Your Event Management Plan should be your event’s Bible. Any of your event personnel or key stakeholders should be able to pick up the plan and know exactly what is going on and when, and who to contact. Processes for accidents, incidents and emergencies, contingency plans for things like inclement weather and poor ticket sales, as well as risk mitigation strategies should all be addressed (where applicable). There should also be key dates, timelines and schedules, maps, permits and anything else relevant to the running of your event.

This template can be used to assist in the development of an Event Management Plan. Not all points below will be relevant to your event, use grey bullet points as a guide and delete them once you’ve completed each section.

Ensure you consider the following when planning your event:

* Why is the event being held? (Mission and Vision Statement)
* What type of event will it be? (e.g. market, music festival, cycling event etc.)
* Who is the event for? (e.g. tourists, community, families, couples etc.)
* When will the event be held? (consider current events calendar and suitability for season)
* Where will the event be held? (consider aspects such as wet weather contingency plans, parking availability, impact on public spaces etc.)

**Event Management Plan**

Event Overview

* + Overview/summary of event
  + Contact list
  + Communication plan (who to contact for what pre, post and during the event)
  + Key dates

Event Objectives

Key stakeholders

* Event personnel
* Emergency services
* Contractors
* Council
* Other (e.g. VicRoads, ACP, Parks Victoria, private land owners)

Event/Venue Details

* Date
* Time
* Location
* Plan (mud map) of event village
* Plan of any other routes or locations
* Security

Event Components

* Bump in and bump out schedule
* Schedule/program of all activities occurring during event
* Logistics and infrastructure required
* Facilities / Amenities required (e.g. toilets, showers, drinking water)
* Waste Management required

Event Permits

* What permits are required? List all and attach copies
* Public Liability Insurance (please attach)

Marketing and Communication *(If you are applying for sponsorship please include a detailed Marketing and Communication Plan)*

* Who is your target market?
* How will you advertise/promote the event?
* Ticketing/Registration strategy – how, where, when
* Pre and post event consultation with key stakeholders
* Pre and post event community consultation (traffic management, noise, parking etc.)

Traffic Management

Emergency Management

* CFA
* Medical
* Police
* Incident Management Plan/Process

Risk Management Plan

* Participants / stall holders / contractors / event personnel
* Access to the event precinct (e.g. parking, disability access, emergency access)

Budget