

## **EVENT MANAGEMENT – POWER TOOLS**

Manitoba is world renowned for getting involved, pooling their talents and resources to host great sport events. Regardless of the time of year, Manitobans are there to cheer on their local team or support a visiting one. Whether it's setting up for the event, watching the championship game or donating time to help international athletes feel at home, Manitobans always look forward to getting into the game. With over 100 sport partners involved, Manitoba has hosted many events lately.

- Pan American Games
- AT&T PGA Senior Golf Championships
- World Curling Championships
- Western Canada Summer Games
- Canada Summer Games
- World Junior Hockey Championships
- North American Indigenous Games
- Grey Cup
- Manitoba Summer & Winter Games
- Hundreds of regional, provincial and nationals events held annually

With the successful hosting of events, Manitoba benefits by having well-trained volunteers, sport development opportunities and improved facilities. Sport events also have a positive impact on tourism in our province. The importance of sport tourism in Manitoba is becoming increasingly visible and partnerships are being forged between the sport and tourism industry.

Sport Manitoba's "Championship Hosting Program" provides support for the hosting of major amateur sport events and championships in Manitoba. PSOs are provided assistance with the allocation of a bingo event with revenue ranging from \$500 to over \$1500.

### **Event Planning**

The event planning process can be summarized in five phases.

#### **1. Phase One – Assessing the Feasibility**

Events require careful planning. Before your organization takes the plunge, have a close look at what you are about to take on. Is it feasible? Do you have the necessary human, facility and financial resources for the event? Develop a concept for the event and be sure it is understood by the core organizing committee and later, by the key stakeholders. Identify the factors for success and set realistic standards for a successful event.

#### **2. Phase Two – Building Support**

The leadership element of running an event is probably the most critical one to the success of the event. You need to establish an organizing committee, find committed individuals to work the event and to promote the event to key stakeholders.

#### **3. Phase Three – Getting Ready**

This phase involves putting a system in place to organize your event volunteers and monitor the progress. Establish job descriptions, workplans, evaluation forms and lines of authority for all the event volunteers. Develop an "escape route" – some preventative measures that can be used before and during the event.

4. Phase Four – Go!

Communication is key during the event. Be sure everyone knows both what they need to know and what would be nice to know. Coordinate the flow of information. Share concerns and ask for input to situations as they arise. Control problems by providing guidance to the key individuals concerned.

5. Phase Five – Wrapping Up

Review the event by using the evaluation done during the event. Write up the results with a summary, financial information and recommendations for future event. Reward and recognize the volunteers and stakeholders.

The event planning process is complete when you and the organizing committee have reflected on the experience, celebrated your success and learned from your challenges.

**Source:** the Event Management and Marketing Institute – David Wilkinson

Did you know the PSOs hosted more than 45 events last year – from Western Canadians, Nationals to International levels. In addition to the 10,000 athletes, coaches and officials involved in these events, there are thousands of volunteers making these events happen.

### Practical Tips for Working with Volunteers on Events

Manitoba has a strong history of acquiring and hosting major events. The key success factor is the contribution of volunteers in the planning and running of the events. The best rule of thumb is to INVEST THE TIME to plan with and for your volunteers. Here are some questions to ask:

- Is the work/situation appropriate for the volunteer?
- Is the work safe and do-able? Not too little and not too difficult?
- What supplies are necessary for the volunteers to do their job?
- Has the volunteer been provided all the necessary information to do the job?
- Does the volunteer know who to go to for help?

The second rule of thumb is to COMMUNICATE with your volunteers. Be sure all the volunteers have all the relevant information. Designate a “supervisor” if the work involves a group of volunteers. Teams that learn together work together!

Afterwards, obtain FEEDBACK from the volunteers. Evaluate the event from their perspective. Give them an opportunity to provide their input. Be sure to thank all the volunteers.

Managing events and volunteers can be a challenge but well worth it and rewarding in the end.

**Source:** [www.charitychannel.com](http://www.charitychannel.com)

Destination Winnipeg can provide assistance to sport partners with their events. Some of the services they offer include information on audiovisual rentals, transportation, promotional products, permits, accommodations and venues. They also offer assistance in bid proposals and project management and support. For more information, please visit [www.destinationwinnipeg.ca](http://www.destinationwinnipeg.ca)

Other websites: [www.avaintl.org](http://www.avaintl.org)  
[www.volunteer.ca](http://www.volunteer.ca)  
[www.event-management-ukco.uk](http://www.event-management-ukco.uk)

### Publication of the PSO Unit

Contacts: Janet McMahon    [mcmahon@sport.mb.ca](mailto:mcmahon@sport.mb.ca)                      Fred Schneider    [schneider@sport.mb.ca](mailto:schneider@sport.mb.ca)  
                 Brenda Wiwcharyk    [wiwchar@sport.mb.ca](mailto:wiwchar@sport.mb.ca)                      Kristin Albo        [albo@sport.mb.ca](mailto:albo@sport.mb.ca)

For further information, please contact a member of the PSO Unit.