**Event School**

**A Destination Gippsland Initiative**

Destination Gippsland are offering a one on one coaching service for event producers and operators or those who have plans to stage an event soon in the Gippsland region.

What we do know is that these are uncertain times, though history tells us that post a crisis, there are certain industries which re-emerge with a vengeance and the entertainment/event space is one which enjoys this kind of momentum. Every cloud has a silver lining and if your business is event based and you are currently in hiatus, why not use this time to really hone in on what could make your project the best it can possibly be?

Lyndel Moore, Destination Gippsland’s East Gippsland Visitor Economy Bushfire Recovery Manager, has been an Event Producer and Brand Communicator for the last thirty years. She is based in East Gippsland though has worked on and produced events nationally and internationally. She describes herself as a “one stop shop” producer, working on every element of event business from Brand Development, right through to project execution.

Whilst there are numerous forums and webinars for groups currently available for event based businesses, this is an opportunity to “fill in the blanks” and address areas of business you may see as a weakness within your proposed or current operation without an umbrella approach.

Sessions will be based around the areas of business you feel you need more assistance with, rather than a blanket information service.

Please note that preference will be given to events planned for the East Gippsland region first, followed by the wider Gippsland region.

Hourly sessions can be based around the following topics (though are not limited to):

**Concept Development**

* Does your concept have the strength to “go the distance” and what sets it apart from offerings which currently exist within the marketplace?
* What are your expectations in terms of your event model and realistically, does it have legs?
* What resources are available to you to successfully execute your event model?

**Event checklist – the basics**

* Insurances
* Permits and licences
* Stakeholder relationships
* Permissions
* Funding

**OH&S**

* What are the limitations for you from a safety perspective for your production?
* Safety officers and briefings
* Security observations and on-site staff
* Medical requirements for site
* Staffing capabilities and expertise
* Environmental challenges

**Sponsorship vs. Grant Funding**

* Building your network
* Realistic grant goals
* Return on investment for sponsors/expectations
* In kind vs. cash contributions
* On site branding and media placement for sponsors

**Brand Development**

* How to structure a brand which appeals to your target demographic
* Media and Marketing possibilities
* A brands transition to merchandise opportunities
* Brands that go the distance and why?
* Owning your brand/legal
* He importance of “brand fit”

**Budgets/costs**

* Business streams and their importance
* How to raise revenue
* Why not to rely on “future” earnings
* Running budgets
* Covering costs
* Project buffers
* Financial commitments

**Operations**

* The importance of operation timelines
* Forward planning for event prospects
* Staffing
* Briefing methods
* The importance of teams
* Volunteer capabilities – a hindrance or a help?
* Event execution
* De-briefing

By completing the attached form about you and your event, you can nominate to discuss any of the above topics or tell us if there is another area of business we can allocate time to.

Complete the attached form and email to Lyndel: [lmoore@destinationgippsland.com.au](mailto:lmoore@destinationgippsland.com.au)

Lyndel will get in touch with you, lock in a for a meeting and you are on your way.

**Event School – Application**

**Your Name:** Click or tap here to enter text.

**Email Address:** Click or tap here to enter text.

**Phone Number:** Click or tap here to enter text.

**Preferred Form of Online Meeting:**

* Zoom
* Teams
* Skype
* Phone

**Event Name/Title:** Click or tap here to enter text.

**Brief Description of Event:** Click or tap here to enter text.

**Proposed Timeline for Event:** Click or tap here to enter text.

**Shire Where Event Will Be Produced:** Click or tap here to enter text.

**Session Topics You Have an Interest In (tick as many as are relevant to you):**

* + **Concept Development**
  + **Event Checklist – The Basics**
  + **OH&S**
  + **Sponsorship Vs. Grant Funding**
  + **Brand Development**
  + **Budget/Costs**
  + **Operations**