PHANTOM BILLSTICKERS

NATIONAL POETRY DAY AUG26

EVENT GUIDELINES
& REGISTRATION PACK

REGISTER YOUR EVENT BY MAY 24, 2016

Contents

RESOURCES FOR ORGANISERS

Overview

Phantom Billstickers National Poetry Day is a nationwide celebration of poetry in New Zealand, held on **Friday 26 August**. The day consists of a series of coordinated public events and activities which give local communities the chance to enjoy, discover, share and explore New Zealand poetry. This year marks the nineteenth annual celebration of poetry and poets in New Zealand, organised in association with the New Zealand Book Awards Trust and sponsored by Phantom Billstickers.

This pack contains all of the information and resources you will need to successfully **organise**, **promote**, **execute** and **report** on your own Phantom Billstickers National Poetry Day event or activity.

> Please note the following **dates and deadlines** for 2016:
> → **Event Registration and Seed Funding Applications** due 5pm 24 May 2016
> → *Funding allocations announced 1 June 2016*
> → **Event Confirmation** and **Final Calendar Entries** due before 13 June 2016
> → **Poster Drafts** due 12pm on 22 July 2016
> → **Final Posters** due 3 August 2016
> → **National Poetry Day takes place on Friday 26 August 2016**
> → **Online Evaluation Reports** due 12 September 2016

Please take the time to read this information pack and the attached registration resources carefully.

If you have questions unanswered by this information pack, please contact Miriam Barr at miriamnpd@gmail.com or on 027 429 2102.

What is Phantom Billstickers National Poetry Day?

Phantom Billstickers National Poetry Day gives communities all over New Zealand an opportunity to enjoy poetry off the page: to discover local poets, share their own work and explore the poet inside themselves. What makes the day work is a series of coordinated public events and activities created by independent event organisers from across the country. Each event aims to involve as many people as possible in celebrating the extraordinary world of New Zealand poetry.

The objectives of Phantom Billstickers National Poetry Day 2016 are:
▪ To encourage access to poetry in a variety of communities
▪ To popularise poetry with new audiences
▪ To celebrate the unique and vibrant voices that make up New Zealand poetry
▪ To support new and emerging poets

To find out more about Phantom Billstickers National Poetry Day, visit
http://www.nzbookawards.nz/national-poetry-day/2016-national-poetry-day/

Organising Your Event

Your Phantom Billstickers National Poetry Day event or activity can be anything that promotes New Zealand poetry or poets to the public. Your event will be included in the official calendar of events promoted to the national media and the national coordinator will be with you each step of the way.

When organising your event, you will need to decide on your
→ Event activity
→ Date, time and venue
→ Entry cost
→ Audience
→ Budget (see p.6)
→ Promotion strategy (see p.8)

Stuck for ideas? Examples of successful Poetry Day events and activities include:

- Open mic nights
- Poetry readings
- Street-chalking events
- Poetry slams
- Music-poetry jams
- Visual poetry projects
- Collaborative performances
- Haiku battles
- Improv contests
- Public workshops
- Creative challenges
- Online events

Think big. What would attract a large audience?

Event Guidelines

Your event must follow the official **core criteria** for Phantom Billstickers National Poetry Day events. These are as follows:

1. The event or activity will provide an opportunity for the New Zealand public to experience, create or share poetry, and discover New Zealand poets and poetry books.

2. The event or activity will showcase poetry in an engaging, creative or entertaining way that is likely to attract an audience.

3. The event or activity will promote poetry, New Zealand poets and Phantom Billstickers National Poetry Day to new audiences and the wider community. It involves a workable plan to use local and social media to promote each activity, the contributing poets and National Poetry Day itself, to the wider community and to a target audience.

    i. As a local or regional event organiser, you will be required to create an entry for the national calendar of events for each of your registered activities, so that your event/s may be included in the online calendar of events on the Phantom Billstickers National Poetry Day website, which is promoted to national media. You will also be required to create a digital poster for promotions on the Phantom Billstickers National Poetry Day Facebook page and other media platforms.

