marketing
About me

• Established Warne Marketing in 2005
• Based out of Geelong
• Clients across Australia
• 10 years marketing experience
• Certified Practicing Marketer
• Associate, Australian Marketing Institute
• Master of Business (Marketing)
• Managed numerous events for GRLC
  – George Negus
  – Mike Munro
  – Gregory David Roberts
  – Corio relaunch
  – Food for Fines book sale
  – Billy Brownless and Cats players
Today’s interactive workshop

GOAL
• Provide participants with the ability to plan, budget and conduct successful events.

OBJECTIVES
• Identify suitable events for the demographic targeted;
• Identify the key elements of an event and develop a project management plan and budget;
• Identify likely problems and develop contingency plans;
• Identify key stakeholders and assess their necessary level of involvement in the event;
• Identify key suppliers/performers and manage their involvement;
• Develop and implement a marketing strategy and produce marketing materials for the event, and;
• Critically evaluate the event to determine its level of success and applicability.
Workshop overview

- Topic 1: Planning your events
  - morning tea

- Topic 2: Managing your events
  - Lunch

- Topic 3: Marketing your events
  - afternoon tea

- Topic 4: Evaluating and improving your events
  - 4.30pm close
Your event experiences

What events have worked in the past, and why?

What haven’t, and why not?

What do you need to achieve from this session?

Have you bought along a future event to develop throughout today?

What would “success” look like for this event?
Topic 1:

PLANNING YOUR EVENTS
Why proper event planning is so crucial

- Events should support your Strategic Library Plan
- Events impact numerous library KPI’s:
  - New members
  - Loans per capita
  - Number of loans issued per staff
  - People through the doors
  - Loans per member
  - Number of information queries
  - Stock turnover rate
  - Community involvement
- Successful events are a pleasure to develop and deliver!
  - Raise the Library profile
  - Generates stakeholder goodwill
  - Can pave the way for more events
- It’s not as daunting as it seems!
  - Use these slides as the basis for a checklist
  - Ask questions today
Key planning elements

- Aims and objectives
- Target audiences
- Stakeholders
- The basic details (when, where, what etc)
- Budgets
- Marketing and communication (Topic 3)
- Personnel
- Compliance (OHS, insurance etc)
- Contingencies
- Event outcomes and evaluation
Aims and objectives defined

• Goals are broad; objectives are narrow.
• Goals are general intentions; objectives are precise.
• Goals are intangible; objectives are tangible.
• Goals are abstract; objectives are concrete.

Relate your goals and objectives to your library’s Strategic Plan and integrate into your 12 month rolling calendar

Ensure your objectives are SMART
  – Specific: Objectives should specify what they want to achieve.
  – Measurable: You should be able to measure whether you are meeting the objectives or not.
  – Achievable: Are the objectives you set, achievable and attainable?
  – Realistic: Can you realistically achieve the objectives with the resources you have?
  – Time: When do you want to achieve the set objectives?
Example: Gregory David Roberts
author talk

The situation

- Tiny budget for publicity and promotion
- Tight timeframes
- Not a well-known author
- Risks of backlash due to Greg’s criminal past
- No venue
- Free tickets
- History of audience members not arriving on the night
- Hadn’t read his book!
Example: Gregory David Roberts author talk

- **Goal**
  - The Gregory David Roberts event will encourage both existing and new members to become loyal library users.

- **Objectives**
  - Achieve 300 bookings
  - Achieve 90% or more audience rating as “excellent”
  - Implement a new ticketing system
  - Do not exceed event budget
  - Create partnership opportunities with the venue, media and retailers
Target audience(s)

• Exactly who do you want to receive your message?

• Target audiences should be described in terms of
  – current behaviour
  – level of awareness
  – level of knowledge
  – preferred methods for receiving information
  – motivations/barriers to hearing and believing/accepting the information
Target audience(s)

• Primary Target Audience
  – People and groups who will be directly affected by your message or need to be exposed to your message.

• Secondary Target Audience
  – People of less importance who you wish to receive the campaign messages, people who will also benefit from hearing the campaign messages or people who influence your target audience now or in the future.

