

Holiday fun @ your library Event planner template

The following is a guide to help you create a successful event for the holiday fun @ your library campaign for each of the school holidays. For many of you, perhaps the majority, will already have a successful template from which you work. Only use the following format if it works for you. There are a number of other documents mentioned throughout the template that may be of value. We would strongly recommend you first read through the Holiday fun @ your library [campaign overview](#) so you have an understanding of the project. Good luck and have fun!

Phase	Actions required	Deadline	Delegation	Resources/budget
Research	<p>Understand your local area in terms of the number of children within your target market and what the market can afford in terms of activity cost.</p> <p>Prepare a contact list/database of all schools, vacation care programme directors and family care centres within your area. Wherever possible obtain the name & details of at least one key staff member with whom you are able to develop an ongoing relationship. If you already have a database check its accuracy and make any changes.</p> <p>In terms of timing, check your state's central major events agency or website to avoid any clashes with major events.</p> <p>Contact your cultural/recreation council officer to establish what they may have planned. Also discuss opportunities for assistance with funding.</p>			
Objectives	<p>Consider the central campaign's objectives as outlined in the Campaign Overview. Amend, add or delete as you require.</p>			
Outcomes	<p>Tailor the outcomes to each objective. Set realistic targets based on research data or past experience. If this is the first holiday campaign your library has coordinated, contact colleagues at other libraries to tap into their experience.</p>			
Measurement methods	<p>As outlined in the 'campaign overview', each outcome should be measurable to gauge the campaign's effectiveness, demand and the most effective promotional vehicle. Check the holiday fun @ your library Survey that we request you complete after your event. This will serve as a guideline to capture the data/information required.</p> <p>More intangible outcomes such as changes in perception and awareness of services may be difficult for you to measure. However, these will be measured by future research commissioned by the major library sectors.</p>			

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Concepts	<p>Book in a brain storming session with your fellow staff members. If you're a one-person library, ring a few colleagues and bounce some ideas around. Check out our section 'Ideas & links'.</p> <p>To start with, don't think of restrictions. Throw anything in for discussion. Check out what's going on in the kids market – what movies, magazines, games, music are popular at the time. The activities need to be focused on what children want to do not what parents or you decide they want to do.</p> <p>These days, children have a huge say in what they will and won't go to. If it's not attractive to your target market, no amount of marketing will save you from a flop!</p>			
Timelines	<p>Having done your research, select your event date/s. Be sure that you have the resources available at that time including staff – check holiday requests.</p> <p>Then work backwards from your event date giving yourself plenty of time to lock in all the necessary components including local PR opportunities such as finding out your community newspaper's editorial deadlines and checking out when your schools receive their newsletters and when they require information.</p> <p>Decide if you have the skills internally to deliver the programme or if you need to bring outside talent. This will often be a budgetary decision but if you don't have the skills internally and you can't afford to go externally, choose another concept that you are confident can be done well and deliver a positive outcome for your young customers.</p> <p>Ensure you register your activities with your @ your library central team by their deadline. This will decide whether you receive the benefits of the central publicity push.</p> <p>Order your Holiday fun @ your library posters from your @ your library central team. The campaign posters have an area in which you can include your own activity details.</p>			

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Budget	<p>As your budget may already have been set, you may not have as much flexibility as you would like for each of the school holidays. However, creativity, lateral thinking and partnership building can stretch a \$ a long way.</p> <p>In your timeline you'll need to include time to get any outside quotes.</p> <p>It is also worthwhile, particularly if this is the first campaign you've been involved with to include everything within your budget e.g. postage, telephone/fax, stationery etc. Always track your actuals against your budget figures and note any extraordinary variances.</p> <p>It is also a worthwhile exercise to note how long it takes to coordinate & manage the activity. Your time is a cost and you need to be able to evaluate the time you spend against the results.</p>			
Evaluation report	<p>A template has been included: Evaluation Report.</p> <p>Most importantly – be as objective as possible. If the results aren't as good as you had hoped, identify why. If you reached or surpassed your desired outcomes and the event was a success – let your funders and stakeholders know. Internally strategic marketing is as important as the externally public profile.</p> <p>The evaluation report and the recommendations you make will be the basis for future planning and should be the first page of your file.</p>			
Survey	<p>If you have registered your event for inclusion in the central campaign, the expectation is for you to complete the associated Survey and send it back by the deadline. Your feedback is absolutely crucial. This will then allow a broad picture to be developed of the overall success of the campaign.</p>			