

SECRETS to SUCCESSFUL EVENTS

Getting Started



LYNN FUHLER

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Flying Compass Press
P.O. Box 24305
Winston-Salem, North Carolina 27114

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HOW TO USE THE GUIDE

Events and festivals have numerous moving parts. The materials included in this guide are fundamental tools used by events.

Organizational charts are key to everyone understanding who reports to whom and their area of responsibility. While the titles may vary and sub-committee boxes may move, it's a great resource for those who need a visual to reinforce how everything and everyone fits into the bigger picture.

Proper documentation is needed for processing payments and charging an expense to the right area of the budget. The check requisition form provides, when completed and submitted with proper paperwork, the Treasurer all the pertinent information.

Because of all the details involved with concessions and vendors, two-way communication is extremely important in making for a smooth, no-surprises event. This reminder email covers many of the last-minute considerations.

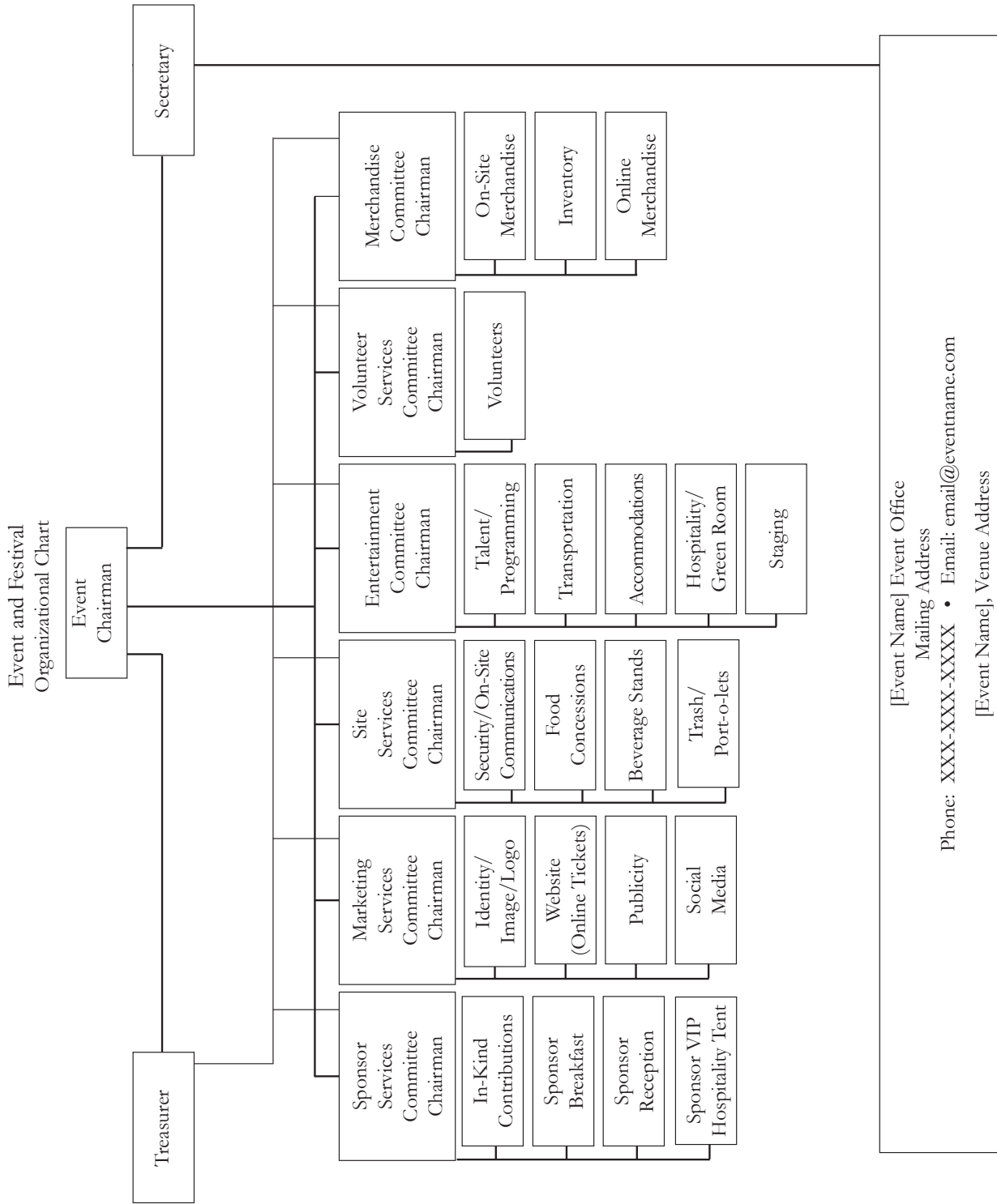
Sponsors normally won't send their sponsorship monies until they have an invoice to back up the request. A fairly basic form, it can mean the difference between wondering why the event sponsor hasn't paid and money in the bank.

