



Organising GCCG Events as an Area Organiser

Below are some guidelines to assist you with organising events.

*As an Area Organiser you are responsible for the events that take place in your locality, even if not organised directly by you. All members organising an event in your area should come to you for approval. **You are responsible** for getting the event listed on the GCCG Events Page, and if needed getting any publicity sent for All Torque and Big End Journal.*

*If you are thinking of organising a large event, such as a weekend away, please contact the AO Liaison **before** setting anything into motion. Others may be working on something for a similar time or year etc that may be well advance but not yet publicised.*

No events should take place if not listed on the Events Page. This ensures that the event is covered by our insurance.

Here are some things to think about...

WHAT, WHEN and WHERE is the event

What is it – country house, museum, boat or train trip, car show, or other place of interest? Weekend away?

When should people arrive?

Where exactly will you all meet? Postcodes for satnavs are useful

Will there be marked off parking for GCCG?

Are you having a “run” with directions?

Where will it end up? (Maybe same as start)

How long is the event expected to last?

Who will be present on the day?

What catering (e.g. food and drink) will be available? Or is it a picnic?

Arrangements to be made with the venue

How much notice will you need to give the venue?

Do you need to give a deposit to the venue we will be visiting?

Do you need to guarantee a certain number of attendees?

Do you need to inform them of food allergies?

Organisation details

What will be the cost?

Is advance booking necessary? Is advance payment necessary? If so, who should the bookings be sent to?

What is the mobile contact for use on the day?

What address or email should bookings be sent to?

When do bookings close?

Will bookings be acknowledged, and how?

Publicity Material

Prepare the publicity material and booking forms. Booking forms can be made to be downloaded (eg PDF or Word file) or can be completed via the website. If you want to do it via the website contact Rob at webmaster@gccg.org.uk to discuss.

Make sure you add the event to the GCCG website. If you want the event featuring specially send on the news@gccg.org.uk for All Torque &/or editor@gccg.org.uk for Big End Journal.

Initial Publicity

The following publicity is required for the website, All Torque and Big End Journal take their information from the website so make sure it is kept up to date if any changes are made.

1. When is the event?

2. A title for the event, the region and nearest big place and a **short** (20 words max) paragraph description of the event. This should be designed to entice all the club members to find out more about the event.

3. The name, phone number, email address of the organiser for members to register with you. Interested members can then complete or download the booking form from the website or contact you for one.

4. The postcode of the meeting place.

5. Any other information such as photos of the venue to put on to the website as a link that may entice members to book.

Lack of Response

If there is a lack of response following the initial advertising of the event in All-Torque, Big End, or the website, contact news@gccg.org.uk and they can liaise to send out a specific email to generate more interest.

Booking Form

Booking forms can be created as a Word or PDF document for members to download directly or include the details below so an online form can be made to complete on the website event listing.

Booking forms should include:

- What address or email should booking forms be returned to?
- Closing date?
- Members details:
 - Name, email address, postal address, phone number
 - Number of places they are booking
 - Confirmation that payment has been made (if payment is required)
 - Any special dietary requirements

Full information sheet about the event

This is optional, depending on the size and type of event.

This can either be included on the event details on the booking form if a fairly simple event or be a separate link on the website for members to download separately.

Include further information that covers all the information you have in what, when and where is the event.

If in any doubt contact the AO Liaison or discuss with other AOs before committing yourself to something and doing a lot of hard work that may not be necessary.