4. Entry is free, koha or low-cost.

5. The event or activity takes place on Phantom Billstickers National Poetry Day, 26 August 2016.

    i. Prelude and wrap-up events are permitted in the week prior to and the weekend following Phantom Billstickers National Poetry Day, provided they will promote the wider calendar of events and be clearly described as warm-up or wind-down/wrap-up activities.

    ii. For competitions, submission dates should not precede the competitions calendar launch on 11 July, and should align with date of Phantom Billstickers National Poetry Day in some way. (see p.8)

6. The event must not run at the same time as other events in the same area. Phantom Billstickers National Poetry Day is a day of coordinated activities and in places lucky enough to have multiple events, the timetable should allow people to move from one event to another, sampling all that their local poetry scene has to offer. We recommend communicating with other event organisers in your community to ensure you do not create a calendar clash. You can contact the national coordinator to query available times or find out who you need to touch base with. Be prepared to be asked to move the time of your event if there is a timetable clash.

Support for Your Event

The following support will be provided to local and regional event organisers:

- Inclusion in the online national calendar of events that is promoted to the national media.

- An organisers' pack of planning and promotional tips, contacts, links and a guide to the process all the way through to reporting.

- Access to the password-protected event organisers webpage where you will find all the information and digital resources you need, whenever you need them.

- Poster templates, visuals, logo and a press release template for your promotions

- Promotion of your digital posters on the Phantom Billstickers National Poetry Day Facebook Page.

- Advice and support in developing your event, linking with the poetry community and bringing your event to successful completion – provided by the national coordinator, an experienced event organiser and poet.

- Exposure to national media coverage of the Phantom Billstickers National Poetry Day calendar of events.

- The opportunity to apply for seed-funding (please be aware that available funding is limited).

Registering Your Event

Use the registration template on Page 16 to collate and draft information about your event before completing the online registration form which will soon be made available on our website: http://www.nzbookawards.nz/national-poetry-day/how-to-register-your-event/

Your registration should be submitted online by **5pm on Tuesday 24 May**.

If you are registering multiple events, please provide full information for each activity in one registration form.

> All registered events and activities will be included in the national calendar of events provided they meet the Phantom Billstickers National Poetry Day event criteria.
> **By registering you agree to fulfil the minimum criteria for Phantom Billstickers National Poetry Day activities.**

Please note that your event registration must be **confirmed** with the National Coordinator by **Monday 13 June**.

See ⟶ **Page 22** for a step-by-step guide for **Running Your Event**

or continue reading for information about Funding, Competitions, and **Promoting Your Event**

Applying for Funding

You can apply for Phantom Billstickers National Poetry Day seed-funding to get your event started, to cover the basics such as poet fees, promotions, venue hire or special materials.* You are encouraged to seek additional sponsors to help cover the full cost of running your event, should you require it.

Events will be considered for funding up to $200 regardless of where they take place, but will only be allocated to events with free, koha or low-cost entry. Preference for funding will be given to event organisers who register a number of events, activities with a large community audience, and events on the day itself.

Applications for seed-funding are submitted *at the time of registration*, using the online event registration form. Accordingly, they are due by 5pm on Tuesday 24 May, 2016.

Please note that:
- The registration form requires you to supply a budget detailing how funding will be spent.
- Any funding which may be awarded is GST exclusive.
- Those who are successful in gaining funding and who are registered for GST will need to provide an invoice that includes their GST and account info.

You will be advised whether your application has been successful by 1 June 2016.
* Please note that seed-funding **may not** be used to cover administrative time or alcohol.

Running a Competition

Writing competitions are a great way to encourage your community to get actively involved with Phantom Billstickers National Poetry Day! You might wish to run a competition for your town, region or even the whole country. If you decide to run a competition, make sure you are prepared to run and promote the competition as early as possible. You should allow at least six weeks for entries to be prepared, and give as much notice as possible to potential participants.

> Competitions require careful planning and organisation. Organisers often underestimate the number of entries they will receive, so make sure you have the resources to manage and process the demands of a competition before committing to organising one.