It may seem a bit old-fashioned but providing welcome packets to both in-town and out-of-town is a nice gesture. By including names and points of contacts, if there are any concerns or questions, talent will know whom to call.

We've included a list of resources for event organizers may find helpful as well as some information about the Lynn Fuhler and her recently released books:

- *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*
- *Secrets to Successful Events Resource Guide: 42+ Easy-to-Use Forms and Tools to Save You Time and Money*

ORGANIZATIONAL CHART



[Event Name] Event Office
 Mailing Address
 Phone: XXX-XXX-XXXX • Email: email@eventname.com
 [Event Name], Venue Address

Patrons, Potential Sponsors, Community-at-Large

SPONSORSHIP INVOICE

Invoice No.

[Month Date, 20XX]

[Company Contact Person and Title]

[Company Name]

[Mailing Address]

[City, State and Zip Code]

List the year of the event, [Event Name] and [Type, Level, Category] of sponsorship.

List the dollar amount followed by a decimal point and indicated cents, even if zeros.

Make checks payable to: [Full Legal Event Name]

Due and payable upon receipt.

Note: Place the invoice on the [Event Name] letterhead with mailing address listed as to where the check(s) should to be sent. The mailing address for the sponsor may be different than the physical address of the sponsor. The Sponsor Services Committee Chairman should verify this before requesting the Treasurer prepare an invoice.

CHECK REQUISITION FORM

[Event Name]
Check Requisition Form

Make check payable to the following:

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Committee Name: _____

Purpose: _____

Charge to budget line item #: _____

This has been authorized by: _____

Submitted by: _____

Print Name

Signature

Total Amount: _____ Due Date: _____

1. Please include the original receipt or invoice. Please keep a copy of the receipt or invoice for your records along with a copy of this completed check requisition form.
2. Please submit these using one of the following methods: a) scan and email as a PDF attachment to: treasurer@eventdomainname.com; b) submit to the Treasurer at the next Organizing Committee meeting; or c) send via U.S. mail to: Treasurer; [Event Name], [Mailing Address, City and Zip Code].
3. All invoices submitted by the 15th of the month will be paid by the 30th of the month and all invoices submitted by the 30th of the month will be paid by the 15th of the following month. All check requisitions shall be accompanied by an original invoice or supporting documentation.
4. In the event your purchase includes warranty information, please bring this information to the next Organizing Committee meeting for the Secretary or Administrative Assistant to file.
5. If the value of your purchase exceeds \$XXX, it should be logged in the inventory control system. Please ask the Secretary or Administrative Assistant to enter it into the event's list of assets and indicate where the item is stored so it can be tagged: "Property of [Event Name]."

Thank you.

WELCOME TO [INSERT CITY NAME]

Xth Annual [Event Name]
Welcome to [City]

We are excited to have you participate in the Xth Annual [Event Name].

To make your stay more enjoyable, we have included information on [City Name] and additional information about the [Event Name] in this packet.

The Talent Hospitality Tent/Green Room is located at the venue and is available for the exclusive use of the event's talent. See the attached map for the exact location.

For those who have flown in, your credentials have been or will be provided to you by a member of the Transportation Committee. We regret space limitations and security considerations prohibit us from providing credentials to anyone other than the contracted talent.

