bringingthegameshome!

A few questions to think about your cultural activity

You'll need to write a 'Design Brief' for The Event so here are a few questions to get you started

Event Planning is the process of putting on anything from a class party to a marble festival, sports competition to an outdoor theatre production, film festival to a carnival procession, or any other great idea you can dream up!

Can you answer the following:

What is it ?

Where will it take place?

Why are you holding the event?

Who is it for?

When will it happen?

Other things you need to consider:

Is your event indoors or outside?

How will you let people know about your event?

You will also need to think about refreshments and toilets

How will people get there?

Is your event free and open to everyone or do people need tickets?

Do you need to get permission to put on your event and from who?

Categories of events

Events can be classified into four broad categories based on their purpose and objective:

▶ **Leisure events** e.g. leisure sport, music, recreation.
▶ **Cultural events** e.g. ceremonial, religious, art, heritage, and folklore.
▶ **Personal events** e.g. weddings, birthdays, anniversaries.
▶ **Organizational events** e.g. commercial, political, charitable, sales, product launch.