



The Matthew Clark guide to

# **The Festival Opportunity**

the experience matters

Matthew Clark



## The UK offers an eclectic festival scene, from the vast, weird and wonderful Glastonbury to the much-loved pub beer festival.

It's a part of the drinks industry that is growing: **millennials are spending £3,750 a year on going-out<sup>1</sup>**, much of it being spent on what has been dubbed, the experience economy. For these younger consumers, variety is indeed the spice of life – with regular Friday nights in the local being swapped for live music, plays, sporting events, art exhibitions, escape rooms, charity events, and cultural experiences. Through festival activations, the trade can tap into the desires of consumers to try something new, while keeping the experience of the On-Trade fresh and relevant.

Festivals are a genuinely social occasion, an opportunity for friends to get together and enjoy each other's company. While it's often suggested millennials are looking for purely 'instagrammable' occasions, many are keeping phones in pockets, eschewing social media to enjoy the moment. Of course, they still need to post a few pictures, but millennials are keener to mingle and explore as any generation before. To fund these experiences, people increasingly tighten their belts in other areas - such as swapping a weekday night out, for a bottle of wine and a box set



## **Food for Thought**

Street Food markets have exploded in the UK, popping up in most major cities. Yet there is still plenty of opportunity for outlets to take advantage. If you have a large outdoor space, why not invite along local street food vendors to set up shop. It can be a regular event, with you keeping everyone's thirsts quenched

# We need to give consumers a reason to leave the house, create an occasion – a festival!

Festivals mean different things to different people - it may be about trying a wide variety of ales, tasting various wines, or all about the music on a hot sunny day. Whatever the theme of your event, the people who attend will all have a common goal, to enjoy their time and make the most of all you can offer. Festivals can help you secure your place as a firm favourite with your regulars and visitors alike. We want to help you develop the perfect event and give your customers a fantastic experience in your outlet - to keep them coming back time and time again.

## £3,750

is how much millennials are spending a year on going-out, much of it going on experiences.<sup>1</sup>

**The Boathouse in Shrewsbury is set to open its doors a third annual gin festival, with 3,500 guests anticipated. We asked owner Jim for his thoughts on running a festival in the trade...**

“Our outdoor space is well used in June and July, but we wanted to make more of it later in the year. A gin festival was the perfect choice as it allowed us to make use of our garden bar, less equipment is needed to serve a G&T – just an ice bucket, fridge, glassware, and some notes for the bartender on the perfect garnishes for each gin.

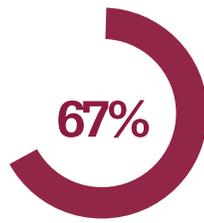
When selecting our gins we looked at which had the most interesting recommended serves, but we’ve evolved the selection to capitalise on the pink gin trend. We must have picked right as we now have to rent in mobile bars to keep up with demand! It’s a good idea to have a recommended serve ready for each gin, but allow mixing and matching with the garnish and tonics.

We supplement the gin with excellent BBQ food that customers can eat while standing, making it more of an impulse buy which adds revenue opportunities for us at the event. We book local bands (and buskers!) to keep people entertained and create a relaxed atmosphere. My tips would be to promote your event online - allowing people to spread the word, use plastic glasses where possible, have drinking water stations, and start bagging ice well in advance!”



# What type of festival is right for you?

**Wine Festival** - During the summer months, especially one as hot as this year, wine typically takes a dip as consumers reach for cold beers, fruit ciders and fruity cocktails<sup>3</sup>. However, as we move into the autumn, wine once again comes into focus. Better wine ranges in the trend have been cited as one of the principal factors in increasing the number of women drinking out. Women are significantly more likely than men to visit pubs and bars with their friends<sup>2</sup>.



Percentage of women who visit the On-Trade with friends.<sup>2</sup>

There are many types of wine festival you could organise. You could use the event as the perfect way to develop your own wine list. Discuss with your account manager some potential options and use the occasion to gauge customer feedback on your wines. Your Matthew Clark account manager will be able to arrange a tasting for you. You can have as few or many wines as you like, either offering a special promotion on the glass or creating a package, 'try 3 wines and vote for your favourite'- anything that creates a little theatre. Think about food and matching your menu to your featured wines or just have nibbles - cheese and wine nights prove very popular. Beyond food, think about wine and activity matching, for example, Argentine wines and Tango lessons!