• Stakeholders
  – Other people and groups who might be directly or indirectly involved in, or affected by or with a stake in your campaign.
    • Local and State Government
    • State library
    • Community groups, media etc
• Check for other impacts that could help or hinder your target audience interest, such as
  – School holidays
  – Public holidays
  – Pension days
  – Road closures
  – Correction days
  – Pensioner days
  – Public transport
  – Power outages
  – Competing events
  – Weather
  – Daylight saving
  – Others?
Venue considerations

- Number of people
- Seating and table layout
- Food service needed
- Parking
- Sound
- Ease of audience viewing
- Directional signs
- Air conditioning
- IT capabilities
- Additional staff
- Bathroom facilities
- Change room for performers
- Others?
Some options

- Author talk
- Breakfast
- Guest speaker
- Educational/training
- School holiday event
- Launch
- Themed events

- Opening
- Anniversary
- Special announcement
- Awards
- Partnership
- Pilot events
- Others?
Budgets

• Keep within budget for all events – branch budget or otherwise
• Develop accurate forecasts – seek 2-3 quotes if possible
  – Venue
  – Performer/speaker
  – Catering
  – Stationery
  – Marketing
  – Transport
  – Additional staff costs
  – Equipment hire
• Track forecasts vs actuals, and exercise cost control throughout
Human resource requirements

• **What personnel are required? Be realistic and ask for help**
  – Decide the event manager (and backup event manager)
  – Decide MC
  – Form an event management team (if required)
  – Are additional support staff required at the event?
  – Escorts and guides
    • For speakers
    • For special guests
    • For tours, exhibits, etc
  – Admin and Council assistance?

• **Make their job as easy and enjoyable as possible**
  – Training requirements
  – Take them through your plan
  – Communicate before, during and after the event
Did you know that as an event organiser you:

• have a responsibility to ensure the safety of all people who attend your event?
• may need to apply for an event permit?
• may need permits or licences to serve or sell food and alcohol?
• may need an Occupancy Permit or Siting Approval if your event is ticketed or enclosed? and
• that Public Liability Insurance must cover any event or organised activity?

Contact your Council to ensure you comply with all policies and procedures…if in doubt, check it out!
Compliance – City of Greater Geelong examples

EVENT APPLICATION CHECKLIST

This checklist has been developed as the first step you should consider before submitting your event application to the City of Greater Geelong. The following checklist is designed to ensure your event complies and adheres to the required standards for an event permit.

YOUR EVENT APPLICATION CHECKLIST

STEPS... TICK THESE STEPS WHEN YOU HAVE COMPLETED EACH ONE

1. [ ] Check the event and location outline.
   Have you checked the event outline with the City and other relevant events?

2. [ ] Your event application form.
   Have you submitted the event application form?

   Have you obtained a copy of your Certificate of Currency for insurance purposes?

4. [ ] Your insurance form.
   Have you signed and completed the City of Greater Geelong's event insurance form?

5. [ ] A preliminary risk plan for your event.
   Have you prepared a risk plan for your proposed event that visually represents your event requirements?

6. [ ] A risk map of the event to be used in closed.
   Have you prepared a map that shows the risks?

7. [ ] Risk assessment.
   Have you completed a risk assessment for your event?

8. [ ] Your Credit Application Form.
   Have you completed a Credit Application Form for your event?

9. [ ] Change management.
   Have you consulted your options for your event location, time and duration?

10. [ ] Event information license.
    Have you completed and signed a license for the event?

11. [ ] You have completed.
    Thank you.

Failure to use the checklist
As an event organizer, if you do not provide all the necessary information your event application is denied. In this case, your event application and...

FORM OF INDEMNITY

This Indemnity is given the City of Greater Geelong, to indemnify the Council, including its officers, employees, and agents, from and against any claims, demands, losses, expenses, or damages which may be brought or made against the Council in connection with the event authorized and regulated under the City's Policies and Procedures.

This Indemnity is given by

Name:

Signature:

Date:

City of Greater Geelong

This Indemnity is given in consideration of the agreement between the City of Greater Geelong and the event organizer that the event organizer will indemnify the City of Greater Geelong from and against any claims, demands, losses, expenses, or damages which may be brought or made against the City of Greater Geelong in connection with the event.

Please complete one of the following authorizations:

MANUFACTURED AIRCRAFT

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Name:

Signature:

Date:
Contingency planning

• What could go wrong? eg
  – Performer arrives late
  – Audience doesn’t arrive
  – Too many people arrive
  – Unhappy audience
  – Venue issues

• How to stop issues before they happen?

• If it does happen, what will you do?
  – Apologise and be empathetic
  – Attitude is everything
  – Don’t look like you’re panicking!

• Know and follow emergency procedures
Event outcomes and evaluation

• Decide key performance indicators, such as;
  – Inputs used (money, time, resources)
  – Outputs produced (e.g., 100 people attended the event)
  – Impacts (particularly attendee responses to scaled and open-ended questions from evaluation survey – see Topic 4)
  – Outcomes e.g.
    • New members
    • Loans per capita
    • Number of loans issued per staff
    • People through the doors

• Decide how to evaluate
  – Criteria? How to best measure?

