

# Law Week 2019

## 10 tips for planning a successful event

### About Law Week

The date has been set. It's time to start planning for Law Week which runs from Monday 13 – Sunday 19 May 2019. Victoria's Law Week program is a seven-day community festival designed to broaden the community's understanding of the law and the legal system. Victoria Law Foundation is proud to once again curate Victoria's week-long program of events and activities, offering administrative and marketing support to Event Partners who are delivering events.

### Law Week event criteria

Law Week events must be open to the general public and engage the community with the law.

Event Partners must use the Law Week logo in all promotional materials for their event and acknowledge Victoria Law Foundation as the presenter of Law Week. Law Week logos and logo guidelines will be available in early 2019.

The event registration deadline is **Friday 15 March 2019**.

### Planning

#### 1 **Tip 1: Start planning early!**

##### **What kind of event will you host?**

You can maximise the success of your event with early planning. If you would like help brainstorming, deciding what type of event to host, or developing your ideas, please contact us, we're here to help. The Law Week program typically includes information sessions, court open days, tours, mock trials, debates, panel discussions and much more.

##### **Who is your target audience, and how will you get in touch with them?**

Once you have chosen an event format, think about who will be interested in attending and how you can get in touch with them. For example, if your event targets secondary school students you may want to call the schools close to you and talk to them directly about your event. If this is the case, let us know so that we can distribute information about your event through our education program network. You may also want to contact other Law Week stakeholders in your region to find out what other events are being planned and to share ideas and/or resources.

##### **Choosing your event topic**

A successful Law Week event is one that speaks to community interest or need and attracts its intended audience. Promoting your event effectively will help build attendance numbers, and when it can be secured, media publicity is an enormously effective way of spreading the word

about your event. Think about what makes the event attractive to the audience and to the media, and choose a name that's succinct and catchy.

### **Choosing a date and time**

Law Week runs from Monday 13 – Sunday 19 May 2019. You can host your event during the morning, lunchtime, afternoon or evening on one of these days, or on multiple days. If you've chosen to host an information session, generally speaking, events that run over lunch time or immediately after work achieve the best attendance, rather than ones hosted during mid-morning or afternoon periods. Choose a time that you think would best suit your target audience.

## **2 Work out your budget**

Events can be expensive, so it's best to have a concrete understanding of all costs at the early planning stage. Things you may need to factor in to your budget include venue hire fees, staff, equipment hire, catering, interpreter fees, advertising, and printed materials like nametags, programs, brochures, information kits and more. There are lots of ways to keep costs down. For example, doing all printing in-house instead of outsourcing, timing your event so you don't need to provide expensive catering (or asking people to bring their lunch along), or using a volunteer workforce. Another option is to provide tea, coffee and biscuits – it's a nice touch and costs next to nothing.

## **3 Locate a suitable venue**

Depending on the type of event you're planning, you may need to check that your venue has the appropriate facilities and equipment available for you to use. You may need to hire items such as microphones, amplifiers, screens, data projectors, whiteboards, trestle tables, chairs and so on. Ideally, the venue needs to be easy to find and central to your target audience. Depending on how many people you want to host, you may have an existing meeting room within your organisation that would be suitable, saving you any hire fees. It's also important to find out whether the venue is wheelchair accessible to ensure there are no mobility issues for guests and whether there is a hearing loop to cater for the deaf community.

A few inexpensive and centrally-located venues within the City of Melbourne include:

[State Library Victoria](#)

[The Library at The Dock](#)

[Multicultural Hub](#)

[East Melbourne Library meeting room](#)

[North Melbourne Library Hotham Room](#)

or check out the [City of Melbourne's Hubs and Bookable Spaces, including a list of low-cost spaces](#).

## **Promotion**

### **4 Law Week branding and template flyer**

Make sure that people know your event is part of Law Week by using the Law Week logo in all promotional materials for your event and acknowledging Victoria Law Foundation as the presenter of Law Week. Law Week logos and logo guidelines will be available in early 2019.

A template event flyer will also be available in early 2019.

## 5 Ticketing and/or registration

Work out how you will manage registrations – you don't want to host an event that no-one comes to, and you also don't want to host an event where too many people turn up. Free online registration tools can help you easily manage this. They can also help you build a mailing list that you can use for future events.