## Wine Festival Themes - Examples

**Organic Wines** The organic market in the UK was expected to exceed **£2.2 billion in sales by the end of 2017, up by 6.3%**<sup>4</sup>. Organic and Sustainable wines are high up on the agenda of Urban Professionals and Mature Foodies. Both demographic groups are key On-Trade spenders. Urban Professionals & Mature Foodies are wine engaged and **their On-Trade wine spend is 35% higher** than the UK average. Critically, Sustainable and Organic products are already woven into the other key trends of health, wellbeing, simplicity, premiumisation and sensorial experiences. Organic wines appeal to young professionals, affluent spenders, and trend setters and followers as well as older consumers with more conservative tastes and spend.

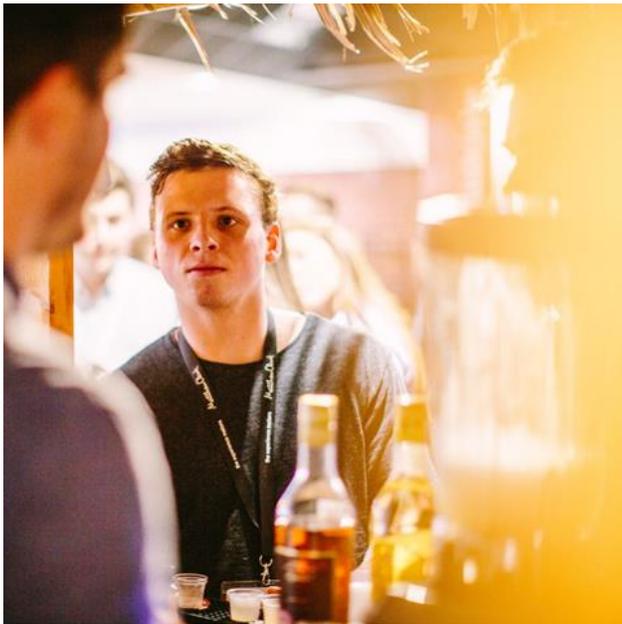
**Seasonal Wines** Autumn is almost certainly the best time of year to promote seasonality within your wine range. There is something about the season that connects it to wine, the leaves are turning golden, the log fires are getting lit again, the sun gives us that orange glow as it starts to set a little earlier – something about that image takes our minds to thoughts of rustic, bold red wines. If you're unsure about revamping your range entirely, consider just adding two or three guest wines to promote, this helps to keep the overall wine offering exciting and seasonally relevant.

**Country of Origin** Spanish... German... French... American... the possibilities are almost endless. Theme your event around the culture of a particular wine-producing nation. Consider certain countries traditions, for example, a Spanish festival could feature tapas, Spanish wine, and flamenco. The rise of English wines allows for a suitably patriotic celebration. We've consistently had to grow the size of our English wine range year on year and sales in the past year at Matthew Clark have increased significantly. All the signs point to the English wine market continuing to go from strength to strength as consumers become increasingly interested in wine from our shores. An English Wine festival is the perfect experience to introduce more people to these beautiful wines.



## Fizz Festivals

The explosion of Prosecco a couple of years ago has introduced a new wave of consumers to the joys of sparkling wine, and we've spotted numerous outlets arranging Prosecco Festivals since. One idea would be to celebrate English Sparkling, Crémant and Asti – types of Sparkling wine tipped to be the next big success.



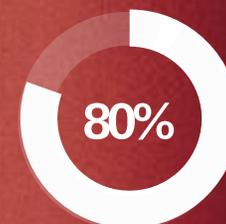
**Spirit Festival** - Premium spirits have been performing solidly in the UK On-Trade over the previous few years. Gin is, of course, the biggest winner over the summer months, when **premium gin grows its share of serve by 7.5%**<sup>3</sup>. As the nights get darker, so do the spirits, with contemporary imported whiskies becoming one of the industry's most exciting categories. Alcohol consumption is declining among millennials, quantity has made way for quality. Today's consumer wants to spend more time enjoying a better drink; premiumisation drove a **3% rise in the value of the alcoholic drinks segment** last year<sup>2</sup>. As such, spirits or cocktail festivals, centred on premium drinks meets the needs of today's consumer.

When considering the type of festival you wish to run, make sure you reflect on what it is you want to be known for. Festival events are an excellent way of stating what it is that your venue stands for and the quality of product and service you stand behind. For example, if you want to be an attractive place for friends to hang out while enjoying the sunshine, show them you're serious about providing a perfect gin and tonic; if you want to be a place, consumers can visit for a quiet drink with their significant other, consider a cocktail festival centred on the timeless classics.