• Loans per member
• Information queries
• Stock turnover rate
• Community involvement
Your turn!
Topic 2: MANAGING YOUR EVENTS
Why is being organised important?

Impacts of a well-managed - or badly managed! - event

- Yourself: reputation, health, morale
- Your colleagues
- Your library
- Likelihood of future events
- Funding
- Stakeholder perception and future support
- Publicity
- Other?
Common event elements requiring management

- Suppliers
- Facilities
- Equipment
- Food and drinks
- Transportation
- Escorts and guides
- Décor
- Additional considerations
Suppliers

• Choosing suppliers
  – Word of mouth is always good!
  – Are their values aligned with libraries?
• Briefing suppliers
  – Aim to build a long-term relationship with them
  – Understand their needs and expectations
  – Ensure you explain your goals, objectives and expectations (NO assumptions!)
• De-brief after event
  – Provide them with constructive feedback so they can improve
  – If the event was a success, share it with other library services
  – Refer the supplier to others if appropriate
Photography

- Hire photographer
- Hire videographer
- Brief suppliers
- Shot list for photographer
- Delivery of footage
  - Format
  - Deadline
  - Copyright issues?
  - Privacy issues?
Facilities

- Number of people
- Seating
  - It is needed for all?
  - Auditorium-type seating
  - Conference room seating
  - Table shapes: O, U, V
  - VIP reserved seating
- Catering
- Cleaning
- Parking
- Directional signs
- Air conditioning/warmth
Equipment

- Lectern
- Podium/stage
- Public address system
- Rollup banners
- Microphone(s): Neck, podium, table, floor, roaming
- Speakers
- Raised platform
- Food and urn
- Projection screen
- Dataprojector
- Overhead projector
- Video
- Flip charts, markers
- Extension cords
- DVD player and TV monitor
- CD player
Transportation

- For equipment
- Lease or charter vehicles
- To and from parking areas
- For speakers and special guests
- Between locations
- Vehicle signage
Décor

- Select theme
- Festive? Serious?
- Library branding
- Staff attire
- Entrances and exits
- Speaker platform/lectern
Administration requirements

- Running sheet
- MC role
- Speech notes
- Name tags
- Topics
- Speakers
- Biographies
- Introductions
- Conclusions
- Cross-selling opportunities
  - Signup new members
  - Focus on part of collection
Your turn!
Topic 3: 
MARKETING YOUR EVENTS
Why marketing your event is so crucial

• Internally
  – Staff are part of your target audience
  – They are your marketing officers!
  – Equip your colleagues to be ambassadors for your event
  – Aim to excite, enthuse and engage your colleagues

• Externally
  – Great marketing attracts the right people to your event
  – It also raises the profile of your library – which in turn impacts your library KPIs
  – Marketing sets the expectations of your audience
  – Your event must meet the expectations of your audience
Key marketing elements

• Invitations
• Printed program
• Registration/tickets
• Target audiences
• Key messages
• Integrated marketing communications
  – Mass marketing
  – Targeted marketing
  – Direct marketing
• Measurement of effectiveness
Invitations (if applicable) and programs

- Design
- Distribution list
- RSVPs
- Printing
- Distribution of invitations via
  - Website
  - Email
  - Postal mail
  - Fax

- Printed program
  - Agenda
  - Speakers biographies & photos
  - Organisational information
  - Lists of officers, committees
  - Lists of contributors
  - Design, printing
  - Quantity
  - Distribution
Bookings vs no bookings

• Advantages
  –
  –
  –
  –

• Disadvantages
  –
  –
  –
  –
Registration/tickets

- Prices
- Advance sales
- Printing
- Distribution
- Sales reports from branches
- Ticket and money control
- Complimentary tickets
- Media tickets
- Sales at doors
- Collection at events
- Rush seats
Target audience(s)

• Exactly who do you want to receive your message?
  – Primary audience
  – Secondary audience
  – Stakeholders

• Target audiences should be described in terms of
  – current behaviour
  – level of awareness
  – level of knowledge
  – preferred methods for receiving information
  – motivations/barriers to hearing and believing/accepting the information
Key messages

• Effective key messages should include:
  – details of the program being promoted
  – the benefits of the initiative for the target audience
  – a clear “call to action” outlining what the target audience should do as a result of receiving your messages.

