

A207SLL

Planning A Successful Event

Event Plan and Rationale

Word Count: 1,789

Event Plan

What is the event?

A half marathon; 13.1 miles; to raise money for Rainbow Hospice and the Lewis Hamilton Foundation. The marathon will be run on the Grand Prix Circuit at Silverstone and there will be prizes for the people who raise the most money through sponsorship and a raffle for the spectators. The run participants will be highly encouraged to run dressed as their favourite cartoon/children's television characters as the run is in aid of two children's charities.

When is it taking place?

4th March 2012; out of season of the F1 Grand Prix.

Event Objectives

- To raise money for the two chosen charities through ticket sales and sponsorship throughout the day.
- For the event to increase profile and awareness of the two chosen charities during the day. (Measured by a short survey given to the spectators on the way in and handed in on the way out).

Research

Primary research related to the event needs to be carried out before the event is booked or marketed. Research is needed into the cost, the set-up and the facilities of the venue. Research is also needed for how to get in contact with Silverstone and how to book the track for the event. There will also need to be research into staff for the event; who, how much and are they trained. Research needs to be carried out in relation to the prizes; what they will be and whether or not they can be donated. (Successful Event Management, 2010)

Secondary research also needs to be completed before the event is booked or marketed. Reports from previous events will be researched as they can give valuable insights into the successes and difficulties of this type of event. Research will generate a visitor profile, giving an idea of where marketing should be placed.

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Web searches will be used as they can generate information on attendance figures, media coverage, types of marketing, event outcomes and general accomplishments of similar past events. Finally, research into costs for marketing needs to be undertaken – see budget. (Successful Event Management, 2010)

1. Venue

The venue is the Grand Prix circuit at Silverstone. It can be hired by calling the phone number on the Silverstone website and as the website states; it is likely for this to be free because as an institution they support local charities. The main track is 3.666 miles in length, so for a 13.1 miles marathon, 3.5733 laps would need to be taken, so 3.5 laps of the circuit will be run by the participants. There will need to be a limit on the number of runners to avoid 'lapping' as the participants will be running three laps of the circuit. The number of runners will be restricted to how many the starting grid can safely hold, which is calculated at 300 runners in costume. The average capacity for spectators is 100,000 people and there are full food, drink and parking facilities, it is accessible and there are general amenities available. Finally, staff and any special guests have dressing rooms, offices and facilities available to them.

2. Staff

Silverstone have security and marshals as part of their staff team. They are available to hire for free on charity events. On contacting Silverstone via telephone, they also volunteered their hospitality and catering staff for the event.

3. Prizes

There will be prizes for the runners who raise the most sponsorship money and for the spectators whose ticket numbers are drawn in the raffle. First prize for both spectators and runners will be a meet and greet and a drive round the Silverstone track with either Lewis Hamilton or Jenson Button (agreement to participation free of charge via contact with their agents through Silverstone). Second prize is a choice of the driving experiences listed on the official Silverstone website. Third prize for again both spectators and runners is a choice from the Silverstone merchandise collection. Silverstone will donate the prizes free of charge as Rainbow Trust is a local

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Northamptonshire charity and because Lewis Hamilton Foundation was founded by English F1 champion Lewis Hamilton.

4. Event Reports

The EDF Birmingham Half Marathon 2010 report by the Birmingham Mail described how organisers 'struggled to handle the increased number of runners this year' causing many to be 'frustrated as they queued at numerous bottlenecks', this is a problem that is easily avoidable by limiting the number of runners. While maximum profit is essential, health, safety and enjoyment of the runners is also of prime importance, because as the report describes 'the level of congestion was so bad that it was not only a hindrance but a danger as fast and slow runners competed for space'. Finally the report describes how 'the flow of runners into the water stations was also poorly organised as runners were forced to jostle for position to grab water bottles from under-manned stations' this is a problem that is both easy to encounter but easy to overcome by ensuring there are frequent water stations and volunteers to hand them out.

5. Participant Profile

The Mintel July 2005 Sports for Good Causes report shows that the 15-19 and 20-24 age ranges participate in sports for good causes regularly [see figure one] and the 35-44 join them in those who participate in events but that do so on an irregular basis. Participants are also most likely to be of socio-economic groups A B or C1.

6. Web Searches

A Google search showed how the media cover half marathon events [see figure two]. The results show that local newspapers cover the runs, as do local television news stations. There are also running blogs and forums for those who run or like to spectate.