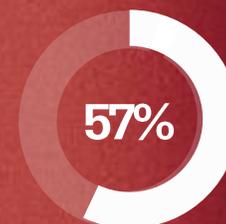
## Festival stats in brief



Percentage of people who attend a music concert or festival per month.<sup>11</sup>



Percentage of millennials who sacrifice something else to fund going to events and festivals.<sup>1</sup>



Percentage of millennials who believe festivals and events are the best place to meet a partner.<sup>1</sup>

# 19

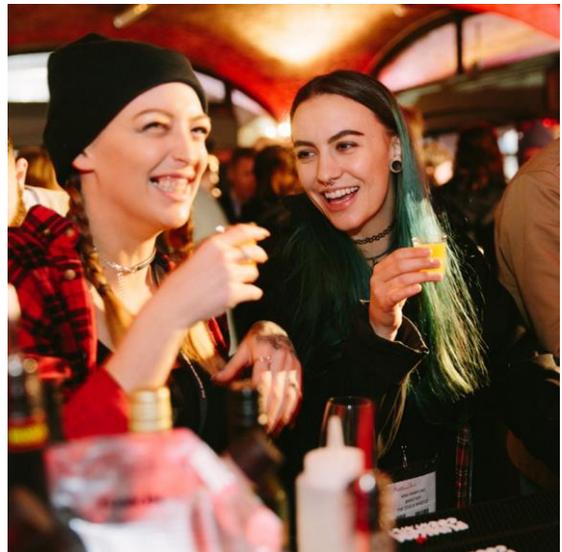
The average number of events a millennial goes to each year.<sup>1</sup>

## Spirit Festival Themes – Examples

**Gin Festival** The fortunes of gin continue to rise. Never before has there been so much enthusiasm and innovation in the category, or as many knowledgeable, adventurous consumers. The gin bubble shows no signs of bursting. We're expecting to see the continued growth in popularity of flavoured gins with "pink" gins flavoured with berries and rhubarb being the real winner – existing brands will continue to thrive alongside new entrants such as Gordons Premium Pink and Beefeater Pink. Your account manager can help you select a range and advise on how to make more from the gin festival experience, such as giving customers the chance to mix and match tonics and garnishes.

**Cocktail Festival or Week** At the UK's food and drink festivals, **54% of the attendees are cocktail drinkers**<sup>5</sup>. The type of consumer that enjoys cocktails overlaps significantly with those that enjoy experiences, making the category fertile ground for outlets to foray into festivals, special events and 'weeks'. Many cocktail bars will already be familiar with the concept of cocktail 'week' events. Bars in a town or city each produce a special cocktail or cocktail list for locals to enjoy – this same idea can be applied in a single venue, a specially created menu promoted heavily during over a period of time (perhaps with a special price attached too) as a way of attracting new visitors. You could utilise the continuing trend for pre-batched and draught cocktails can make service quicker.

**Whisky and Beer** The close link with beer could be the key to increasing sales of whisky in your outlet. Ale and stout drinkers can recognise the flavours and aromas found in whiskey that echo those of the beers they enjoy. Offering a selection of whiskies matched with beers is an ideal way of introducing craft beer fans to whisky. Think about adding beer and whisky cocktails and whisky chasers to a beer festival, to not only gain incremental sales but create an enjoyable new event for consumers.





## Go for Groups

Groups of friends are responsible for some of the highest levels of spending in the On-Trade. Mintel reports that groups generate the highest share of £25+ spending. Perhaps this is because groups often engage in rounds, something known to increase spending. You can encourage rounds at your festival with multi-buy deals or sharing buckets or pitchers.

# A festival shows people you're serious about your beer range!

**Beer & Cider Festival** - Special events around your beer and cider range are a great way to bring people into your pub and let people know you are serious about your offer, celebrate your range, and boost profits. It's a great way of introducing people to new styles and educating them about the complexities of the categories. Guest products have become an increasingly more popular and important part of a good range – not only do customers enjoy exploring, but the rarity allows you to charge more, combine this with ticket prices for a bigger event, and a beer and/or cider festival can become big for your business.



Percentage of craft beer drinkers aged between 25-34.<sup>6</sup>



“The trend for quality over quantity has been more noticeable in beer than other categories”

## Beer & Cider Festival Themes – Examples

**Craft Festival** The trend for quality over quantity has been more noticeable in the beer segment than any other, craft and world beers are booming. **Craft sales in the UK are up 21% and now account for 10%** of all beer. Craft beer drinkers tend to be younger consumers, 41% are aged 25-34<sup>6</sup>. Incredibly, 80% of craft beer drinkers are more likely to choose a beer because it is something new<sup>6</sup>, making a craft beer festival ideal for attracting younger ‘experience’ driven consumers.