If you are organising a National Poetry Day competition, you will need to consider:
- Who will process entries and forward them to judges?
- Who will judge the competition?
    - Will they need to be paid for their time?
    - Are they going to be available to deliberate and reach a decision when needed?
- What will be the timeframe for submissions and judging?
- Will there be a range of categories/age groups/themes?
- Will it be open nationwide (and promoted nationally) or will it be a regional competition?
- How will the winner(s) be announced and when? *e.g. in your local newspaper and/or at a local event on Phantom Billstickers National Poetry Day*
- What kind of prize will be offered?
- Will the winning poems be published somewhere?
- How will copyright issues be managed?
- Will copies of unsuccessful poems be returned to the poets?

Your competition must:
- → Promote the winners and winning poetry.
- → Provide participants with a sample of published, contemporary New Zealand poetry to read for inspiration.
- → Seek a high participant rate.
- → Be open to email submissions.

> See → **Page 13** for a template of the **Competition Calendar Blurb**.
> Please note that a draft blurb is due upon application, and the **final copy is due by 8 July**

The official Competitions Calendar will be launched on **11 July**.

Promoting Your Event

Once you have planned and registered your event, it's time to publicise it! As a local or regional event organiser, **you are required to create an entry for the national calendar of events** for each of your registered activities, so that your event/s may be

- included in the online calendar of events on the Phantom Billstickers National Poetry Day website, which is promoted to national media
- promoted on the Phantom Billstickers National Poetry Day Facebook page

> See → **Page 12** for a template of the **Event Calendar Blurb**.
>
> Please note that a draft blurb is due upon application, and the **final copy is due by 8 July**.

You are also required to:

→ Create a digital poster for online promotion (see p.14)
  - **Poster drafts are due by 12pm on 22 July 2016**
  - **Final versions of posters are due by 3 August 2016**

In addition to your calendar entry and online poster, we recommend that all event organisers:

→ Create at least one online presence for your event in addition to the calendar and your usual website (e.g. Facebook event, Twitter profile, Eventfinda, The Big Idea), and include the URL hyperlinks in your calendar blurb

→ Send a press release to local media to arrange promotional coverage of your event and the nationwide calendar

It is a **requirement** to:

→ Include the names of all contributing poets in all major promotional materials.

→ Prominently display the Phantom Billstickers National Poetry Day logo and web address in all promotions.

We encourage you to also think of other creative ways to advertise, publicize and promote your event, both online and off! You might like to try poster runs, flyer drops, community notice boards, radio interviews, or even creating your own YouTube videos. We'll send you a handy pack of contacts and links to get you started once your registration is confirmed.

> ## IMPORTANT PUBLICITY DATES
>
> **13 June** — **deadline** for confirmation of Event Registration
>
> **8 July** — **deadline** for final Event Calendar blurbs (send to National Coordinator)
>
> **11 July** — Competitions Calendar posted online, date of first national media release
>
> **22 July** — **deadline** for poster drafts (send to National Coordinator)
>
> **3 August** —**deadline** for final posters, Calendar of Events posted online
>
> **22 August** — date of second national media release

Executing Your Event

There's a lot involved in executing a successful Phantom Billstickers National Poetry Day event, but it's also a lot of fun. Here are some tips to help you keep things organised.

Leading up to Phantom Billstickers National Poetry Day, you should

→ Organise a few **volunteers** to help you out with your promotions and set-up

→ Prepare a **detailed timetable** or a checklist which makes note of important times, actions, resources and people, and allows for contingency situations.

 ▪ If you are planning multiple events, prepare a timetable or checklist for each one!

→ Contact all your **participating poets** and make sure they are ready to go.

→ Depending on the scale of your event, have a full **production meeting** or run-through.

→ Check you have the technical equipment you are going to need, and on the delivery of any **hire equipment.**

On Phantom Billstickers National Poetry Day, you should

☐ Work from your **timetable** or checklist to ensure your event runs as smoothly as possible.

☐ Make sure that **poetry books** are on sale (where possible).

☐ Remember to **document your work** and to **take photographs**, both for your own records and to assist with reporting.

☐ Remember to **thank** your participants and sponsors.

Please remember that you are also required to **report on** your event after it has taken place.

Reporting Your National Poetry Day Event

As an event coordinator, you are required to submit an **event report** at the conclusion of your event. This vital information will be summarised for inclusion in a report to the New Zealand Book Awards Trust and will help us to know what kinds of activities to encourage next year.