External Factors

It is important to consider external factors when planning an event. A PESTEL analysis is a good way to do this. 'PEST is an acronym for Political, Economic, Social and Technological that may affect a business. Sometimes PEST is

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extended...by adding Ecological and Legislative' (Cases in advertising and marketing management 2007). Political factors include laws such as health and safety and any insurances such as public liability. An economic factor could be gift aiding and eligibility to qualify for it. Social factors may include spectator demographics and their disposable income; which would determine how much they would sponsor runners and how much they might pay for a ticket and the amount they may spend whilst at the event. Technological and economic factors are not relevant to a charity run and legislative factors are particularly similar to political ones.

Sponsorship

Bottled water is needed in vast amounts when planning a running event, especially as the runners will be wearing costumes. A sponsor is a good way to avoid the profits being severely cut. Malvern water of Hereford and Worcestershire agreed to sponsor the run in return for their logo [see figure three] on and marketing, forms and tickets and ultimately the event will raise the company's profile with the connection to Lewis Hamilton.

Marketing

There needs to be two types of marketing for this event; the first to attract the participants to sign up to take place in the run and the second to attract the spectators. In broadcast media, radio is a fairly cheap place to advertise and even more so on local radio stations. Radio would be a good place to reach the target participants as they are likely to listen to the radio on commute. In print media, local free Tribune newspapers would be ideal and local newsletters because the cost of advertising in them can often be very little or even free [see figures four and five for draft print marketing ideas]. Another option for print marketing is to release a press release to the local newspapers [see figure six] as this is a free way to gain advertising. Web-based media is the final, but perhaps most important medium to use in marketing; it is highly used by all of the target participants and spectators and imperatively is free. Social networking sites are the easiest to target; a Facebook event page[see figure seven]; and also running forums, as both of these will target both participants and spectators simultaneously. A website for the fun run will also be set up, as a platform for all information about the run; including

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application/registration forms [see figure eight], sponsor forms [see figure nine] and ticket booking.

Budget

Advertising:

- Newspaper £1500
- Radio £2000

Printing costs: £500

Catering: £2500

Estimated expenditure: £6500

Ticket sales:

- Cost of tickets £10pp
- Est. Ticket sales: 3,000

Estimated income: £30,000

Estimated profit: £23,500 (£11,750 per charity)

Questionnaire Design

There will be a questionnaire given to spectators on the way into Silverstone and they will hand them in on their way out. This will establish whether or not objective two has been achieved. See figure ten in appendix.

Risk Assessment

See figure eleven in appendix.

Other information

Registration for fun runners closes 29th January 2012. Sponsorship forms must be in by 5th February 2012.

Event Evaluation

It is important to evaluate an event to learn from mistakes and to evaluate the event success and whether or not the event objectives were achieved.

1. De-Brief Meeting

The debrief meeting is an opportunity to discuss with staff the successes and disappointments of the event. It also gives a chance to give feedback to the staff on the following:

a. Feedback - Qualitative

Feedback is gained from the spectators in the form of the questionnaire. The questionnaire results can be analysed to decipher whether or not the second event objective has been achieved. Analysis of the questionnaires will show how many simply enjoyed the event, also it will show how many of the spectators had heard of Rainbows and the Lewis Hamilton Foundation or if they donated to the charities before the event and how many are likely to a) support either charity in the future and b) donate to either charity in the future.

b. Budget/Profit - Quantitative

Also discussed in the de-brief meeting will be the quantitative data. This includes ticket sales and attendance, also any donations made during the day, sponsorship money raised and any extra raffle tickets sold. The budget will also be discussed; was it realistic in the beginning, did the event go ahead under or over budget. The profit is a good indicator of success; how much was made, was it the predicted amount.

c. Media Coverage

An evaluation of how much media coverage there was gives an indication of how involved the community was in the event. This tells the event planner if it is likely the event could leave a legacy i.e. people will be keen to attend/participate in future years, making it an annual event. If this is the case then the event can be seen as a success.

Appendix

Figure One

	I regularly take part in these events*	I have taken part in an event like that in the past but don't do it regularly	I have never taken part but would like to	I have taken part in an event like that but wouldn't do it again*	I have never taken part in and am unlikely to do so in the future
	%	%	%	%	%
All	4	20	14	5	44
Men	5	23	14	5	42
Women	4	18	13	4	46
15-19	7	25	29	7	22
20-24	7	30	27	3	22
25-34	3	24	23	5	33
35-44	5	25	14	2	43
45-54	4	24	9	5	45
55-64	4	16	7	5	55
65+	3	7	3	5	63
AB	6	24	15	4	39
C1	6	24	13	4	40
C2	4	19	15	7	45
D	2	21	14	5	43
E	2	10	10	4	58