**Cask Festival** Ale is worth £3.2 billion to the On-Trade, with 57% of ale volumes cask<sup>2</sup>. **30% more is spent by cask drinkers in the pub than by other drinkers<sup>7</sup>**. Cask ale festivals show you're serious about it, something vitally important to the typical cask customer - two in five drinkers avoiding a pub in which they are served a poor pint<sup>8</sup>. A cask festival also allows you to better understand the beers you should be stocking all year round, a pub doing 6 casks a week that does not range correctly is missing out on anything between 71 and 149 pints per week<sup>9</sup>.

**Cider Festival** The cider market back in growth up **2.4%**; why not make the most of this trend and broaden your cider range for a festival? From scrumpy to cloudy, hopped and flavoured, cider is always a crowd pleaser in the summer months. It's the traditional drink of festivals, its West Country associations lend themselves nicely to an afternoon outdoors, sitting on a hay bale while listening to live music. The category has an almost equal gender split of consumers, suggesting an opportunity to attract couples. **51% of pub drinkers visit with a partner**, with those from affluent households the most likely to do so<sup>2</sup>.

# How else can the trade utilise festivals to generate footfall, without the focus squarely being on alcohol?

**Food Festival** - With the rise in 'foodie' culture and growing interest generally in provenance and locality in products, food festivals have grown into one of the key elements of today's experience economy. **33% of pub-goers would enjoy attending a food festival type event**<sup>2</sup>. Licensees invite the local street food community, food companies, suppliers, bakeries, and delicatessens to pitch up a stand – the financial arrangements are up to you, but of course, you can benefit from a large, thirsty crowd. Food festivals attract a diverse bunch, although slightly more female-led, Mintel<sup>2</sup> suggests that when compared to other pub entertainment, food festivals are particularly good at drawing an older more affluent crowd.

**Music Festival** - **43% of pub-goers enjoy live music in the On-Trade** - it's the most popular form of entertainment, with interest high across all age groups. Don't worry about becoming the next Glastonbury - you can hold a small scale event with a few acoustic performers, provided you promote effectively to the right people, it's guaranteed to bring people through the doors. Music in your outlet can help increase footfall and improve your bar sales. It creates an atmosphere, setting your outlet apart and helping retain locals by creating occasions for them to visit. It may sound simple but don't forget your PA system. Some bands may have these, if not they can vary in cost. There will be local providers for this who will be to give advice on exactly what you need.

**“43% of pub-goers enjoy live music in the On-Trade - it's the most popular form of entertainment”**

# How do consumers spend their leisure time? <sup>11</sup>

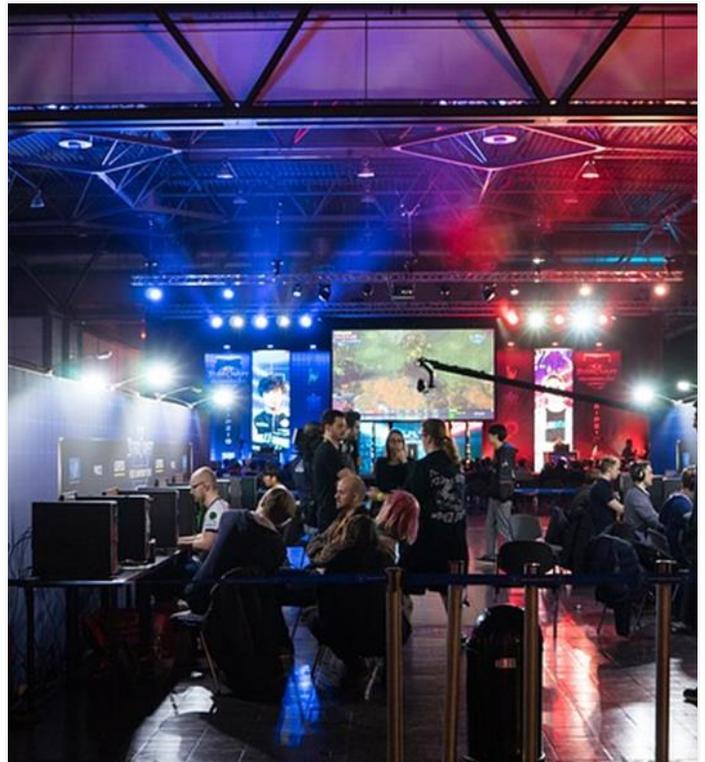
(October 2017)