In your event report, you must provide:

→ A **description** of your event

→ An account of the demographics of your **audience**/participants

→ **Attendance** numbers

→ Your methods of event **promotion**

→ Copies of **media** generated about/by your event

→ Financial records of Phantom Billstickers National Poetry Day funding **expenditure** (if you received funding)

It is also useful to document and evaluate your event for your own purposes. Internal reporting can help you to identify the strengths and weaknesses of your event, and provide a starting point for future events you organise.

An event report form will be sent to you once you have registered for Phantom Billstickers National Poetry Day. Please note that your event report/s must be received by the national coordinator by no later than **Monday 12 September**.

If you have questions unanswered by this information pack, please contact Miriam Barr at miriamnpd@gmail.com or on 027 429 2102.

Calendar Blurb Template for Events and Activities

Use the headings and format outlined below to create calendar blurbs for your Phantom Billstickers National Poetry Day events. Submit a draft blurb for each proposed activity when you register and send your final blurb(s) to miriamnpd@gmail.com no later than **midday on the 8th of July**, ready for the calendar to go live on August 1st.
For competitions, see the *Competitions Calendar Blurb Template*.

Event Calendar Template

Event Title: Title as it will appear on the calendar of events and your poster

Description: Tell people what to expect from your event. Phantom Billstickers National Poetry Day wants a short, catchy description of your event. Your blurb should sum up **what** your event is, **who** is involved and **why** they are worth coming to see. You'll also want to tell people who it's for and **how** they can participate (e.g. bring a poem to share). If you have a theme, this is the place to share it. Please **write in the third person** and stick to a **100 word limit**. Short sentences help. They have more impact too.

Entry Details: Cost. Event open to (e.g. R18, youth or all ages?). Any RSVP requirements.

Date/Times: Day, month, start time – end time

Location: Venue name and full street-address (including town)

Contact: Name and Email (required)

Further Info: Facebook Event | Web address | Event Finder Listing (at least one is required)

Example Blurb

The Poetry Troupe on Show

Join The Poetry Troupe at The Place on Phantom Billstickers National Poetry Day this year. An all-day interactive poetry exhibit gives you the rare opportunity to see The Poetry Troupe's work on show in visual form. Wander around and be inspired. Add to a collaborative poem being created throughout the day. Watch a poetry film in the video booth to experience innovative, local performance poetry. Cast includes Poet 1, Poet 2, Poet 3, and Poet 4 from The Poetry Troupe. All ages welcome.

This is what 100 words looks like.

Entry Details: Free. Open to all ages.

Date/Times: 26 August, 10am-4pm

Location: The Place, 123 Street, Citytown

Contact: Poet 1, poet1@poetrytroupe.co.nz

Further Info: www.facebook.com/poetrytroupe/linkdetails | www.thepoetrytroupe.co.nz/npdevent

*This is what a third person description looks like: **no** I, we, us, our.*

Don't forget to name your contributing poets in your blurb – we can't celebrate poetry without celebrating the poets!

Calendar Blurb Template for Writing Competitions

Use the following headings and format outlined below to create calendar blurbs for Phantom Billstickers National Poetry Day writing competitions. Submit a draft blurb for each proposed competition when you register and send your final blurb to miriamnpd@gmail.com no later than **midday on the 8th of July**, ready for the Competitions Calendar to go live on the 11th of July.

Competition Calendar Template

Event Title: Title as it will appear on the calendar of events and your poster - try to make it something that will stand out from other Phantom Billstickers National Poetry Day competitions.

Event Description: Please **write in the third person** and stick to a **100 word limit**. Short sentences help. They have more impact too. Tell people about your competition. Your blurb should sum up **what** your competition involves, **who** it is for and who is judging, **why** it is worthwhile entering and why it is happening. You'll also want to tell people **how** to enter and what they will need to submit. If you have a theme, this is the place to share it.

Entry Details: Cost. Open to (e.g. age and regional restrictions). Submission details (e.g. send your poems with name and contact details by email to?; get entry forms from?).

