



British
Chiropractic
Association

The BCA's Event Planning Guide

For members

If you would like direct advice on planning your next event from our team, then please feel free to reach out to Brianna, our Partnerships and Events Executive, at brianna.ryder-maki@chiropractic-uk.co.uk

PLANNING YOUR NEXT EVENT

SET GOALS AND BUDGET

Define the event's purpose and outline a detailed budget, including all potential expenses and a contingency fund.

CHOOSE DATE, VENUE, AND SUPPLIERS

Pick a suitable date, secure a venue, and book key third-party suppliers like catering, entertainment, and photographers early.

BUILD A TEAM AND ASSIGN ROLES

Form your event team or hire professionals. Assign clear roles and responsibilities for smooth execution.

CREATE A TIMELINE AND TASK LIST

Develop a timeline with planning milestones and day-of tasks to keep everything organized and on track.

MARKETING AND PROMOTION

Send invitations and create a marketing plan (social media, email, etc.) to promote the event and engage your audience.

ASSES & MITIGATE YOUR RISKS

Ensure that you have considered all associated risks of your event and completed a risk assessment. You may also require public liability insurance.

EXECUTE AND REVIEW

On event day, monitor the event and handle any issues. Afterward, follow up with attendees and evaluate for future improvements.

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Goals & Budget



Start by answering the following questions:

- What type of event are you organising? (e.g., social event, corporate training, golf day)
- What's the purpose of the event? (e.g., networking, team-building, fundraising)
- Who's your target audience? (e.g., colleagues, friends, industry professionals)
- When and where will it take place? (consider logistics, weather, availability)

By taking the time to answer these key questions about your event, it will assist you in determining your key goals which should influence your budget and specific planning decisions.

Create a budget that allows for flexibility, often we find events come with unexpected expenses. Considerations include but are not limited to:

- Venue hire
- Catering
- Staffing
- Entertainment/activities
- Marketing and promotion
- Miscellaneous expenses (e.g. decorations, materials)



Venue & Suppliers



When?

When selecting the date of your event, keep your target audience in mind. What else may your attendees wish to attend or what other life commitments will they need to work around? Is your event best on a weekday/weekend? Should you avoid the school holidays and/or other competing events. Spend time researching.

Where?

Selecting the right venue is crucial.

- Size and Capacity: Make sure it can accommodate your expected number of attendees.
- Accessibility: Is the venue easy to access for all, including those with mobility issues?
- Facilities: Check if the venue has the necessary amenities (e.g. bathrooms, AV equipment).
- Permissions and Permits: Some events require special permits (especially outdoor or public events). Check with local authorities if you need noise permits, health & safety clearance, or alcohol licenses.

Who?

Consider what assistance you will need to deliver your event and reach out to these suppliers early on. This will assist you in confirming your event date and budget. You may be able to deliver the event yourself or with volunteers, but it is still important to ensure that all personnel and services are available in advance.



Your Team



Find your tribe! Who will be responsible for the planning and delivery of your event? Planning and managing an event can be a big task that benefits from multiple skill sets and resources.

To help deliver a successful event, we recommend assigning specific roles to team members in advance.

Event Manager

Oversees everything and makes key decisions in the planning stages and on the day of the event. The Event Manager will delegate tasks and manage the overall schedule.

Event Operations Manager

Oversees the logistical delivery of the event including liaising with the venue and suppliers, monitoring the delivery of resources and managing the set up and break down of the event.

Catering Manager

Manages food and beverages, including the requirement for any licenses and/or special dietary needs provisions.

Entertainment/Activities Lead

Handles music, games, and entertainment.

Health and Safety Officer

Ensures all safety protocols are followed.

This list of roles is not exhaustive. Each event will require different levels of management and this should be guided by the event goals and budget in addition to health and safety considerations.



Create a Timeline



Develop a timeline with planning milestones and day-of tasks to keep everything organized and on track.

Start by working back from your event date, plot key deadlines and assign tasks accordingly.

Where possible, the more you can prepare in advance of the event, the better.



Promote it!

You need people to know key information and all the reasons why they should attend your event and that requires marketing.

- Create a marketing plan: Consider using a variety of channels to communicate your message including social media, emails, posters, and word-of-mouth. Where are your target audience most likely to see your adverts?
- Design event materials: Flyers, digital invites, and registration links.
- Promotional timeline: Start promoting early and ramp up efforts as the event date approaches.
- RSVPs and Registration: Set up a clear method for people to confirm attendance, and for you to track registrations.



Asses The Risk



Conducting a risk assessment is essential to ensure the safety of your attendees and to comply with regulations.

- Identify potential hazards: For example, slipping hazards, fire safety, weather-related risks (if outdoors), crowd control.
- Assess the level of risk: What are the chances of the hazard occurring, and what would the impact be?
- Mitigation plans: How will you reduce or eliminate these risks? (e.g. fire extinguishers, first aid, signage)
- Keep your risk assessment document on hand and ensure your team is aware of it.

Your risk assessment document does not need to be complicated but you need to be able to evidence that you have considered all potential risks and mitigated them appropriately.

If you plan to run the event again in the future, you need to keep your risk assessment up to date and ensure that this has been reviewed in advance.

Public Liability Insurance

As an event organiser, you are responsible for the attendees that engage with your event. Although it is not a legal requirement, many venues and suppliers will require you to hold public liability insurance before they will engage with you. You can take out cover for a specific event date or a fixed period of time if you intend to hold multiple events. A broker will be able to provide you with further advice to suit your needs. It is recommended to ensure all of your suppliers have sufficient PLI cover as well.



Execute & Review

On the day of the event, smooth coordination is key:

- Arrival and set up: Make sure your team arrives early to set everything up.
- Checklists: Use a detailed checklist to track tasks throughout the day (e.g., setup, sound check, catering, registration table).
- Brief your team: Ensure everyone knows their role, and communicate regularly.
- Event flow: Stick to the schedule but be ready to adapt if needed.

Post-Event Wrap-Up:

- Tear down: Ensure the venue is cleaned up and everything is returned.
- Post-event debrief: Review what worked well and what didn't with your team. Gather feedback from attendees.
- Follow-up: Send thank you emails, survey attendees, or share post-event highlights on social media.
- Report: Create a final report, noting the success of the event, budget breakdown, and any lessons learned for next time.

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