Visited a pub for drinks only	52%
Dined at a restaurant	56%
Visited a pub for a meal	60%
Went to a music concert or festival	19%
Visited a cinema or theatre	37%
Went to visitor attractions	23%
Went to a nightclub or late-night bar	20%
Visited a theme park	14%
Ordered a takeaway	57%
Went to a live sporting event	19%
Visited a museum or gallery	24%

**Health Festival** - People across the UK are now taking up gluten-free lifestyles as part of their everyday routine. The free-from market is forecast to be worth £670m by 2020. You could look at developing a 'free from' festival in which you showcase gluten-free products, drinks, and food. Wines are typically gluten-free (always check the label), as are ciders and soft drinks. Rum, tequila, and vodka made from potatoes or grapes, are safe gluten-free bets. Whiskies, gin, and grain vodkas sit in a slightly grey area. We stock gluten-free beers from the likes of Peroni, Brewdog, Bellfield, and Damm.

We've worked with a number of our Spa and Health Club customers to develop 'Wellness' festivals and events. These can be market or exhibition style events, working in partnership with health brands and local companies. The aim is to attract health and wellness-focused consumers to your outlet, where you can introduce them to your offering. Think about how hotels often host bridal fairs as a way of showcasing their venue.

**Low and/or No Festival** - The statistics point to increased interest in low and no alcohol products. **40% of UK consumers make a conscious effort to go without alcohol** for long periods of time. With products such as Torres Natureo, exciting new low/no beers, and the trend of 'shim' cocktails, there would be plenty for your low/no drinks festival to explore.



### **Beyond the traditional**

While we haven't explored these ideas in full, with the landscape becoming so varied we thought they would be worth a mention. The global eSports market is set to hit the £1 billion mark next year, with High Street retailer GAME opening 20 in-store gaming arenas last year. There is much excitement about how eSports tournaments, and gaming in general, can benefit the trade, with some pubs beginning to dip their toes in.

Stand-up comedy festivals are also gaining traction. Local to our HQ is the Bristol Comedy Garden, a 4-day event that attracts thousands to its shows. Of course, you don't need to go big! There is bound to be some excellent stand-up talent locally for you tap into. Finally, the film festival. This is a straightforward way to drive footfall and create a relaxed atmosphere - an alternative way for people to enjoy their local pub. Consider serving traditional snacks and creating drink and popcorn bundles. Interest in film festivals peaks for those aged 25-34<sup>2</sup>.

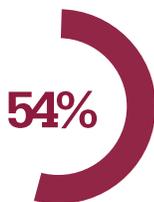


## Your Community

We see a number of our customers lay on 'family days'. These events, typically comprising of food, refreshments, games, bouncy castles, and even funfair rides, are great at putting a local pub squarely back at the heart of the community. Consider your local area when deciding what kind of event to throw – what would your community enjoy?

# Where do you start when organising a festival?

1. Think about the type of festival you wish to organise, the kind of customer you want to attract, and what you can realistically do within your space and budget.
2. Consider the best date to throw the festival, give yourself plenty of time if this is your first big event but consider bank holidays when people have more time to spare, quieter weekends, or quiet nights of the week.
3. Make sure you coordinate with other local events. You don't want to clash. However in some cases, it may be good to tie in with local events, a village fete, for example, will bring more people out and to the area.
4. Determine the size and scale of your event, and the involvement you may need from the community and local business. If this is your first festival, we would suggest keeping it small scale, increase the size next time if it is a success, reducing the risk.
5. Start doing the sums - What level of stock will you need, how many people must you attract, should you charge for entry, should you charge for stands, do you need to hire extra staff, arrange for security, toilets, and bins?



Percentage of people who do not spend more than £20 when visiting a pub for just drinks.<sup>11</sup>



## What should you think about?

This will of course depend on the type of event you're organising, but below we've listed some for the most important elements, not to be forgotten;

**Permission** - Check with the local authorities if you need to arrange for a temporary event notice, and that you have the correct licenses and permits for the activities you're planning. This includes music licences such as PRS or PPL and a PVSL licence if you're showing films. For large scale events, it's also a good idea to notify the local police force in advance, outlining the details and the contact details of the people responsible.

**Stock** - Make sure you have enough product to see you through. Your Matthew Clark account manager will be able to advise you on which products would be suitable, add your requirements into our forecasts, and discuss support available. If you're eligible for Matthew Clark Promotions, then you may be able to benefit from our negotiations with suppliers to bring our customers the very best offers.