For those planning to drive to the event from the hotel, your individual credentials, parking passes, directions to the [Venue Name] and a map with the venue location are enclosed. A security officer will assist you in parking your vehicle once inside the gate. Please note: some roads will be closed during the event so GPS mapping features may not bring you to the proper entry location.

We recommend you use the services of our Transportation Committee to travel from the hotel to the venue and back. They will have access to a special route and gate allowing them to avoid traffic. Please call the Transportation Committee Chairman at XXX-XXX-XXXX to make arrangements at least 6 hours prior to your performance.

A telephone is available at the venue for emergencies. The number is XXX-XXX-XXXX.

Details are now being finalized for the [related event] to be held at [Venue/Location], [Street Address and City] from [Day of the Week] to [Day of the Week, Month Date to Date] from [X:XX a.m./p.m.] to [X:XX a.m./p.m.] We invite you to attend and participate, if you desire.

Thank you for making this the best [Event Name] ever!

Sincerely,

[Name]
Entertainment Committee Chairman
entertainment@eventdomainname.com
XXX-XXX-XXXX

[Name]
Talent/Programming Coordinator
talent@eventdomainname.com
XXX-XXX-XXXX

[Name]
Hospitality Coordinator
XXX-XXX-XXXX

PRE-MEETING EMAIL FOR APPROVED CONCESSIONS/VENDORS

YOU ARE INVITED

Because of the amount of planning required to make all aspects of the Xth Annual [Event Name] run smoothly, a planning meeting has been scheduled with all participating concessionaires on

[Day of the Week, Month Day, 20XX] at [X:XX a.m./p.m.]
[Location], [Physical Address, City, State and Zip Code] and [Phone Number]

All logistical information will be answered at that time as key contacts will be available to address electrical or power sources and limitations, health department requirements, water and sewer access and garbage collection. We'll also discuss vehicle access before, during and after the event, concession area credentials, parking and parking passes, availability of ice, order forms for event tee shirts for your workers/volunteers and port-o-lets. We will also discuss the possibility of the event renting a refrigeration storage truck.

Concessionaire's Name: _____

Contact Name: _____

Contact Number: _____ Email address: _____

Cell Phone: _____ OK to send Texts to Cell: Yes No

Please complete the information below and bring it to the meeting.

Note: If using an online registration system, reach out to the selected concessionaires and request the following information.

List Electrical Requirements

Wattage: _____

Voltage: _____

Type of equipment to be used during the event: _____

List Insurance Information

Workers' compensation insurance provider: _____

Policy number: _____

Effective date: _____

Please send your organization's Certificate of Insurance to:

Concession Committee Chairman

[Event Name]

Mailing Address

City, State and Zip Code

It can also be scanned and emailed to: concessions@eventdomainname.com

For more information, visit www.LynnFuhler.com

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Refrigerated Storage Truck

We would be interested in storing food products in a refrigeration storage truck, if one would be rented. I understand, we would be allowed to store products at our own risk, based on space availability.

Yes No We would be interested in using the refrigerated storage truck.

Tablecloth Orders

The event recommends X tablecloths per day, per table.

I understand I will be required to pay for these by cash or check at time of delivery or in advance online.

A separate email will be sent to those desiring to purchase tablecloths online.

Yes No I would like to order X tablecloths at \$XX each.

I prefer to pay by Cash Check Online

Security Passes

Vendors/concessions are limited to X credentials per booth per day. These may be color-coded by day.

Please indicate the number of persons you plan to have working at your concession booth each day.

Note: Or set a limit per concession for the event.

Set Up: _____

Day #1: _____

Day #2: _____

Day #3: _____

Day #4: _____

Load Out: _____

Concessionaire Banners

The sign vendor creating the [Event Name] banners has offered to also create two-foot by eight-foot (2'x8') banners to hang above each of the concession booths. These will have grommets placed on all four corners plus two on each of the longest edges. The sign vendor will install these on set-up day at no additional charge.

Yes No I would like to purchase banner(s)/sign(s) at \$XXX each.

Total booths: _____

Please send your logo directly to: name@signvendor.com

The following file type is required: four-color editable .eps file with fonts outlined.