Submission Dates: Open Date – Close Date

Contact: Name and Email

Further Info: Facebook Event | Web address | Event Finder Listing **(at least one is required)**

Example Blurb

National Online Poetry Competition

Mystery District Library is celebrating Phantom Billstickers National Poetry Day with an Online Poetry Competition for the whole country. Have your poem published online and be in to win a prize and the glory. Competition open 11 July to 21st August 2016. Winner announced on Phantom Billstickers National Poetry Day. Competition judged by James K Baxter. Send up to 4 poems on any topic. Up to 2 poems per entrant will be published on the Mystery District Library Blog at

http://mysterydistrictlibrarydoesntexist.wordpress.com/

Entry details: Free to enter. Open to all NZ residents aged 18 and over. Submit your poems and contact details by email to library@thelibrary.com. Limit of 4 poems per entrant.

Submission Dates: 11 July – 21 August 2016

Contact: library@thelibrary.com.

Further Info: See submission guidelines online at mysterydistrictlibrarydoesntexist.wordpress.com/

> This is what 100 words looks like.

> This is what a third person description looks like: **no** I, we, us, our.

Visit the 2015 Competitions Calendar to view examples from last year.

Poster Guidelines

All official Phantom Billstickers National Poetry Day events must have a digital poster for online promotions. We recommend that you also print posters and place them in your community and at local events. If you have a limited budget, think about creating a colour poster for online promotion and a black-and-white version for print. **You will need to email a digital copy of your poster in .jpeg format to the national coordinator by the 22nd of July.** You may be asked to edit your poster before it can be approved – it is recommended you use the checklist below and consult with the national coordinator on your draft prior to the final poster deadline.

Poster Checklist

Things to make sure you have on your poster:

- ☐ Event title (matched to calendar listing)
- ☐ Venue name
- ☐ Town
- ☐ Date and time
- ☐ Feature poet names
- ☐ Entry cost and booking info
- ☐ Phantom Billstickers National Poetry Day Logo (please do not alter the logo in any way)
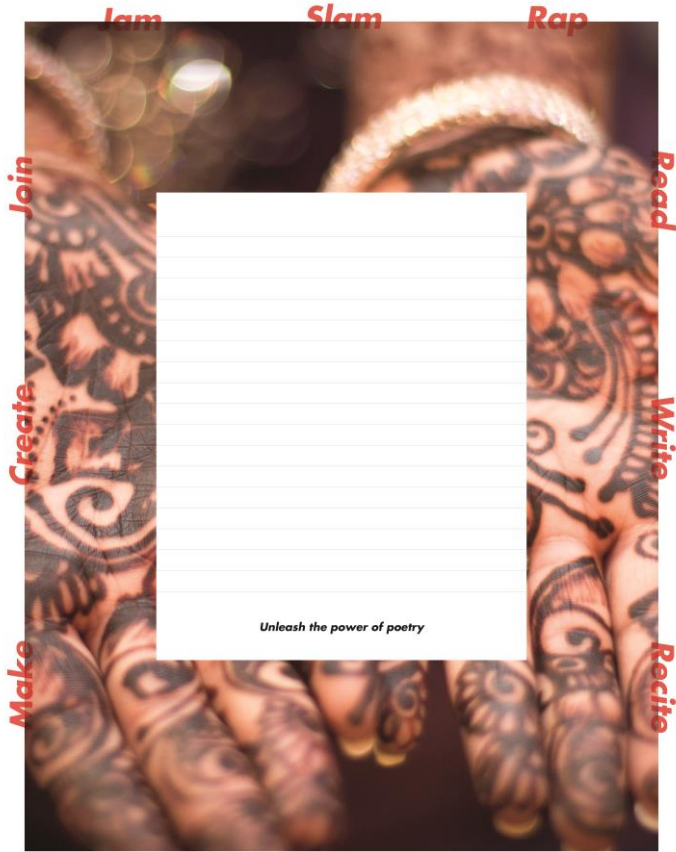
> Look at other event posters to get a feel for what works (and what doesn't). Remember to spell check!

Poster Templates

There are three basic digital poster templates to choose from to use as a background for your Phantom Billstickers National Poetry Day poster.

Simply download the .pdf or .jpeg version of the template you like most, open it in Photoshop, Paint, Word or a similar editing programme, add your event details in the white space and you're good to go. The template files are 300 DPI so they are appropriate for printing. You may need to reduce the resolution to create web-friendly versions.

