

Festival & Event Planning

“Developing a Festival”

EVENT DEVELOPMENT SERIES – Module Four

Festival Set Up – Festival Management – Festival Wrap Up

Workbook

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"Developing a Festival"

EVENT DEVELOPMENT SERIES – Module Three

Festival Set Up – Festival Management – Festival Wrap Up

Workbook

Instructions: This workbook has been designed to help you and your committee design, plan and manage your festival. The workbook follows the outline of the development manual. Whether you are creating a new festival or event or are re-evaluating an existing festival or event, this workbook and development manual will guide you through the process. The workbook includes a series of blank note pages along with checklists and useable management forms. You may decide to use some or the entire workbook, that is up to you. However, in my experience, the more comprehensive your planning, the better and more successful your festival and event.

Festival Set Up

1. Site Plan Notes

7. Tools Notes

8. Contingency Planning Notes

10. Electricity, Garbage & Washrooms Notes

11. Final Site Inspection & Security Notes

Final Site Inspection Checklist Form 'TT'

Once your site set up has been complete, there should be a final inspection. Preparing an inspection list in advance will help you remember all the areas that need to be checked. Here are some areas to help you start your list:

- Tents all secure and buttoned up
- Security personnel in their proper place
- Fencing all up and secure
- Signage all up
- Washroom facilities in place, stocked up and clean
- Garbage can in place
- Picnic tables in place
- Program Guides on site
- V.I.P. area set up and stocked
- All vendors checked in
- All sponsor signs and literature in place
- Midway set up and secure
- Grounds clean, all garbage picked up
- Rest area set up and stocked with refreshments
- Tickets and/or wrist bands at site
- All communication radios working and charged
- All financial equipment set up and working
- Electricity on and working
- All lighting working

12. Set Up Foremen Notes

13. Festival Vendors & Participants Notes

Vendor Team Checklist Form 'UU'

To minimize set up “madness”, the Vendor Team must be totally prepared to handle any contingency that might arise. That is why the team should prepare themselves well in advance. The following list should help you start this process:

- Prepare a list of all vendors including the name of the company, the name of the owner or manager and their telephone number
- Prepare a site map with all booth locations and the booth number
- Create a vendors' kit that includes their booth number, a site diagram, detailed set up instructions, rules and regulations during festival, take down instructions, hours of operation, festival program guide and festival contact telephone numbers
- Stake out booths on the festival site with booth numbers clearly shown
- Pre-assign team members to specific vendors.
- Set up a check-in table with all the tools needed to check-in the vendors
- If you are planning a very large event, having pre-booked set-up times for each vendor could be very helpful
- Have extra tools available in case a vendor forgets his/hers
- Have refreshments available for the vendors and your volunteers

15. Site Preparation Notes

15. Petty Cash Notes

16. Volunteer Wellness Notes

Festival Management

1. Event Timetable Notes

5. Section Foremen Notes

6. Take Down Plan Notes

7. Volunteer Identification Notes

8. Festival Materials Notes

Command Post Checklist Form 'YY'

The command post needs to have all the equipment, materials and information you and your management team will need during the course of the festival. Here is a list to help you make your own checklist.

- Site Plan*
- Master festival plan
- Events and activities schedule*
- Manpower chart and schedule*
- List of important telephone numbers and e-mail addresses*
- Copy of contingency planning
- Tables and chairs
- Communications equipment – cell phones, two way radios, etc.
- Computer and printer
- Label maker
- Pens, pencils, paper, etc,
- Command tent. trailer or reserved space with festival facilities
- Refreshments for staff

*** Having these items enlarged and wall mounted could be very helpful to you and your team during your festival**

11. V.I.P. & Sponsors Centre Notes

**Banking Centre Checklist
Form 'AAA'**

If your festival is going to be handling a lot of cash or cheques, you should institute banking procedures, plus will want to create a security strategy. Here are some ideas to help you make your own checklist.

- Obtain locking banking bags from your bank
- Train all festival staff on how to identify counterfeit money , the Bank of Canada website can help you in this area (http://www.bankofcanada.ca/en/banknotes/education/index_retailer.html)
- If you have a number of places or people who are collecting money, arrange for a regular collection system. Make sure you have different staff (2) collecting and that collection times are staggered.
- Have your collection staff carry festival identification while collecting money
- Create a security procedure to protect the money while it is on festival grounds
- Have a least two people present when money is at festival banking centre
- Always have at least two people deposit the money
- Deposit festival money into the bank at different times

13. Volunteers & Festival Participant Notes

14. Security Program Notes

15. Festival Program Notes

16. Washroom & Ground Patrol Plan Notes

Washroom & Grounds Clean Up Checklist Form 'BBB'

There is nothing that will turn off festival goers than dirty festival grounds and poorly maintained and stocked washroom facilities. You need to assign responsible people to the task of regularly checking both. Think about what you would like to see in the regard and prepare a checklist. Here's a start:

- Have a clean-up crew make regular garbage pick-ups during the festival
- Have volunteer staff patrol grounds every hour or two. Have them clean up any small problems themselves and call the festival centre for large problems to arrange for the clean up crew to clean it up.
- Have the clean up crew on standby for emergency clean ups
- Have festival staff inspect washroom facilities every hour. They should be inspected for cleanliness and supplies. They should be able to take care of any small clean up jobs. They should also have a supply of washroom materials available for replacement. Also, when inspecting wash up stands, you should make sure there is plenty of water in the stands.
- Your sanitation company should be able to give you a sufficient amount of supplies for the whole festival (e.g. toilet paper, paper towels, soap, etc.)
- Your sanitation company should schedule timely clean out, and should be available for emergencies

17. Beginning of the Day Meetings Notes

18. End of the Day Meetings Notes

18. End of the Walk Through Notes

Festival Wrap Up

1. Take Down Notes

**Festival Participant Questionnaire Checklist
Form 'CCC'**

You will want to find out what your festival participant thought about your festival. The best way is through a simple questionnaire. This questionnaire can be given to the participant right at the end of the festival or can be mailed out right after the festival is over. Here are some questions that could be included:

- Were you happy with the positioning of your booth?
- Would you like to be in a different location?
- Did enough people visit your booth?
- Which was your busiest day?
- What did you like best about the festival?
- What did you like least?
- What would you change?
- How was the timing of the festival for you?
- How were you treated by festival staff?
- How would this festival compare with others you participate in?
- Do you want to participate in this festival next year?
- Other comments?

4. Post Event Volunteer Questionnaire Notes

6. Final Festival Report Notes

7. Wrap Up Meeting Notes

9. Sponsor Follow Up Notes

**Sponsors Follow Up Checklist
Form 'FFF'**

Follow up with you sponsors soon after the festival is over. Here is a list of items that should be taken to or discussed at your meeting:

- Copy of the festival's final report and financial statements
- Attendance report
- Copies of all festival advertising
- Photographs and/or video of the festival
- Proposal for next year's sponsorship
- Testimonials from attendees or participants
- Newspaper articles or TV news video
- Information about next year's festival
- Discussion of any concerns or problems
- Sponsorship contract for next year (to be left or completed at meeting)