Yes No I will be providing my own sign and it will meet the two-foot by eight-foot (2'x8') requirements. I understand the sign vendor will install all concessionaire banners.

RESOURCES

FESTIVAL & EVENT ASSOCIATIONS by STATE and REGION

Arizona

Festival Event Association of Tucson and Southern Arizona
<http://featsaz.com>

Arkansas

Arkansas Festivals and Events Association
<http://www.arfea.org>

California

California/Nevada Festivals and Events Association
<http://www.calfest.org>

Colorado

Colorado Festivals and Events Association
<http://coloradofestival.com>

Florida

Florida Festival and Events Association
<http://www.ffea.com>

Greater Miami Festivals and Events
<http://www.FestivalsMiami.com>

Illinois

International Live Events Association
<http://www.ileahub.com>

Indiana

Indiana Festivals
<http://www.indianafestivals.org>

Kansas

Kansas Fairs and Festivals Association
<http://www.kansasfairsassociation.com>

Kentucky

Kentucky Festivals and Events Association
<http://kfea.com>

Louisiana

Louisiana Association of Fairs and Festivals
<http://www.laffnet.org>

Michigan

Michigan Festivals and Events Association
<http://www.mfea.org>

Minnesota

Minnesota Festivals and Events Association
<http://www.mnfea.com>

Missouri

Missouri Association of Fairs and Festivals
<http://www.mofairs.org>

Nevada

California/Nevada Festivals and Events Association
<http://www.calfest.org>

North Carolina

North Carolina Association of Festivals and Events
<http://ncfestivals.com>

Ohio

Ohio Festivals and Events Association
<http://ofea.org>

Oregon

Oregon Festival and Events Association
<http://www.oregonfestivals.org>

South Carolina

South Carolina Festival and Event Association
<http://scfea.com>

Texas

Texas Festivals and Events Association
<http://www.tfea.org>

Utah

Utah Association of Fairs and Events
<http://www.utahfairsandevents.org>

Washington

Washington Festivals and Events Association
<http://www.wfea.org>

Resources continued

West Virginia

West Virginia Association of Fairs and Festivals
<http://www.wvfairsandfestivals.org>

Southeast U.S.

Southeast Festival and Events Association
<http://www.southeastfestivals.org>

International

International Festivals and Events Association
<http://www.ifea.com>

Canada

Festivals and Events Prince Edward Island
<http://www.festivalspei.com>

Festivals and Events Ontario

<http://www.festivalsandeventsontario.ca>

Ottawa Festivals

<http://www.ottawafestivals.ca>

Ireland

Association of Irish Festivals and Events
<http://www.aoifeonline.com>

United Kingdom

The Association of Festival Organisers
<http://www.festivalorganisers.org>

National Outdoor Events Associations
<http://www.noeca.org.uk>

FOOD, BEER, WINE & SPIRITS ORGANIZATIONS

American Brewers Guild

<http://abgbrew.com>

Wine and Spirits Wholesalers of America

<http://www.wswa.org>

American Homebrewers Association

<http://www.homebrewersassociation.org>

WineAmerica

<http://wineamerica.org>

American Institute of Wine and Food

<http://www.aiwf.org>

Wine Institute

<http://www.wineinstitute.org>

Brewers Association

<https://www.brewersassociation.org>

Wine Market Council

<http://winemarketcouncil.com>

National Food Truck Association

<http://www.nationalfoodtrucks.org>

World Food Travel Association

<https://worldfoodtravel.org>

National Restaurant Association

<http://www.restaurant.org>

MUSIC LICENSING

Broadcast Music, Inc.®

Music Users > Licensing <http://www.bmi.com>
877-264-2137, 888-689-5264

**The American Society of Composers,
Authors and Publishers (ASCAP)**

<http://www.ascap.com>

ORGANIZATIONS

Main Street America™

<http://www.preservationnation.org/main-street>

National Recreation and Park Association

<http://www.nrpa.org/>

SUPPLIERS

American Pyrotechnics Association

<http://www.americanpyro.com>

National Fireworks Association

<http://www.nationalfireworks.org>

Drum Corps International

<http://www.dci.org>

National Independent Concessionaires Association, Inc.

