

Q&B - Event Co-ordinator Role Description

Every year the Quakers and Business Group (Q&B) run a number of annual events (typically two, with the occasional one-off event) to support our various projects and initiatives. Events are open to both group members and non-members, with members benefiting from reduced prices.

The overall objective of these events is for them to be enjoyable, informative and interactive, and to either cover their costs or make a surplus or deficit of no more than £500 either way.

The Event Co-ordinators need to have a view of the overall running of an event, to make sure that all the essential jobs are done, and to manage the money. They are not expected to do all, but to ensure there are people assigned to the tasks.

Planning

- Receive from the event sponsors, as in the people who have suggested the chosen subject of the event, what they plan to deliver on the day including words suitable to be the base of promoting materials. In other words, to receive a fleshed-out plan/proposal, which has been agreed to by the Q&B Management Committee or Q&B officers.
- Assure there is continuity person for the day to set and hold the Quaker tone.
- Make sure the event venue has been booked and the cost agreed, and that it suits the event's needs in terms of size and accommodation.
- Make sure catering for refreshments and lunch has been booked and the cost agreed. Q&B is vegetarian. Attendees need to be asked if they have any special dietary requirements, and these catered for if possible.
- Get agreement on attendee fees, both for Q&B members and non-members, and estimate whether this should be enough to cover costs.
- Consider using sponsorship to provide some sort of takeaway memento – reusable bag or similar.
- Remember that bursaries need to be recorded at £10 an attendee, as in the recipient pays £10, and Q&B covers the rest of the fee.

Management

- Liaise between event organizing group and Q&B officers and/or Management Committee.
- Be in regular contact (see suggested time line at back of organizing pack) and that the group have read and are working through the pack's guidelines and suggestions.
- Ensure reports are made at each MC meeting, or other times as requested.
- Be part of the group making the decision whether the event goes ahead or is cancelled.

Promotion

- Ask for a webpage describing the event to be posted on the Q&B website, including a PayPal option to collect fees.
- Make sure a Diary Item is placed in the Friend, six weeks, three weeks, and one week in advance of the event. Contact George Penaluna thefriendsads@btconnect.com or 01535 630230.
- Make sure that a promotion plan is designed, including at least 4 mass emails to Q&B members as well as emails to any other organisations, Quaker or otherwise.
- Liaise with Communications Working Group to ensure advertising on Facebook, Twitter, and LinkedIn (Currently Roland Card roland.quaker@gmail.com).

Finances

- Weekly watch the PayPal account and the Q&B bank account to see who has paid up to attend, and draw up a list of these attendees including contact details. Any cheque payments usually go directly to the Treasurer and need to be included.
- To gather details of any other costs, in particular speaker fees and expenses, and get agreement for anything over £100.
- Keep an eye on the balance between the costs agreed and the revenue received from fees paid, and inform the event sponsors and Q&B clerks of how things are going.
- Be part of a decision-making process, if necessary two to three weeks before the event, to agree whether the event should go ahead based on the balance of costs versus revenue.
- After the event make sure that any cash collected at the event is transferred to the Q&B bank account.
- Ensure that all attendees are thanked by email for attending and sent a copy of the event minute and any other relevant documents.
- Ask for the webpage to be converted to an 'after the event' reporting page, and that outline details are posted for the next event, such as date, subject, and venue.
- Together with the Treasurer, provide for the following Management Committee meeting a statement on how many people attended and the final costs, revenue and surplus or deficit, and whether there were any major organisation lessons to be learnt.

On the day

- Ensure someone has prepared name tags in advance (clerking team have badges etc.)
- Ensure people will be there in time to set up –
 1. Rooms
 2. Refreshments
 3. Ticket and money handling – to take money, check off participants against list
 4. Welcoming – giving out badges, packs/agendas, answering questions
- Ensure Overseers are present to welcome visitors as they arrive.
- Ensure someone is tasked with clear up – or ask for volunteers.

The day after the event:

- Post onto the Q&B website the Minute.
- Take down the event page, or at least at this early stage remove the payment details, and point at the next event.
- Send an email to all attendees and organisers thanking them for their participation and hard work, and include a link to the Minute on the Q&B website and the online evaluation form.
- Send a copy of the Minute to the Friend, with some covering explanation.
- Within the next few days send a mass email to all Q&B members and email only list pointing to the Minute.

After a week:

- Analysis the feedback, either from paper sheets or the online form.
- Send another email to all attendees and organisers, including some encouraging words regarding the event feedback.
- Send an email to the organisers asking them to complete the organiser's questionnaire, and then deal with the results (we then need to include the agreed questions).