You are welcome to use these templates or to design your own poster. Email your poster in .jpeg format to the National Coordinator before the final deadline for posters.
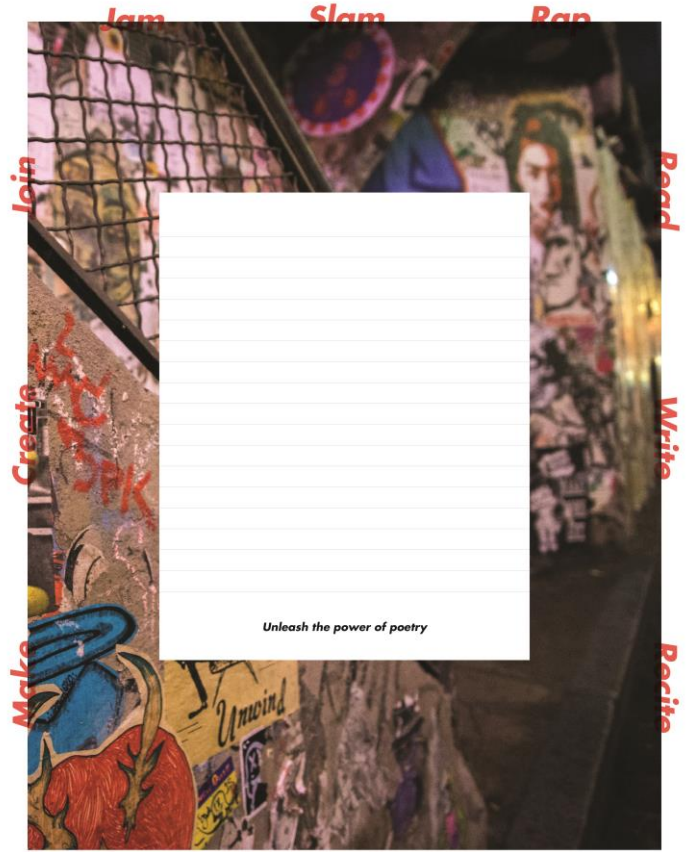
Jam Slam Rap

Join Read

Create Write

Make Recite

Unleash the power of poetry

Find out about events near you and how to get involved in unleashing the power of poetry.

FACEBOOK.COM/ NZPOETRYDAY

NZBOOKAWARDS.NZ/ NATIONAL-POETRY-DAY

PHANTOM BILLSTICKERS

NATIONAL POETRY DAY AUG26
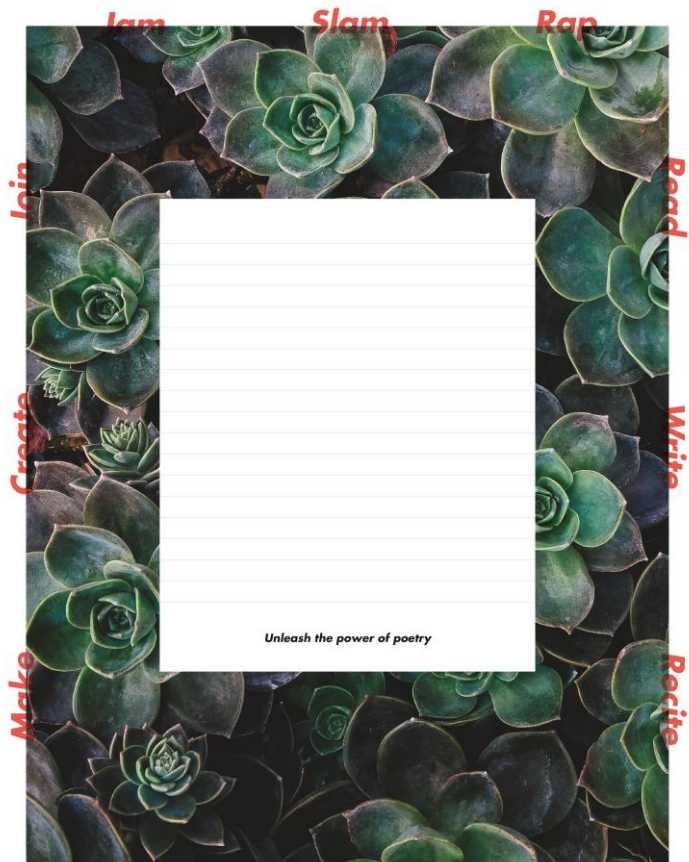
Jam Slam Rap

Join Read

Create Write

Make Recite

Unleash the power of poetry

Find out about events near you and how to get involved in unleashing the power of poetry.

