



**EVENT**

**101:**

**HELPING**

**YOU**

**PLAN**

**YOUR**

**EVENT**

**WHAT**  
ABOUT  
**KUCHING**  
ALL  
OCT  
CELEBRATING ARTS,  
CULTURE X LIFESTYLE

# HOW TO ENSURE A SMOOTH EVENT

## **Plan a detailed work schedule**

When does the technical team come in to set up? When is sound check? Who is setting up the ticketing counter? What time do doors open? Who needs to be there? Who oversees what areas of the Event?

## **Manage guest expectations**

If you invite guests to start arriving by 6pm, make sure someone is there to welcome them. If some guests need to collect pre-booked tickets, set the tickets aside and label them accordingly. If guests need to bring their own material for a workshop, indicate this clearly when they sign up.

## **Give regular updates**

Create an official platform (website, social media, etc) where people can find you or your organisation. This is especially important if something major happens, such as a change in venue or if you're opening a second show on a new date.

## **Start on time, end on time**

While delays are sometimes inevitable, remember that your guests rely on you to keep reasonably close to your schedule so they can manage theirs. A delay of 10-15 minutes while you solve an unforeseen hiccup is acceptable. A delay because you're hoping to sell more tickets at the door is unacceptable and an insult to people who came on time.

# PLANNING YOUR LOGISTICS

Logistics covers the management of site preparation, technical support services and the management of the flow of visitors during the event itself. It's about knowing what happens, what time it happens, who is handling what task, which door the staff will be using to move equipment in and out, where the concession stalls are, who is handling the ticketing, who is managing the talent, and so on.

Each event requires its own logistic plan. For example, an outdoor event would have to account for weather, while an indoor event wouldn't.

Here's a checklist to give you an idea of things to look out for during the planning process and the event:

- Map out the site for your event.
- Plan for entry and exit flow.
- Define team member roles so everyone knows what they are doing.
- Make sure your crew members are adequately trained.
- Compile a list of relevant contact persons.
- Create contingency plans.
- Use technology to streamline logistics.
- Make sure your venue is set up according to specifications.

# BUDGETING AND FINANCING

Being a WAK event means you'll be receiving support in terms of venue, promotion, and some other forms of non-monetary support. However, there are many other expenses that you need to account for and those fall under your purview. Expecting to cover your cost from ticket sales is a risky business, as expenses are likely greater than your revenue. However, there are some ways that you can fund your shows other than through ticket sales alone.

## TYPICAL EXPENSES

### **Production cost**

Any equipment hires and transport that exceeds what is provided by WAK.

### **Accommodation**

WAK does not provide sponsorship for accommodation of guests / performers. However, WAK has hotel partners that would give special rates and/or discounts. All at your own expense.

### **Travel**

Getting to and from Kuching and travelling around within the city.

### **Living Costs**

Food and drink around the city are relatively affordable.

### **Contingency**

Allow for an extra 5 - 10% of your total budget in case something unexpected happens.

## WAYS TO RAISE MONEY

Most arts projects require subsidy or spend some time in development so that organisers can accumulate enough funding to get it off the ground. Raising money is always a challenge. Here are some places where you can start:

- Approach businesses and organisations for sponsorship.
- Your local council or relevant local ministry may have grants available for creative arts.
- Seek private donations from friends and family.
- Crowdfunding.
- Sell merchandise.
- Hold ticketed mini-events or fundraisers.

## FINDING SPONSORS

Businesses do support the arts, either as a way of giving back to the community or to associate their brand with an interesting creative project. They may be able to offer support in cash or in-kind, such as venue, rehearsal spaces, or services. Here are some tips to get you started on finding one:

- **Look up similar events to find out who their sponsors are.** While these same businesses might be open to hearing you out, build a list of similar companies to approach.
- **Consider their point of view:** Why would these companies sponsor you? What's in it for them? Does your event align with their core values? Businesses will usually ask to be acknowledged as sponsors in your marketing material, but this shouldn't be the only thing you can offer them.
- **Initiate contact:** Find out who is the right person to speak to and how to approach the business with your application. Would they prefer a quick pitch over coffee before you proceed with paperwork? Do they want the full proposal right away?
- **Write a clear proposal:** Write a summary of your show, an outline of how it would benefit the sponsor, the kind of support you are seeking and a timeline. Include some strong supporting material, especially if you are an emerging artist or organisation. References or support statements from more established contacts in your network/industry are also helpful.

## PRESS RELEASE GUIDE

### The Text

What do you want to know when you read an article about some cool event happening in October?

