



## Planning a walking event

Please find below a guide to assist you in planning a walking event within your school, workplace or community. This is not an exhaustive list and there are likely to be things to consider that will differ depending on the circumstances. It is important that you start planning your event as early as possible.

|                              |  |                           |  |
|------------------------------|--|---------------------------|--|
| Event Details                | If appropriate, seek permission and support from management to run event.  |                           |  |
|                              | What are the objectives of your event?   |                           |  |
|                              | Identify who your participants will be   |                           |  |
|                              | Will you have a guest speaker at your event?   |                           |  |
|                              | Find a location to hold event:<br>Do you need to seek permission to use location or does location need to be booked?<br>Is the location easy to get to with adequate facilities? |                           |  |
|                              | Determine date, day and time   |                           |  |
|                              | Develop a contingency plan / plan B? For example – in case of bad weather.   |                           |  |
| Budget and costs             | Determine the costs associated with running the event and assess your budgetary requirements.  |                           |  |
|                              | Some costs to consider:  | Venue costs               |  |
|                              |  | Catering                  |  |
|                              |  | Publicity and advertising |  |
|                              |  | Insurance                 |  |
|                              |  | Resource and supply costs |  |
|                              |  | Staff and / or volunteers |  |
|                              |  | Speaker fees              |  |
| Giveaways                    |  |                           |  |
| Partnerships and sponsorship | Investigate ways to develop partnerships with other community group and find out if they are interested to be involved or help to promote the event.                             |                           |  |
|                              | Approach a person of influence within the community to champion the event (e.g. local mayor)   |                           |  |
|                              | Consider contacting your Local Government community and recreation officer.  |                           |  |
|                              | Research sponsorship/funding possibilities for you event<br>DPI Walk There Today Sponsorship   |                           |  |

|   |  |  |  |  |
|---|--|--|--|--|
| Promotion   | Promote your event widely through community channels such as:  | Libraries  |  |  |
|   |  | Council Buildings  |  |  |
|   |  | Flyers   |  |  |
|   |  | Local Papers   |  |  |
|   |  | Media statements and advertising <ul style="list-style-type: none"> <li>Invite the media to produce a story on your event, develop an angle. Ask for help from volunteers and colleagues.</li> </ul> |  |  |
| Risk Management   | Have you considered appropriate risk management? See the Risk Assessment Guide available at <a href="http://www.dpi.....">www.dpi.....</a>   |  |  |  |
| Running the event   | Have you organized a volunteer to take photos of the event? <ul style="list-style-type: none"> <li>Be mindful that you may need to seek approval from those in the photos before they can be used on a website or published</li> </ul> |  |  |  |
|   | Do you have suitable numbers of volunteers   |  |  |  |
|   | Do volunteers know what they are responsible for throughout the event  |  |  |  |
|   | Are facilities easy to find?   |  |  |  |
|   | Do you need to put signage out at suitable locations   |  |  |  |
|   | Have you organised:  | Tables and chairs  |  |  |
|   |  | First Aid  |  |  |
|   |  | Food and water   |  |  |
| Other equipment such as power cords, speakers, microphones etc. |  |  |  |  |
| Evaluation of the event for future planning                     | Did you meet the objectives of your event?   |  |  |  |
|   | Did you stay within budgetary requirements?  |  |  |  |
|   | Did you have enough volunteers?  |  |  |  |
|   | Was the event adequately advertised?   |  |  |  |
|   | How many people participated in the event?   |  |  |  |
|   | Did the event run smoothly?  |  |  |  |
|   | Would we conduct the event, or a similar event again in the future and why?  |  |  |  |
|   | How could you improve the event?   |  |  |  |