Bear in mind that not everyone who registers will turn up (at least to free events) – so you may want to allow for an additional 25% of registrations above your venue capacity.

### Important information to include

No matter how you decide to invite people (whether by personal invite, online registration form, or an event listing), consider including information on:

- parking and transport routes
- disability access
- a map
- RSVP date and details
- whether an interpreter will be available
- an event contact with a phone number in case people have any questions in the lead up to the event or on the day.

You should also include this information on the Law Week event submission and wherever else you promote the activity.

### Eventbrite

We strongly recommend using Eventbrite, which is a free online tool that allows you to easily track your registrations. This is really helpful in determining whether you need to do some additional promotion to boost numbers, and it allows you to put a maximum number on registrations so that you don't end up with too many people on the day. You can also create a waitlist and release additional seats closer to your event date if you wish. You can choose what personal information or contact details you want attendees to fill in when you build your registration form, and you can schedule automated event reminder emails.

More information:

[www.eventbrite.com.au/how-it-works](http://www.eventbrite.com.au/how-it-works)

[How to Create an Event on Eventbrite](#)

### Mailchimp

[MailChimp](#) is a free email service that allows you to create customised invitations and easily manage large volumes of invitations. You can also easily embed 'book now' buttons, so you can provide a link to your Eventbrite listing for people to RSVP.

## 6 Add your event to the Law Week program

As soon as the details are confirmed, register your event on the Law Week website at [www.lawweek.net.au](http://www.lawweek.net.au).

Events submitted by **Friday 15 March 2018** (the event registration deadline) will be included in the official print program, receive social media promotion from the Foundation and receive promotional packs comprising posters, postcards and hardcopies of the print program.

The Law Week program will go live on the Law Week website on **Friday 29 March 2019**.

Make sure you fill out all the fields, and keep your event description fun, interesting and focused on appealing to your target audience. We will review events as we receive them and may edit the content of event listings for consistency across the program.

To complete the registration form you will need:

- A photo or logo suitable for use on the web – the file size needs to be no more than 2MB and a png, gif or jpg format. The photo will be used in association with your event listing as a small thumbnail. We suggest using a photo with not too much detail as it will appear in a small size.
- Event name and details (time, venue, cost)
- Event subtitle – please provide a short, snappy summary
- Event description – please provide a detailed description of the event to entice readers to attend
- Booking information
- Event Accessibility (wheelchair access, parking, closest public transport)
- Contact details for event enquiries.

### Event Partner packs

After registering your event, you will receive an Event Partner Pack, including Law Week posters and postcards for display. We also encourage you to send us your promotional materials for the Law Week Festival Hub at Fed Square.

## 7 Promote your event

Use your existing networks to promote your event and spread the message far and wide. Ask other like-minded organisations to promote the event in their networks through their newsletters, email and social media. Make sure you have a hashtag for your event to leverage your social media following, and use the official event hashtag #LawWeek. Target specific organisations if appropriate, or use social media to reach the general public. Victoria Law Foundation will create a Facebook event listing for each Law Week event. Take advantage of free event-listing services such as Around you [www.aroundyou.com.au](http://www.aroundyou.com.au)

### Get involved in the Law Week Festival Hub!

The Law Week Festival Hub is at Federation Square from Monday 13 May to Thursday 16 May and then on the County Court forecourt on Courts Community Day, Saturday 18 May.

As an Event Partner, the Festival Hub provides a fantastic opportunity to distribute information about your organisation and services, and/or to provide staff for face-to-face engagement with the public. Call our Events Team to discuss how to get involved or to chat about how you can be a part of the Hub.

### **Talk to our communications team**

Chat to the foundation's communications team about possible media opportunities, assistance in drafting a flyer, media release, factsheet or other background information that will help the media cover your event.

## **Final touches**

### **8 Draft a run sheet and brief your staff**

Before your event, pull together a simple document (a table is ideal) that identifies exactly what and when things are happening. A sample run sheet is provided in **appendix a** to get you started. Include everything that needs to happen for the event to run smoothly, as well as the contact details, including mobile numbers, for any suppliers such as caterers, staff, volunteers and any guest speakers who are involved in the event. Make sure you provide the run sheet to all staff working at the event, including suppliers, and brief them before the event day on their respective roles and what's going to happen. Nominate someone (probably yourself) as the 'event manager' on the day, to ensure everything happens when it's supposed to.

