



Event Management Framework

Part of the Event Planning Guide

Event Initiation Document (EID)

Document 100 - 10

Version B

Aeromodellers - New South Wales

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Event initiation Document (EID)

Purpose of this Form

For the initiator of the event concept to record sufficient details to enable stakeholders and interested parties to robustly evaluate the concept for acceptance or rejection.

This is a top-level Event planning document. In it, you bring together all of the information needed to get your Event started, and communicate that key information to the Event stakeholders. Once approved a well-put-together Event Initiation Document, can let everyone understand where the Event is heading from the outset.

Background:

Whether organizing a small event or orchestrating a large event, event planning is a huge task!

Every event, no matter how simple or complex, requires detailed planning and organization, from establishing an accurate budget to promoting your event, there are a number of components you should start to consider early on to make the process as stress-free and as successful as possible.

An enjoyable and successful event should not be left to chance or luck.

Successful events should lead to the desire to conduct more.

While no two events are the same, and every event has varying goals, budgets, and audiences; there are several steps you can take to jump-start the planning process, keep on track, and maximize your event's success.

Please complete as many relevant fields as possible at this stage of the initial planning.

This should be a living document during the initiation, planning and implementation stages of the event.

Event Initiation Document (EID)

Event initiator proposer: Your full Name: And contact details.	Click here to enter text.
Type of Event	<input type="checkbox"/> Fun-Fly <input type="checkbox"/> Scale Rally <input type="checkbox"/> Completion <input type="checkbox"/> Come fly <input type="checkbox"/> Promotional <input type="checkbox"/> Public Display Other: Click here to enter text.
Name of the Event	Click here to enter text.
What is the purpose of the event? What is the ultimate goal for this event? This is the <i>why</i> that spurred you to plan an event in the first place. Are you looking to: Drive new members? Promote the hobby? Increase the awareness of the club to the wider community? Or maybe, you have a combination of multiple goals? Determine what you are looking to accomplish and how this event will help you do that.	Click here to enter text.

<p>What are the objectives and goals? In planning any event, you should identify a set of objectives that will support your ultimate goal. Here are a few examples of event objectives</p> <p>Increase <i>registration</i> and or participation by 10% from the last event</p> <p>Display and show case the skill and diversity in the aeromodelling community.</p> <p>Increase revenue by 25% from the last event</p> <p>Increase the awareness of aeromodelling to attract more members</p> <p>Increase general community awareness of the hobby through the event.</p> <p>With your goals and objectives in place, you can create a preliminary scope of the event.</p>	<p>Click here to enter text.</p>
<p>General description of the Scope, structure and agenda Your scope should offer key details and point to how you will achieve your outlined goals. While not set in stone, you should lay out preliminary event details including:</p>	<p>Click here to enter text.</p>
<p>What will success look like? Try to list the Key success indicators:</p>	<p>Click here to enter text.</p>
<p>General description of the event agenda.</p>	<p>Click here to enter text.</p>
<p>Proposed locations for the event</p>	<p>Click here to enter text.</p> <p>Click here to enter text.</p>
<p>Reasons and justifications for the chosen event location</p>	<p>Click here to enter text.</p>

Is this Event part of a larger Activity	<input type="checkbox"/> Yes <input type="checkbox"/> No
Please describe the larger activity	Click here to enter text.
Who is responsible for the larger Activity	Click here to enter text.
Event to be approved/endorsed by:	<input type="checkbox"/> Specific Club executive <input type="checkbox"/> State Association <input type="checkbox"/> MAAA Other Please specify :Click here to enter text. Approval received from Click here to enter text. Click here to enter text. Click here to enter text. Click here to enter text.
Funding Sponsorship expectations:	<input type="checkbox"/> Specific Club <input type="checkbox"/> State Association <input type="checkbox"/> MAAA Other Please specify:Click here to enter text.
Who will be responsible for obtaining sponsorship and or support	Proposed Click here to enter text. Accepted signature Click here to enter text.
Proposed date that the event will be held on:	Click here to enter text.
Duration of event	<input type="checkbox"/> One day <input type="checkbox"/> Two days <input type="checkbox"/> Three days, Friday- Sunday <input type="checkbox"/> Week OtherClick here to enter text.
Any specifics regarding the chosen date:	Click here to enter text.
Any other major activities or events happening around this time?	Click here to enter text.
Additional Event Activities	<input type="checkbox"/> Just general flying <input type="checkbox"/> Displays <input type="checkbox"/> Competition <input type="checkbox"/> Meals during the day <input type="checkbox"/> Dinners including full catering. <input type="checkbox"/> Camping <input type="checkbox"/> Full size aviation <input type="checkbox"/> Charity or fund raising <input type="checkbox"/> Retail Vendors Addition activities is commercial vendorsClick here to enter text.
Proposed participants	<input type="checkbox"/> MAAA Pilots and friends <input type="checkbox"/> General public <input type="checkbox"/> Special interest group or club