* low response rate

- Sports for Good Causes, 2005

Figure Two

The screenshot shows a Google search for "half marathon uk". The search bar contains the text "half marathon uk" and a "Search" button. Below the search bar, it indicates "About 283 results (0.11 seconds)" and a link to "Advanced search". On the left side, there are navigation options: "Everything", "Images", "Videos", "News" (highlighted), "Shopping", and "More". Below these are "Top Stories", "The web", "Pages from the UK", "All news", "Images", "Blogs", "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "2010", "2009", "2008", "2000-2007", "Archives", "Custom range...", "Sorted by relevance", and "Sorted by date". The main search results area displays several articles:

- Homeless charity appeals for Bath half-marathon runners** (BBC News - 5 days ago): The Bath half is one of the UK's most popular city centre road races. Now in its 30th year, the race is suitable for novices and regular, ...
- Cancer charity runners put breast foot forward** (Northampton Chronicle & Echo - 3 days ago): Runners in the half marathon will be known as the '100 hooters' and will dress ... To donate to the cause visit <http://uk.virginmoneygiving.com/giving/> and ... **YOU can help keep breast cancer on the run by making 2011 your ...** - Boness Today [all 5 news articles »](#)
- Army officer backs brain cancer campaign** (Salisbury Journal - Jill Harding - 2 days ago): She was flown back to the UK and treated at the Queen Elizabeth Hospital in ... She is already planning some more half marathons to raise funds and aims to ...
- Half marathon date set** (thisiskent.co.uk - sharon marris - 10 Dec 2010): PADDOCK Wood is gearing up to host its famous half marathon with almost 200 entries already received. ...
- Looking back on a superb year of sporting success** (Staffordshire Newsletter - Archer Alison Williamson - 3 days ago): Stafford half marathon entries close two months before race day. ... called up for Aviva World Indoor Trials and combined UK championships at Sheffield. ...
- Edinburgh Marathon founder loses fight with cancer aged 46** (Scotsman - Brian Ferguson - 13 Dec 2010): ... featuring a half-marathon. The occasion had become firmly established as Scotland's biggest mass participation running event and is also now the UK's ...

- Screen shot of Google Search Results

Figure three



- Malvern water logo

Figure four



A promotional poster for the Silverstone Fun Run. At the top left is a stylized Union Jack flag. To its right, the text 'sponsored by' is followed by the 'malvern' logo, which includes the tagline 'The Original ENGLISH WATER'. The main title 'SILVERSTONE' is in large, red, jagged letters, with 'FUN RUN' below it in a similar style. To the right of the title are two crossed checkered racing flags. Below the flags, the date '4th March 2012' is written in blue. In the center, two black silhouettes of runners are shown. Overlaid on the left runner is the text 'RUNNERS WANTED!' in large, red, slanted letters. At the bottom left, the word 'supporting' is written above the 'rainbows' logo, which features a rainbow arch and the text 'hospice for children and young people'. At the bottom right, 'supporting' is written above the 'Lewis Hamilton Foundation' logo, which consists of a circular emblem with the letters 'LH' and the full name below it. At the very bottom, the website address 'http://www.silverstonehalfmarathon.org.uk' is printed in red.

sponsored by malvern
The Original
ENGLISH WATER

SILVERSTONE
FUN RUN

4th March 2012

RUNNERS WANTED!

supporting

rainbows
hospice for children and young people

supporting

Lewis Hamilton Foundation

<http://www.silverstonehalfmarathon.org.uk>

Figure five



A promotional poster for the Silverstone Fun Run. At the top left is a stylized Union Jack flag. To its right, the text 'sponsored by' is followed by the 'malvern' logo, which includes the tagline 'The Original ENGLISH WATER'. The main title 'SILVERSTONE' is in large, red, jagged letters, with 'FUN RUN' below it in a similar style. To the right of the title are two crossed checkered racing flags. Below the flags, the date '4th March 2012' is written in blue. In the center, there are two black silhouettes of runners. Overlaid on the left runner is the text 'TICKETS AVAILABLE!' in large, red, slanted letters. At the bottom left, the word 'supporting' is written above the 'rainbows' logo, which is a colorful rainbow arch over the word 'rainbows' and the text 'hospice for children and young people'. At the bottom right, the word 'supporting' is written above the 'Lewis Hamilton Foundation' logo, which features a stylized 'LH' in a circular emblem. At the very bottom, the website URL 'http://www.silverstonehalfmarathon.org.uk' is written in red.

sponsored by malvern
The Original
ENGLISH WATER

SILVERSTONE
FUN RUN

4th March 2012

TICKETS AVAILABLE!

