



event management

AFD guides

Planning is necessary to make your event run smoothly. Armed Forces Day can be celebrated on a national basis, or by small events in your community. Look at every facet of your event, then decide what you need to accommodate it.

A well-planned layout is more than half the battle in making your facility work for you and making your event a success. Here are some things and ideas you may wish to consider.

For larger events it is worth considering forming a steering group or committee of several people who have the skills to put a big event together.

Think about...

- **When is your event?**
 - AFD is 27 June
- **Where is your event?**
 - Is it an open field, town centre, school, public building, church etc?
- **Do you need to form a committee?**
 - Who can help you manage your event?
- **How many people do you think will attend?**
 - Do you need crowd control – what about insurance, risk assessment etc?

What worked

This is how these tips were brought to life for 27 June last year, together with contact details for the people who did it.

In **Blackpool** a committee of 12 people were involved including council officers, local military and veterans organisations. They also had someone from the local schools to organise all intergenerational activities. They met regularly and each member of the committee was responsible for a particular facet of their event. Committee chairman, Jim Houldsworth (cllr.jim.houldsworth@blackpool.gov.uk) made sure that a programme of events was deliverable and within the budgets set.

Luton's event was organised by a small group of veterans with the full backing and assistance of the local council. Veterans John Bavister (lutonfeva@ntlworld.com) enlisted the support of the local authority and although a cash grant was not forthcoming, the council helped in many ways through officer time, marketing, event management and free assets and meeting places.

The Royal British Legion run event in **Clevedon, North Somerset** was organised by a small group headed by Rob Campbell (rob.g.campbell@btinternet.com). Their local knowledge and work with other agencies ensured their small community event was well attended. Support and sponsorship from local businesses and council was vital to the success of their event.

The event in **Barrow in Furness** was organised by three parties, spanning the public, voluntary and commercial sectors: veterans (headed by Terry Spurling, (tps@submarineheritage.com), the local council and Barrow's main employer, BAE Systems. Their events focused on the '@Festival of the Sea' and utilised the submarine factory as the venue for the events.