

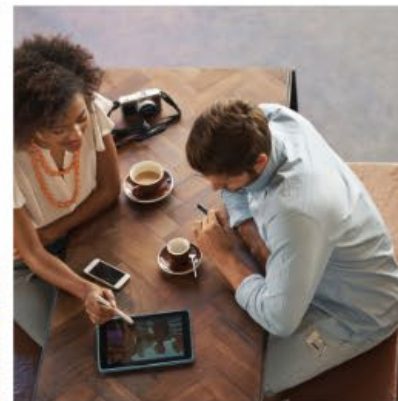
# Event Industry Workshop

Event Operations – what you need to know about planning an event in the Moreton Bay Region

Presented by:

Melissa Gooderham | Event Manager | MBRIT

Bridget Grant | Events Lead | MBRC



# Melissa Gooderham

## Event Director | MBRIT

# Introduction



- Who is MBRIT / what do we do?
  - Not-for-profit organisation that exists to promote and grow the Moreton Bay Region
  - Deliver effective promotion of the Moreton Bay Region as a leisure and event destination
  - Host and attract a wide range of events, festivals and conferences
  - Encourage investment attraction
  - Provide business support and networking opportunities

# Planning an Event

- Assess the feasibility of the Event
  - What is the purpose and aim of the event?
  - Why am I holding this event?
  - Who do I want to attend the event?
  - Why will they attend?
  - Other events occurring at the same time?
  - Supporting infrastructure
  - Local community support / Stakeholder engagement
  - Financial and human resources available to plan, fund & deliver the event
  
- What are the environmental and social impacts of the event?

# Establish a Team & Prepare a Plan

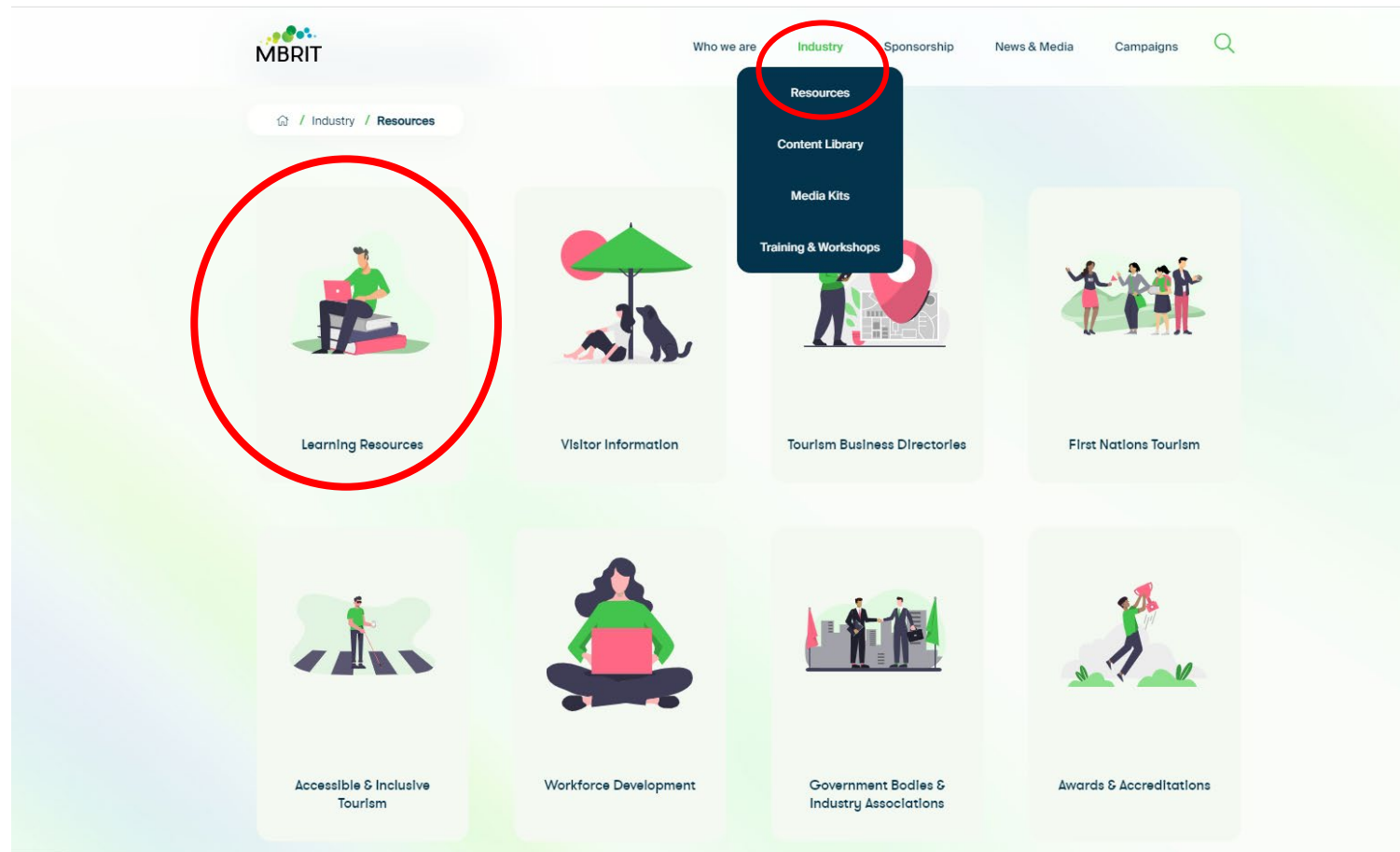
- Form a team & establish responsibilities
- Do you require volunteers?
  
- Preparing an Event Management Plan *(not all will be applicable)*
  - Key Event Details (name, time location etc.)
  - Key contacts & milestones
  - Program & entertainment details
  - Traffic Management
  - Wet Weather contingency and Risk management plans
  - Emergency Management Plan
  - Noise & Sound Management
  - Waste Management and Sustainability

# Post Event

- Debrief meeting with stakeholders
  - Internal and External
- Event / Planning Assessment
  - What worked well | what didn't
  - Recommendations for future events
- Measuring outcomes:
  - Post event surveys
  - Facebook reviews
  - Testimonials
  - Measure outcomes against objectives

# Other helpful resources

[www.mbrit.com.au](http://www.mbrit.com.au)



# Bridget Grant

## Events Lead | MBRC



# Delivering Events - MBRC



The Moreton Bay Region has many scenic locations open to the public for event hosting. Council regulates these events to make sure they are carried out safely and are considerate of other residents and visitors. Depending on the type of event you are holding, the impact on public land and who will be attending, you may need a permit.

- The location of an event is key to determining if a permit is required
- Every address in the region is zoned and the zone determines what activities can take place at that location
- Some locations in the region allow for activities to take place without a permit due to the activity being approved as part of a Development Application
- There is no easy yes or no as to whether a permit is required
- Council has a dedicated Public Space Permits Team who can assist you through the permitting process. The team can advise on what paperwork and supporting documentation is required
- Council encourages you contact the Public Space Permits Team as soon as you know where you want to organise an activity (minimum 30 days prior to your activity to allow for processing)
- [Organising an event in the Moreton Bay region](#)

To find out if you need a permit, please contact Council's Public Space Permits Team for advice. Call: 07 3205 0555 | Email: [PublicSpacePermits@moretonbay.qld.gov.au](mailto:PublicSpacePermits@moretonbay.qld.gov.au).

# Grants & Funding

## Sonia | MBRC

[Grants & Funding](#)

# Questions?

# Thank you