FACEBOOK.COM/ NZPOETRYDAY

NZBOOKAWARDS.NZ/ NATIONAL-POETRY-DAY

PHANTOM BILLSTICKERS

NATIONAL POETRY DAY AUG26
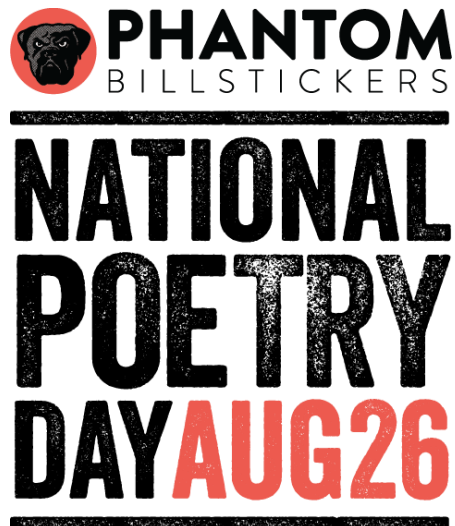
Jam Slam Rap

Join Read

Create Write

Make Recite

Unleash the power of poetry

Find out about events near you and how to get involved in unleashing the power of poetry.

FACEBOOK.COM/ NZPOETRYDAY

NZBOOKAWARDS.NZ/ NATIONAL-POETRY-DAY

PHANTOM BILLSTICKERS

NATIONAL POETRY DAY AUG26

Poetry Day Registration Form Template
Register online by 5pm Tuesday 24 May 2016

Use the headings below to prepare your registration in a text document you can save, and then enter your information into the Online Registration Form available on our website:
http://www.nzbookawards.nz/national-poetry-day/how-to-register-your-event/

1. Region

2. Business/Organisation

3. Contact Person

4. Postal Address

5. Telephone

6. Email

7. Name or Title of each Event or Activity

8. Plain Description of each Event or Activity
Tell us what we need to know in order to understand what you are planning to do and how you will do it in plain language without any spin.

9. Date(s) for each event
This should be repeated in your calendar blurbs. Events should be scheduled for National Poetry Day on the last Friday of August, or otherwise align with the calendar launch dates and promote the wider calendar of events. Events not scheduled for the actual day must still have some connection to it.

10. Start and end times for each event
This information should be repeated in your calendar blurbs.

11. Location of each event
This should be repeated in your blurbs and include the full street address.

12. Entry Cost for each event
This should be repeated in your blurbs and be free, koha/donation, or low-cost.

13. Calendar Blurb(s)
Enter the draft calendar blurbs for each activity, as set out in the Calendar Blurb Template. You can register as many events as you wish – please provide full information for each event/activity below. The national coordinator will review your drafts and request any required edits when confirming your registration. Final calendar blurbs will be due by the 8th of July. Third-person descriptions only please – and don't forget to name your participating poets. You also need to include entry details such as cost (free, koha, or low-cost), age restrictions or RSVP requirements; a full street address for the location; and both the start and end times of your event.

Title 1:
Description:
Entry Details:
Date/Times:
Location:
Contact:
Further Info:

Title 2:
Description:
Entry Details:
Date/Times:
Location:
Contact:
Further Info:

14. Target Audience for each event

15. Anticipated Attendance for each event

16. Promotions Plan

17. Are you applying for seed funding?
No / Yes
If no, skip to question 23; if yes, complete questions 18-22.

18. Total Amount of seed funding sought *[up to $200]*

19. Proposed budget
List your expenses and note what items you are requesting seed-funding for. Eligible items include poet fees, prizes, special equipment, venue hire, promotional costs and occasionally refreshments. Administration time and alcohol expenses are not eligible for seed-funding. If you have other sponsorship arranged, list this too. We encourage event coordinators to seek additional sponsorship from other community partners.