	<input type="checkbox"/> Media Other: Click here to enter text.
Number of proposed Participants in the entire event if part of a larger activity.	<input type="checkbox"/> 1-10, <input type="checkbox"/> 11-20, <input type="checkbox"/> 21-25, <input type="checkbox"/> 25-30, 31-40, 41-50, 51-60, 61-80, 81-100, 100++ please specify Click here to enter text.
Number of proposed Participants at this specific location.	<input type="checkbox"/> 1-10, <input type="checkbox"/> 11-20, <input type="checkbox"/> 21-25, <input type="checkbox"/> 25-30, 31-40, 41-50, 51-60, 61-80, 81-100, 100++ please specify Click here to enter text.
How will the event be marketed and advertised	<input type="checkbox"/> Email <input type="checkbox"/> Face book <input type="checkbox"/> MAAA <input type="checkbox"/> State association <input type="checkbox"/> Media <input type="checkbox"/> Word of mouth <input type="checkbox"/> Website <input type="checkbox"/> other Click here to enter text.
Initial BUDGETING estimates	
Who will sponsor the finances required to bank role this event activity.	Proposed Click here to enter text. Accepted signature Click here to enter text.
Who will ultimately be responsible for any unpaid expenses?	Proposed Click here to enter text. Accepted signature Click here to enter text.
Who will receive the income from the event	Proposed Click here to enter text. Accepted signature Click here to enter text.
Anticipated maximum Event Budget:	Click here to enter text.
Expected Expenditure for the event: (Key event running costs: trophies, catering, CASA Instrument, gas, toilets, showers, field hire)	Source 1: Click here to enter text. Amount: Click here to enter text. Source 2: Click here to enter text. Amount: Click here to enter text.

	<p>Source 3:Click here to enter text. Amount:Click here to enter text.</p> <p>Source 4:Click here to enter text. Amount:Click here to enter text.</p> <p>Additional sources: Click here to enter text. Additional amount:Click here to enter text.</p> <p>Total expense: Click here to enter text.</p>
<p>Expected income, source and amount. (Entry fees, spectator donations, raffles, donations, grants, club funds)</p>	<p>Source 1: Click here to enter text. Amount: Click here to enter text.</p> <p>Source 2:Click here to enter text. Amount:Click here to enter text.</p> <p>Source 3:Click here to enter text. Amount:Click here to enter text.</p> <p>Source 4:Click here to enter text. Amount:Click here to enter text.</p> <p>Additional sources: Click here to enter text. Additional amount:Click here to enter text.</p> <p>Total Income: Click here to enter text.</p>
<p>Who is responsible for marketing and advertising</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>
<p>How will people register for the event</p>	<p><input type="checkbox"/> respond to email <input type="checkbox"/> Online registration <input type="checkbox"/> Invitation only <input type="checkbox"/> On the day <input type="checkbox"/> Word of mouth <input type="checkbox"/> Other Click here to enter text.</p>
<p>Who is responsible for the registrations</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>
<p>Responsible resources (Complete where possible) All event activities must abide by the Rules and Safety Flying Code of the MAAA other relevant parties.</p>	
<p>Event Director: Overall responsibility for ensuring the success of the event by directing and managing the key resources and risks.</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>
<p>Event Coordinator: Responsible holding and running the coordination committee and for coordinating the day to day running of the event. Responsible for the financial management as approved by the Event Director.</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>

<p>Financial Controller: (person responsible for accounts management, spend in accordance with financial delegation and ensuring spend approvals). For a small event the Event coordinator may also perform this role.</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>	
<p>Display Director: Responsible for developing, managing all aviation specific activities associated with the event. Generating and following the Display procedures. MOP 019 Display Procedure</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>	
<p>Safety Director: Responsible for delivering a safe event and managing, enforcing all club, MAAA and CASA safety requirements.</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>	
<p>Catering Director: Responsible for the catering and enforcing all food health standards and practices.</p>	<p>Proposed Click here to enter text. Accepted signature Click here to enter text.</p>	
<p>Team: Responsible for managing and performing specific day to day tasks as and when required.</p>	<p>Registration Proposed Click here to enter text. Accepted signature Click here to enter text.</p> <p>Flight line Proposed Click here to enter text. Accepted signature Click here to enter text.</p> <p>Catering Proposed Click here to enter text. Accepted signature Click here to enter text.</p> <p>Field preparation grounds Proposed Click here to enter text. Accepted signature Click here to enter text.</p> <p>Flight line safety Proposed Click here to enter text. Accepted signature Click here to enter text.</p> <p>Showers and camping facilities Proposed Click here to enter text. Accepted signature Click here to enter text.</p> <p>Photography Proposed Click here to enter text. Accepted signature Click here to enter text. Please add additional team members if required</p> <p>Click here to enter text.</p>	

The final approval will be based on the Tier of the event. This will be defined in the Overall Event Framework guide.

The Tier will be based on the perceived Risk and size of the event.

Relevant Event Committee or working group details to be defined.

Approved to proceed to the next stage:	Click here to enter text.
Signature and Date:	Click here to enter text.

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