**Equipment and Glassware** - Whether it is bar blades, branded glassware or a pack of soft cask pegs, ensure that you have all the equipment you need to make that trade flows without a hitch. We work with Innkeeper Suppliers to offer exclusive prices and next day delivery through MC Innstock. If there is a chance you could run out of glassware, or have only freshly cleaned warm glasses available, having plastic cups not only helps with this problem but also allows glass collectors to carry a considerable amount more per trip around the bar. Be sure to consider, if required, the racking, cooling, and storage of products.

**Amenities** - If you have a large number of people drinking, you'll have a large number of people needing the loo. Ensure you have enough. You can hire portable toilet units from multiple suppliers nationwide. Consider the need for plenty of bins, and how you will deal with any waste afterward. Consider how both of these will be managed throughout the day and the need for any extra staff. Make sure people have the space to sit, you may extra.

**Plan B** - While in an ideal world everything will run to plan, always be prepared for these 'what if' eventualities - What if it rains? What if you run out of stock? What if your entertainment lets you down? If you have a lot of stock left over what are you going do with it? What if you have to cancel the event? What if you have a staff shortage? It may seem a little paranoid, but write a list of everything that could go wrong and make a note of the solution – hopefully, you won't need it.

**Tickets** - To understand popularity and forecast product volumes, try to gain firm commitments from attendees by selling tickets in advance. Tickets will encourage people to turn up, even if the weather is poor – and if they don't, you still made the ticket revenue. When working with customers on gin and cask festivals, we've bundled in some free drinks with the ticket price to encourage sales. Avoid having too much cash exchanged on the day, consider selling tokens in advance and on the day – this removes issues around change and having to do multiple till checks.





**Advertising** - Make sure you allow plenty of time for advertising, talk it up to all your regulars and use local promotion, i.e., local radio, local papers or the local tourist board. Facebook, Instagram, and Twitter are also great tools to spread the word – as are event listing sites. Posters and flyers can be used in the local area to drum up interest, be sure to ask any companies, suppliers, or services supporting the event to play a part in the promotion. If your event aims to attract a particular community be sure to contact local groups and clubs. For example, if running a ‘Wellness’ festival, contact local running groups, sports teams, and gyms.

*“Consider writing a short press release, and email it across to all the local papers and radio stations”*

**Point of Sale** - Along with posters, flyers and table talkers needed to promote your event in advance, take time to consider all the point of sale and print you will need on the day and how best to use it in encourage sales. For example, think about creating clear signage, product displays, and highlighting offers and promotions. Your event is all about the experience your customers have, so make sure you take the time to view your event from their eyes. What do they see? Where are their eyes drawn? Does the event look inviting? What information do they need about the event and the products?

**Knowledge** - Make sure you and your staff know the products, we often recommend having a fact about it, a few descriptive words for how it tastes, and an idea about how it could be enjoyed. For example, Puro Malbec,

Mendoza, is made from grapes grown a 1,000 metres above sea level in Argentina. It's a warming red with ripe, dark fruit flavours and delicious with a beef dish. Beyond product knowledge, make sure staff have those vital bits of information for customers. When does the last bus pass your venue? Is there a taxi rank nearby and so on.

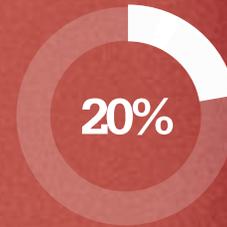
**Safety** - Make sure to take the time to consider the risks to peoples safety, both those of your attendees and staff. Ask yourself these questions;

- How do we monitor capacity?
- Do we have enough security to manage with the estimated attendees?
- Do we have first-aiders on hand? Should you arrange first aid cover for your event?
- How do we move the equipment around the site? Do the staff know how to safely move heavy items?
- Is the equipment in good condition?
- Is there a risk in using glass?
- Is the business, or the event's attendees, at risk of theft? How can we protect against prohibited items?
- Have I carried out a risk assessment?

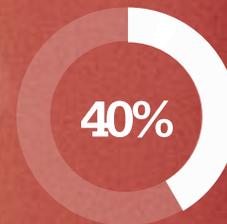
*“Always make sure you're prepared for those 'what if' eventualities.”*



## The future of On-Trade events



Percentage of millennials visiting bars/pubs less frequently.<sup>1</sup>



Percentage of millennials attending more 'immersive' events.<sup>1</sup>



Percentage of millennials that want to visit more food festivals.<sup>1</sup>



Percentage of millennials that want to go to a health or wellness event.<sup>1</sup>