20. Is the go ahead of this event contingent on receiving Seed Funding?
No / Yes
Your response to this question will not affect the decision of the seed-funding panel. Events that are not contingent on seed-funding can be confirmed on registration. Events that are contingent on seed-funding will have to wait until the allocation is announced on the 1st of June.

21. Are you GST registered? No/Yes
If you are GST registered and your seed-funding application is successful, you will be asked to send the national coordinator an invoice with your GST details.

22. What bank account would you like seed-funding to be paid into, should your seed funding application be successful?
Please provide bank name, account name, and account number in the following format 121234-1234567-123

23. I / We agree to adhere to the guidelines and reporting requirements.
Tick to indicate you agree to each of the following points before signing.

I agree to

☐ Act as the official contact person for all of the events I have registered above and to communicate the relevant National Poetry Day guidelines to my team

☐ Create at least one additional online source of further information about my registered activities

☐ Submit a final calendar blurb for each registered activity, using the appropriate calendar blurb template

☐ Submit a digital poster for each registered activity, using the poster guidelines

☐ Ensure the National Poetry Day logo and web address are included in all promotional materials

☐ Undertake to engage local media coverage of all activities registered above and National Poetry Day itself

☐ Submit a report summarising how successful your activities were

☐ Provide materials before the required deadlines: 8 June, 8 July, 22 July, 3 August

Name

Signature   **Date**

Planning Your Event – Step-by-Step

Vision and Ideas

It's important to develop a clear vision for your event, and to ensure that it reflects the primary objective of National Poetry Day 2016: to put poetry into places and formats where it can be enjoyed by New Zealand communities. When brainstorming your event…

- Consider what your organisation or business wants to **achieve** by being associated with National Poetry Day 2016. How are you going to make this happen?

- Try to devise a **'point of difference'**. What will make your event different or stand out? This will assist you in getting media coverage and in generating an audience.

- Consider whether you want to have a **theme** for/around your event. Is there something distinctive about your area or group that you want to celebrate through poetry?

- Investigate whether you have any **high profile poets** in your area. Do you want to involve them? How will they work with your theme, or should you fit your theme around the poet(s)?

- Consider creating a balance with young emerging poets and more established poets to generate an **exciting mix** and encourage all age groups to attend your event.

- Ensure that your ideas are **practical**. Can you deliver on them in view of the time, resources and budget available?

- Devise a **target audience** profile and ensure that the event matches that profile in terms of content, time, venue and price.

- Think of a **catchy name** for your event, one that reflects your organisation or event activity. Ideally, the name should be a single word or brief phrase.

Planning

Thorough planning is the key to a successful event!

→ Involve others and remember the importance of communication.

→ Schedule regular planning meetings with your team of volunteers.

→ Create a list of requirements and resources and have a contingency plan.

→ Consult with those involved and create a timeline/checklist for actions and deadlines. This will ensure your plan is practical and deliverable.

→ Prepare a list of contacts for everyone involved and distribute.

→ Allocate and clearly communicate responsibilities.

→ Contact your local bookshop.

→ Pay attention to details. Continually check that deadlines are being met!

Budgeting

- Prepare a **realistic budget** based on available funds.
- Consider approaching local businesses for **sponsorship** to cover costs. Negotiate in-kind sponsorship for things like venue hire, printing, gear hire, prizes and refreshments in exchange for logo presence on your promotional materials.
- Obtain **quotes** for goods and services to help you establish a realistic working budget.
- Continue to **monitor and take responsibility** for expenditure.
- Allocate a **contingency** of at least 10% for unforeseen circumstances.

Organising Your Venue

- → Book your venue early and make sure your participating poets know what they will be working with on the night.
- → Ensure that the venue is suitable for your event and have a wet weather contingency plan if planning an outdoor event.
- → If your event involves a reading, consider whether or not you require a sound system.
- → Consider room layout – your audience will want to get close to your speakers and able to see the performers.
- → Keep venue staff informed of your plans and requirements: Make sure they have copies of your promotional materials and place these in the venue in the lead up to your event.
- → Check access to power and the lighting of the venue.
- → Check and confirm all details and remember to re-check details just prior to the event.
- → Ensure your venue has health, safety and emergency procedures in place and that insurance responsibilities are clarified.