	Healesville Community Renewable Energy Inc **Event02 – Event Program Management**

Policy Id	Event02	Version	1.0
Policy Type	Event	Subject	Event Program Management
Approved	February 2021	Scheduled review	February 2024

1 Introduction

Healesville CoRE manages events according to priorities identified in its strategic plan and/or through specific project activity.

An annual program of events is established at the beginning of the year. This enables Healesville CoRE to publish an event calendar for the year. It promotes a consistent path of events for the year and is forward planning so that speakers, venues and resources can be scheduled and confirmed well in advance.

A published program of Community Events is good advertising for Healesville CoRE, and this is a resource that will be used through the whole year.

2 Purpose

The purpose of the **Event Program Management Policy** is to provide broad guidelines on planning, managing and evaluating events by the organisation.

3 Policy

The Community Engagement Manager is responsible for coordinating the preparation of an event program for the calendar year, In consultation with the organizing committee (and/or the Central Committee) and the President

Events usually involve the community and are facilitated by Healesville CoRE as support of the organisation's published goal that the Healesville district will be a zero-carbon area by 2027.

It is a good practice to assess the previous year's event program and review from these which events were successful. The success of an event is made from looking at any positive or negative feedback and also from review of the number of attendees.

Whilst it may be tempting to repeat a successful event because different community people may attend, it can be advantageous to introduce new material to an event due the changing environment and improvement of technology and resources available.

Different subjects may be introduced to the event program and the Community Engagement Manager may find it valuable to discuss new topics with colleagues and organise a brainstorm session or meeting for this discussion.

Every event that is organised and run by Healesville CoRE must align with and support Healesville CoRE Values, Vision and Mission.

Healesville CoRE must prepare an adequate budget for the year's events. The budget should take into account expenses such as venue hire, catering, audio visual equipment and promotion and advertising costs as relevant.

An Event Program should be completed by the end of January for that year. The Event Program completion is a dependent on

- agreement of the program of events from the organizers and sign off by the President
- confirming availability of the selected speakers for each event
- preparing appropriate resources for each event
- confirming and scheduling a venue for each event
- preparation of the Healesville CoRE Program of Community Events document

The Community Engagement Manager will ensure that there is an Event Coordinator for each event. The Event Coordinator will reference the Event Design and Implementation policy to manage an event.

The Event Coordinator is accountable and responsible for the delivery of an event. Delivery of an event includes:

- promotion of event and distribution of registration and promotional materials
- liaising with venue and speaker/s for the event
- facilitation of event organising committee as relevant
- managing event budget and expenditure, in consultation with the Treasurer
- preparing event materials (including AV/recording/live streaming equipment)
- acquiring the necessary advertising (banners, posters) for display at the event
- proactive management of risk
- identification of numbers and roles of Healesville CoRE staff/volunteers and others required to run the event on the day
- identification and liaison with Healesville CoRE staff/volunteers to fill these roles
- manage and supervise staff/volunteers on the day
- conducting a written evaluation with participants, analysing this and reporting results to the Central Committee
- keeping a record of attendance numbers and writing a brief report for grant acquittal purposes.
- providing a written report to the Healesville CoRE Central Committee at the first available opportunity

4   Related Documents

Event01 - Event Design and Implementation Policy

Event01 – Event Planning Guide

Event01 – Event Safety Checklist

Management01 - Central Committee

Management 02 - Subcommittees

Management03 - RACI Matrix

Value01 - Vision & Mission Statement