# What else can I do to make it a success?

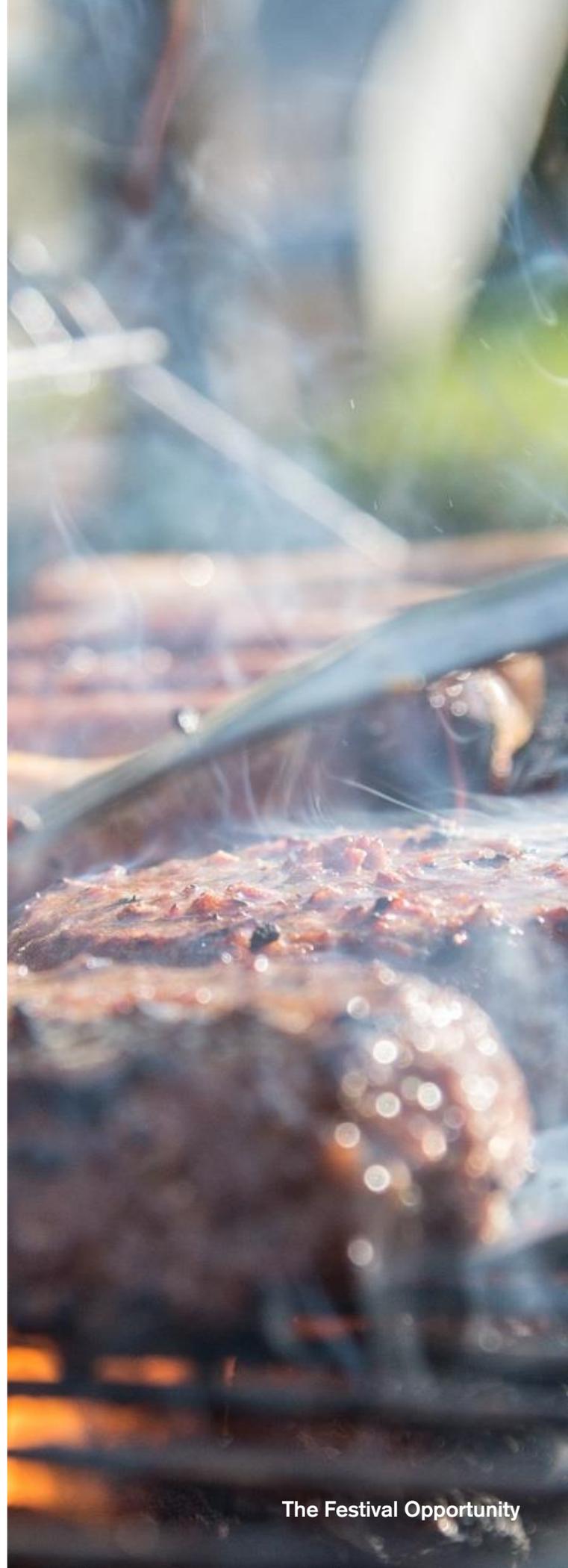
**Entertainment** - Make your festival a community event and combine great drinks with great entertainment. Make it a fantastic experience for your customers to keep them coming back to all your events. Think about bands, a DJ or a stand-up comic. Perhaps some entertainers for the little ones?

**Food** - The importance of food cannot be understated. You could try and match the foods to the drinks you're serving, for example, pie, mash, and beer or sausages and cider. Think about the number of people you're expecting, the margins involved, and the ease of service and consumption when deciding on how to cater the event. BBQ's, hog roasts and buffets are good options.

**Fun** - Do you want to encourage families to the event? Keep the children happy, and the parents will often stay longer. Bouncy castles, giant garden games, face painting? Consider the groups you wish to attract and how they can be best entertained. Remember to publicise everything that people could do at your event.

**Service** - It might sound obvious but make sure you give your drinks the proper care they need. For you to earn a good reputation and get people coming back, you need to serve a perfect pint, glass or cocktail every time. Make sure ale has 2 days to rest before serving unless you are using fastcask™. Wine should be stored on its side in a cool, dark place.

**Relax** - Running a festival may sound more daunting than it actually is. Planning events should be enjoyable and exciting, so take the time you need, get all the support you require, and remember that Rome was not built in a day.



# We can help in more ways than you may expect...

Your account manager is on-hand to help you with selecting a range, arranging a product tasting, organising design and print through our Design Studio team, and discussing with our suppliers the support they can offer.

Here's how else we can help;



**PET & Canned** - Alongside our glass bottled and kegged range, we also have a great variety of canned and PET beers and ciders. These are much easier to move around and safer when it's best not to use glass. Cans take up less space in your cellar, and could also be double stacked in a fridge - reducing time restocking. The two biggest killers of beer are light and air, cans eliminate these threats to ensure the beer is enjoyed at its best.