### **9 At your event**

Smile! Make people feel welcome, and ensure all staff have been briefed to do the same. Wear name tags so that you and your helpers are clearly identifiable. When guests are leaving, make sure you thank them for attending, and have brochures about your organisation, and/or other projects, available for collection.

We recommend you use feedback forms, which you can download [here](#). These forms can be crucial to learning from your event, and understanding what you can do next year to make your event even more successful.

Ask your attendees to fill them out and return them to you at the event. If you have an email database or e-newsletter, make sure you also have sign-up forms to collect details as people arrive and leave.

Put up some simple signage to tell people where the toilets are, and make sure you mention this at the start of the event, along with emergency exit/evacuation information and other housekeeping matters. Give people an indication of what's going to happen so that you manage their expectations – keep it simple and don't overload them with information that they don't need to know.

### **Guest speaker and MC**

If there's a guest speaker at your event, ensure you have a nominated Master of Ceremonies (probably you) who has been provided with the speaker's bio information prior to the event. It's a good idea to highlight the speaker's credentials to the audience as one way of acknowledging that the speaker has given up their time to attend your event.

At the close of the event, thank everyone for attending and encourage them to collect some brochures, return their feedback form and sign up to an email newsletter on their way out so you can stay in touch.

## After your event

### 10 Evaluate how it went

Make sure you thank everyone who was involved in the planning and delivery of your event, including suppliers. Send personalised thank-you letters to guest speakers and other VIPs. If you collected feedback forms at your event, collate the data and use the suggestions provided when planning your next event. You can also send out surveys electronically using Mailchimp or Eventbrite after the event if you prefer. You can create surveys in [SurveyMonkey](#) and email out a link to complete the survey. Use the data available from Eventbrite, MailChimp, and/or SurveyMonkey to draft your internal report if one is required. Please send a summary of your results to the Foundation as we are reliant on your feedback to assess the overall impact of the Law Week program.

Video tutorial: [SurveyMonkey](#)

## Need more help?

If you have any questions, or need a little more assistance, contact our events team:

### Georgia Angus

**Law Week Festival Director and Events Manager  
(Mon, Wed, Thurs)**

T: (03) 9604 8100

E: [contact@victorialawfoundation.org.au](mailto:contact@victorialawfoundation.org.au)

### Alycia Ashcroft

**Events Coordinator**

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## appendix a

### Sample running sheet

Monday 13 May 2019

<i>Time</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Notes</i>	<i>Supplier/staff contact</i>
8:30am	Put show bags on seats	Amy, Clive	Have logo on bag facing front; include presenter handouts and feedback form with pen	Amy 0123 456 789
9:00am	Set up entrance foyer with registration desk	Amy	Registration desk, guest list, name tags, pens, newsletter sign up forms, brochures, Law Week posters and postcards	Amy 0123 456 789
9:00am	Set up podium area	Clive	Banners, podium, water and jug for speakers	Clive 0123 456 789
9:15am	Test AV / sound check	Optical Audio		Jason 0123 456 789
9:15am	Staff briefing	Jane	Schedule of event, individual roles, emergency procedures, location of toilets	N/A
9:45am	Staff in position	All	Meet and greet, registration desk, ushers	
9:50am	Guest speaker arrives	Jane	Meet at entrance foyer and escort to front of stage	Justice Smith 0123 456 789
9:50am	Guests start to arrive	All	All staff to direct people to fill up front seats first	
10:00am	Event begins – MC covers housekeeping and introduces guest speaker	Jane		
10:05am	Guest speaker	Jane		Justice Smith 0123 456 789
10:20am	Microphones are collected for Q&A session from Jason	Amy and Clive	Jason will be located at the rear of the room	Jason 0123 456 789
10:30am	MC facilitates Q&A session	Jane	Amy and Clive to take microphones to audience members	
10:45am	MC thanks guest speaker and audience and closes event	Jane		
10:55am	Pack up venue	All	Left over show bags to be returned to office	Amy  0123 456 789