<http://www.nicainc.org>

International Amusement & Leisure Defense Association

<http://www.ialda.org>

Portable Sanitation Association International

<http://www.PSAI.org>

Mid America Horse Show Association

<http://www.midamericahorseshow.org>

ABOUT THE AUTHOR

If you have minimal experience in event planning and want to jump start your event, we suggest you pick up **Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals**, as well as the Resource Guide. Together they explain not only what needs to be done but how to manage all the details and create a crowd-pleasing event.



This essential handbook walks you through each step of running a successful event in a logical progression.

- Discover how to find your organizing committee and on-site volunteers.
- Explore event themes for music, food, wine, beer, books, film and air shows.
- Find out what sponsors need and want, and how budgets, money handling and online ticket sales work.
- Master the key components of marketing a festival, and social media and publicity strategies to use before, during and after your event.
- Learn the steps to book talent – headliners, artists, speakers, musicians, pilots, performers, winemakers, authors, chefs, entertainers and brewmasters.
- Review revenue generating options and what's needed to sell food, drinks and merchandise.

Based on the author's years of experience in event planning, you'll discover the essential tools, forms and resources every event organizer needs to get your event off the ground and running quickly.

"Required reading for any event planners who seek to grow attendance from anyone beyond the reach of their local market."

— Erik Wolf, Executive Director, World Food Travel Association

"Lynn Fuhler is an expert in event planning, and she has put all of her knowledge into this must-read book."

— Dr. Steven V. Cates, Graduate Professor

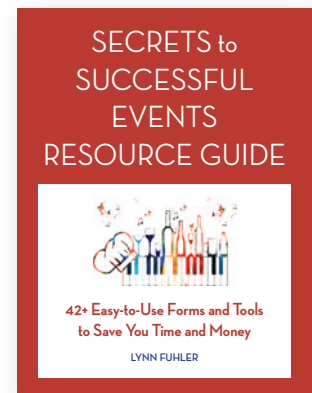
"I've known Lynn since our days working together in Florida's tourism industry. Lynn has a tremendous amount of knowledge and experience, and event planners are the better for her having shared her insider advice in her first book - *Secrets to Successful Events*. But wait there's more ... this companion Resource Guide takes her expertise a step further by including the tools and tips needed to excel at event planning. Lynn has provided easy-to-use forms and templates for each step of the planning process. Novice planners and marketers will find everything they need to get the ball rolling and put on a successful event. What a great service and time saver!"

— Wit Tuttell, Executive Director, Visit NC, Economic Development Partnership of North Carolina

If you're an experienced event planner or festival organizer looking for a **quick-start guide to hosting and promoting your next event**, the Resource Guide is the answer. It features sample letters, contracts and forms used in key areas: sponsors, marketing, publicity, talent, volunteers, merchandise, vendors/concessions and more.

This invaluable resource guide gives you the templates and tools to help you:

- Quickly organize your committee's structure and establish operating procedures.
- Communicate effectively with sponsors - using sample proposals, contracts, invoices, checklists.
- Master the budget process and track revenue and expenses.
- Discover marketing tools, PR opportunities, and social media tips.
- Protect your event using customizable contracts for sponsors, talent, vendors/concessions.
- Design handy forms to use when booking talent from headliners, artists, speakers and musicians to chefs, entertainers, winemakers and brewmasters.
- Easily track talent travel arrangements and equipment needs.
- Learn how to solicit and sign up volunteers.
- Take control with RFPs and bid specifications for graphic design, merchandise, sound and lighting.
- Wrap up the event using pre-created thank-you letters.



LYNN FUHLER

Lynn Fuhler is a consultant, speaker and author who has successfully organized festivals and events throughout her career. The former tourism director of Clearwater Beach, FL, she has worked extensively in hospitality marketing. She is the former chairman of the all-volunteer Clearwater Jazz Holiday, then the largest free jazz festival in the Southeast U.S.

An Illinois native, Fuhler holds a transportation, travel and tourism degree from St. Louis University's Parks College. Now based in North Carolina, she is co-founder of Flying Compass.