**Social Media Training** - We work with the pub trade's leading provider of specialist training Inapub to offer social media training. Presented by ex-operators, Inapub's training is designed for the pub trade. The trainer will work with you to build your strategy, looking at planning ahead and getting the timing right - vital when showcasing your events.

**S4 Labour** - Labour costs are typically the most significant expenditure for any hospitality business. Through marrying your rotas to sales forecasts and historical trends, S4Labour identifies times when your site is likely to be overstaffed. This allows managers to reduce staffing levels at these times, saving on unnecessary labour spend. Some customers have saved £10,000 per site each year.

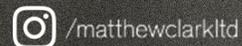
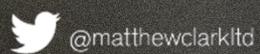
**Design Studio** - Our team design and print over 7000 items every year and each piece of work is created with enthusiasm, originality and a wealth of experience. They're committed to getting the job done professionally and quickly, and we design on a brief by brief basis so you can feel confident that you will get an original and innovative design.

**Equipment** - Whether you're looking for staff aprons, A-boards, cocktail equipment or ice buckets, Matthew Clark Innstock has a vast range of products to help you sell your drinks. We work with Innkeeper Supplies to provide a comprehensive range of products at exclusive customer only prices. <https://mclark.uk/barware>

- Sources**
- 1- Eventbrite, Brighter Futures Challenging Perceptions of Millennials (September 2017)
  - 2- Mintel, Pub visiting UK, May 2018
  - 3- CGA, OPM MAT to 30.12.2017
  - 4- Soil Association
  - 5- CGA, Mixed Drinks Report, April 2018
  - 6- Matthew Clark Bibendum Insight, Consumer Survey Jan 2017
  - 7- CGA Strategy, P01 2017
  - 8- Morning Advertiser, 2018 Cask Report
  - 9- CGA, OPMS September 2017
  - 10 - Office for National Statistics - Leisure time in the UK 2015
  - 11 - Mintel, The Leisure Outlook, March 2018

Call 0344 822 3910

or visit [www.matthewclark.co.uk](http://www.matthewclark.co.uk) for more information.



Matthew Clark

# Event Planning Checklist

## Planning Stage

- Objectives set**  
What do you want to achieve and what do you want people to experience?
- Audience defined**  
Who do you want to attract and how many people should attend?
- Space identified**  
Where will you host the event. Will you need to hire a marquee etc.?
- Date set**  
Make sure you have enough time.
- Budget set**  
How much are you expecting to spend and how much can you expect to make?
- Event planning**  
What will your event have and what will you need to provide for guests?
- Timings in place**  
Draw up a plan of what needs doing and by when, working backwards from the date.
- Responsibilities defined**  
Decide who is best to do what, allocate tasks and ensure people are clear.
- Message defined**  
Be clear on what guests can expect out of your event, this will shape your advertising.
- Publicity planned**  
Define what you need to do, and when. E.g. flyers, newspapers, posters etc.
- Permission granted**  
Have you made sure you have all the required permits and licenses for the event?
- Ticketing plan in place**  
Where can guests buy tickets? What happens when they arrive on the day?
- Print designed and printed**  
Arrange the design, print and distribution of your advertising and other print materials.
- Product ordered**  
Decide on your range and expected volumes, get your orders in early.
- Equipment ordered**  
Make sure you have got everything you need for your event ordered in good time.

## Build-up

- Staff scheduled**  
Get your rotas completed in advance and ensure you have enough staff for the day.
- Catering arranged**  
Have you booked your caterers or placed your food order?
- Everything booked**  
Entertainment, AV, seating, fencing, toilets, bins and bin collection etc.
- Checked for changes**  
What is the weather looking like? Is there any local travel disruption.
- Contingency planning**  
Have you prepared for all those 'what if' eventualities?
- Create a schedule**  
What times are things arriving? Where do you need to be, when?
- Set-up**  
Give yourself plenty of time to set up the equipment and any temporary structures.
- Entry Preparation**  
Are security in place, is the cloakroom ready? Make sure you monitor attendance.
- Walk-through**  
Walk through the event, with the eyes of a guest. Is everything right?
- Final Checks**  
Do you have everything you need? Is there enough ice?
- Safety checks**  
Is there a plan in case of a fire? Is there disabled access? Loose cables?

## During

- Responsibilities given**  
Ensure there is someone responsible for every element and staff are briefed.
- Communication arranged**  
Arrange for walkie-talkies or a mobile phone chat group to stay in touch with your team.

## Post-Event

- Feedback gathered**  
What worked? What didn't? How can the event be improved?
- Event Evaluated**  
Did the event meet your original objectives?