• Research indicates that the following types of messages are likely to be rejected:
  – messages which are global in nature
  – a series of ‘motherhood’ statements
  – messages which are self congratulatory
  – self-promotion without substance.
Example: Gregory David Roberts author talk

Key messages:

• Geelong is a destination for high-profile people
• Geelong’s public libraries provide much more than “just books”; we deliver great events to the community
• Focus on Greg’s talent as an writer, not his criminal past
• Visit a library to collect your FREE ticket NOW!
• While you’re there, take 5 minutes and become a member?
How do people find out about your event?

• Your task is to understand the behaviour of your patrons
  – Where do they go?
  – What do they read?
  – What do they listen to?
  – Remember your goals and objectives

• Existing members vs non members?
  – Flyers
  – Posters
  – Word of mouth
  – Emails
  – Website
  – Newsletters
  – Staff
  – Dockets
  – Via regular events
  – Media (print and broadcast)
  – Stakeholders
  – Suppliers
  – Retailers
  – Other?

• Remember retail display principles
Integrated marketing communications

• Recheck goals and objectives
• Design look and content of all marketing tools
• Design communications action plan
  – Who, what, when, where, budget, milestones
• Decide “go live” date
• Commence roll out as per action plan
• Monitor responses throughout promotion until deadline
  – When booking, ask: how did you find out about this event?
  – Use this for future event marketing
• Media management
  – who is the best person to do this?
  – Does the Council require approval prior to contacting the media?
Example: Gregory David Roberts
author talk

- Attended literary lunch featuring Greg (first-hand experience of “the product”)
- Staff (at regular meetings, via email, morning teas)
- Website
- Connections newsletter
- Media (print and broadcast): publicity (media releases) and promotion (photo opps, interviews)
- In-house (posters and flyers)
- Retail partner: Griffiths Bookstore
The power of one

Gregory David Roberts' life sounds like the stuff of Hollywood legend – which is what it's set to become in a new movie starring Johnny Depp. Cam Raad caught up with the former criminal turned publishing phenomenon.

Personalities to Visit Your Region

Geelong Regional Library Corporation is proud to present three fantastic writers in April and May of this year.

Gregory David Roberts comes to Geelong on May 7th at 6.30 pm. Gregory was born in Melbourne in 1975. After a childhood spent in Australia, South America and rural Indonesia, he was sent to a Protestant mission school in Papua New Guinea, where he was exposed to the world of the bush. His first first-hand experience of the world came in his teens, when his family went to the Melanesian Islands to work. He is the author of two novels, Theoras and Taman Safari.

Hints & Tips for Autumn

How do I become a Library member?

To join: Membership of the Regional Libraries is open to all. You can apply for membership at any location. A Membership Form can be completed at any location and is subject to further administration.

The Geelong Regional Library Corporation website is a place to see future events, log in to www.gcl.org.au/scapes.
Your turn!
Topic 4:

EVALUATING AND IMPROVING YOUR EVENTS
Evaluation helps improve future events by assessing the:

- Inputs used (eg money, time, resources)
- Outputs produced (eg 100 people attended the event)
- Impacts (eg attendee feedback)
- Outcomes eg
  - New members
  - Loans per capita
  - Number of loans issued per staff
  - Loans per member
  - Number of information queries
  - Stock turnover rate
  - No of people through doors
  - Community engagement
Designing your event evaluation form

- Suggested criteria for assessment:
  - Format
  - Content
  - Speaker(s)
  - Venue
  - Suggested improvements
  - Things most liked
  - Things least liked
  - How did you hear about the event
  - Are you a member
    - Why/why not
  - Would you recommend this event to others
  - Also ongoing consultation with the community

Scaled responses and Open-ended questions
Ensuring high return rates

- Make the questionnaire easy to fill in
- Allow enough time
- Encourage response
  - Ensure MC reinforces importance of feedback
- Avoid barriers to completion
  - Provide pens
  - Put surveys on seats before or handout as people arrive
- Make the form easy to return
  - Preferably return immediately after event at venue
  - Supply free envelope and stamp
Post-event communication

• Thankyou’s
  – VIPs, Guests, Stakeholders, Staff
• Feedback to suppliers including performers
• Outcomes report
  – Your time to blow your horn!
  – Don’t ignore improvement opportunities
  – Ask staff for feedback
• Use integrated communications mix to communicate positives to audiences and stakeholders
  – Newsletter, photos, media release, emails, staff meetings, LibMark etc
Your turn!
WRAP-UP!
Workshop review

• Introduction
• Topic 1: Planning your events
• Topic 2: Managing your events
• Topic 3: Marketing your events
• Topic 4: Evaluating and improving your events
Finally...

- Questions?
- Thank you for having me
- Be persistent and passionate! It’s viral!
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Warne Marketing