supporting

rainbows
hospice for children and young people

supporting

Lewis Hamilton Foundation

<http://www.silverstonehalfmarathon.org.uk>

Figure six

1st July 2011
<u>Half Marathon Fun Run at Silverstone Race Track</u>
<p>Silverstone's Grand Prix track will be home to a half marathon fun run in aid of Rainbow Hospice and the Lewis Hamilton Foundation on 4th March 2012, sponsored by Malvern Water.</p> <p>All profits made from sponsorship of the fun runners and ticket sales will be split donated between Northamptonshire's Rainbow Hospice and the Lewis Hamilton Foundation.</p> <p>Rainbow Hospice is a Northamptonshire based charity which cares for terminally ill children in the county. The Lewis Hamilton Foundation supports work in looking after children in ill health or poverty.</p> <p>The event organisers are looking for fun runners and spectators. Fun runners are encouraged to attend dressed in cartoon or children's television characters. All fun runners will compete for prizes by attempting to gain the most sponsorship money and all spectators will be automatically entered into a raffle upon ticket purchase. Prizes include; a meet and greet and a drive round the Silverstone track with either Lewis Hamilton or Jenson Button, a choice of the driving experiences listed on the official Silverstone website or a choice from the Silverstone merchandise collection.</p> <p>The half marathon fun run will take place at the Silverstone Grand Prix track on 4th March 2012. Tickets cost £10 (including entry to raffle). Registration for runners closes 29th January 2012. Event proceeds go to Rainbow Hospice and the Lewis Hamilton Foundation. Event Sponsored by Malvern Water.</p> <p><u>ENDS</u></p> <p>For further information contact katycole@aol.com or visit http://www.silverstonehalfmarathon.org.uk or visit http://www.facebook.com/?ref=logo#!/event.php?eid=silverstonehalfmarathonfr</p>

Figure seven

The screenshot shows a Facebook event page for the 'Silverstone Fun Run'. The event is scheduled for Sunday, 04 March, from 15:00 to 19:00. It is a public event created by Katy Cole. The location is Silverstone Grand Prix Race Track, Silverstone, Towcester, Northamptonshire, NN12 8TN. The event description states it is a half marathon around the Silverstone Grand Prix Circuit in aid of Rainbows Hospice and the Lewis Hamilton Foundation. Tickets for spectators are £10, and runners are encouraged to dress in cartoon/children's TV characters. Prizes for runners who raise the most money and a raffle for spectators are also mentioned. The page shows 128 attendees, including Margaret Collette James, Tara Meegan Bailes, Ray Quinnsfans, Babs Porter, Susan Looket, Lucy Peters, Annabelle Fryer, Elizabeth King, and Hannah Creek. There are three comments from Hannah Kylie Baker, Laura Potter, and Ellie Brand.

facebook Search

Silverstone Fun Run

You are Attending · Share · Public event

Time Sunday 04 March at 15:00 - 04 March at 19:00

Location Silverstone Grand Prix Race Track, Silverstone, Towcester, Northamptonshire, NN12 8TN

Created by: Katy Cole

More info A half marathon around the Silverstone Grand Prix Circuit in aid of Rainbows Hospice and the Lewis Hamilton Foundation.

Tickets for spectators £10 and runners dress in cartoon/children's TV characters!

Prizes for runners who raise the most money and a raffle for spectators (price included in ticket)

Share: Post Link Photo Video

Write something...

Share

Hannah Kylie Baker
Coming to watch my dad run, can't wait! Go dad! x
04 January 2011 at 10:02 · Like · Comment

Laura Potter
Getting my running shoes back out for this one :D
03 January 2011 at 22:56 · Like · Comment

Ellie Brand
Am sponsoring my sister so I wanna see where my money's going lol!
03 January 2011 at 14:22 · Like · Comment

128 Attending See all

- Margaret Collette James
- Tara Meegan Bailes
- Ray Quinnsfans
- Babs Porter
- Susan Looket
- Lucy Peters
- Annabelle Fryer
- Elizabeth King
- Hannah Creek

Figure eight

[see insert]

Figure nine

[see insert]

Figure ten

[see insert]

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Figure eleven

Date: 2/1/11	Assessed by: event planner	Checked / Validated* by: Silverstone official	Location: Silverstone race track	Assessment ref no	Review date: 2/1/12
Task / premises: half marathon fun run around Silverstone grand prix race track on 4/3/12					
Activity	Hazard	Who might be harmed and how	Existing measures to control risk	Risk rating	Result
running on track	trip/fall	public	track checked before use	low	A
crowd control	surges	public	marshals and crowd control barriers	low	A
catering	hot equipment	public	catering vans kept locked and doors closed at all times	low	A

*Result : T = trivial, A = adequately controlled, N = not adequately controlled, action
required, U = unknown risk*

Action plan				
Ref No	Further action required	Action by whom	Action by when	Done
N/A				

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http://www.google.co.uk/search?hl=en&biw=1345&bih=623&tbs=nws%3A1&q=half+marathon+uk&aq=f&aql=&oq=&gs_rfai=
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http://academic.mintel.com/sinatra/oxygen_academic/search_results/show&/display/id=161494/display/id=172248