

Running Towns - Top Tips for Town Teams

“01”

Recognise how your event(s) will help you deliver your bigger objectives and nail that down as the starting point before you plan and design. Make sure all decisions are made in the context of these aims to ensure you stay focused.

“02”

Over time, with any given event, try and move towards a multi-partner approach. You can't do it all, all the time! See who else could provide funding, marketing or operational support; as your event gets established, this gets easier.

“03”

Make sure to connect your event(s) to the identity and heritage of your local area. This helps your work to feel subtly different to others and also brings a community element to the day, increasing the chance of future visits.

“04”

Look for 'fledgling' events to develop; this is quite an organic approach but allows you to support work already underway and gives you a longer term project to achieve your aims with over a two or three year period. But remember to overstretch yourself! Just because an event doesn't work in year one doesn't mean it won't in year two.

“05”

Co-create your events with other partners, including members of your target audience. Design events with them in mind.

“06”

Understand 'what is in it for the audience'. Try to and answer this question early in the process so that you can design an event that will be exciting and enticing for people. Also understand how you can reach the audience in the most efficient way – and if you can't – which possible partners can.

“07”

Linking to above – try and partner with individuals and organisations that can do what you can't. If you're not comfortable using social media for example, who can do that for you?

“08”

Involve key agencies early in your planning process to ensure you understand the risks associated with your event. You should involve the Police, Fire Service and Local Authority from the outset.

“09”

Remember to record what people thought of your event, the feedback is often crucial to the following year's development. This could be an online questionnaire, or students with clipboard on the event day asking people.

“10”

Many event managers switch off after the event and pick it up again 9 months later. We know you're busy, but try not to do that! Make sure you debrief and feedback to any sponsors and partners as this will likely secure them early for next year.



Department for
Communities and
Local Government

Inspiring
great events

The Event Management Hub



ATCM
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