- Put important information on top - what, when, where, who, and why. Details can come in subsequent paragraphs.
- Avoid writing fancy prose unless the publication uses a similar language in their articles.
- If you are not a confident writer, it is perfectly acceptable to provide all the necessary details in point form.
- Long URLs don't work well in print. We recommend the use of a URL shortener when submitting long links.
- If there's a translation for any names (event, organisation, people, etc), please include them. This especially applies to Chinese names.
- Obtain and extract the latest or most relevant info of your speaker and summarise it into one paragraph or sentence.

### The Photo

An attractive photo will be the first thing that catches a reader's eye.

- Include at least one high resolution photo in JPG. Attach it directly to the email. DO NOT embed it into a doc or pdf document.
- Most traditional publications will only use one photo. Options are nice to have but send no more than five.
- Images containing people in action are preferred. Headshots or portraits of the individual or group are also acceptable.
- Abstract photography, graphics, logos, posters and overly edited images are not recommended.

### The Person

Include contact information for inquiries about your press release. This is important when your PR representative is not the same person taking inquiries on ticket sales or bookings.

# EVENT CHECKLIST

Organising an event is a monumental task with many moving pieces, so here's a printable checklist to help you along.

## **A. GETTING STARTED**

- Explore the official website. Read about how to craft a complete proposal.
- Touch base with your potential team members about their involvement in your event.
- Contact your potential guest speakers/performers about their availability/willingness.
- Submit your proposal with as much of the requested information as possible.

## **B. BEFORE FILLING IN THE CALL-FOR-PROPOSAL FORM**

- Make preliminary plans for your event, including budget and timeline.
- Review the Collaborator support for what we can provide for your proposed event.
- Have a back-up plan in case the date or location you want are not available.
- Note down what form of technical support you need.

## **C. UPON APPROVAL | GROUNDWORK**

- Refine and finalise / Confirm all necessary your event details for our Programme Booklet and / or website listing.
- Submit any pending information required before the deadline.
- Confirm the participation of your team members and guest speakers / performers & collect the necessary details from your guest speakers / performers for flights and accommodation bookings (if applicable).

- Confirm all the specific support required in the Technical Form.
- Consult with WAK Management if you encounter major issues that may result in the cancellation of your event.
- Get your publicity engines started!

#### **D. LEADING UP**

- Attend the Calendar Reveal (Date to be announced by WAK Management)
- Have your tickets ready for sale.
- Continue your promotional efforts.
- If your tickets sell out quickly, extra shows may be possible if your guest speakers/performers and venue are still available. Speak to WAK Management if you need to.

#### **E. EVENT WEEK (1-2 WEEKS BEFORE)**

- Get ready to host your guest speakers/performers when they arrive. Prepare a schedule for when they need to be available for rehearsals.
- Make sure that all the equipment, instruments, or items you need are functioning. Do you have back-up or spares?
- Sort out your merchandise (if any).
- Actively selling your tickets and promoting your event.

#### **F. THE DAYS PRIOR**

- Make sure your venue is set up as needed, or that arrangements have been made to set up - on the actual day.
- Plan the logistics of your guest speakers/performers. Can they easily get from the hotel to the venue? What time do they need to be there?
- Double-check your equipment or instruments. Put all your event items in one place for easy packing.
- Make your own detailed checklist.



# EVENT DAY

## BEFORE

- Post at least one “see you later” update on social media to let your audience/participants know that everything is proceeding as scheduled. Let people know what time your ticket booth opens. Be at the venue at least an hour before the door opens to make sure everything is in place.
- Meet and brief your WAKAs about what kind of help you need.
- Be available to troubleshoot any issues.
- Welcome people who came all this way to attend your event.
- If possible, update social media with any ad-hoc advisory such as weather, traffic, parking availability, or other on-site matters.
- Watch out for tags on your social media. Repost, if suitable.

## DURING

- Start your event on time. Avoid lengthy, unnecessary delays.
- Stay present. Things can still happen that will need your immediate attention.

## AFTER

- If possible, mingle with your lingering audience members and ask for feedback.
- Account for all your equipment or instruments. Don't leave any belongings behind.
- Touch base with your WAKAs and the venue to make sure there are no outstanding matters.

## POST-EVENT

- Keep monitoring social media for mentions and potential re-posts.
- Do an evaluation of the event with your team. What went wrong? What went right?
- Wrap up any outstanding matters with your team.
- Enjoy the rest of the festival!





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# GOOD LUCK.

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