



Engage 2015 | Event Planning Pack

Reaching your community through major televised sporting events.

Revised September 2015

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1. Introduction

Fusion UK and Engage have come together to write a guide and training package to help churches reach out to their communities using major televised sporting events.

The term Guest Events covers a whole range of activities including meals, quizzes, services, and screenings. They can be large whole church or inter-church events in a public venue, or small groups at someone's home.

In all these the emphasis needs to be upon the guests and relationship is the key. Unless you have folk to invite and a good enough relationship to invite them, the whole purpose of the event is undermined.

2. The Opportunities

The rights to televise major sporting events are sometimes bought by the pay to view television companies. This limits the audience to people who can afford, or choose to subscribe to the pay to view channel. An alternative way of viewing these sporting events is to go to a pub or betting shop showing the event. However, this option excludes some people who do not drink or gamble.

The opportunity for a church to show these events in their community therefore exists. There are licenses that will need to be bought by the church in order to show the event. Major Sporting Events on Free to Air can also be used to generate a Community Event in a similar way.

The Rugby World Cup is being shown on ITV and as a free to air televised event makes planning an event around a game relatively straight forward.

To show a television broadcast in a public setting, the venue should have:

A TV licence

If showing a TV programme from a cable or satellite station, CCLI recommends that you contact the network provider for details of any fees, terms and conditions etc.)

A PRS for Music licence

PRS for Music cover the rights of the composer/songwriter or publisher of any musical work. Because television programmes include music, cover from PRS for Music is required when playing music in public. As CCLI acts as an agent for PRS for Music, many churches already hold a PRS for Music Church Licence from CCLI. PRS for Music licences are venue specific, so a church cannot use their PRS for Music Church Licence for a screening held in a different venue to their church building. The venue where the broadcast is screened must be covered. CCLI can provide the PRS for Music Church Licence to most churches. Where CCLI cannot licence the venue, they will be able to offer advice on how to proceed. Visit uk.ccli.com/prs or call CCLI on 01323 436100 for further information.

A PPL Church Licence

PPL (Phonographic Performance Ltd) cover the rights of record companies and performers, so a PPL licence is required in addition to a PRS for Music licence whenever a music recording is played. Because television programmes include music recordings, cover from both PRS for Music and PPL is required. As CCLI acts as an agent for PPL, many churches already hold a PPL Church Licence from CCLI. The PPL Church Licence is not venue specific, so a church may use their PPL Church Licence even if they are hosting an event in a venue other than their church building. Visit uk.ccli.com/ppl or call CCLI on 01323 436100 for further information.

3. The Next Steps

Find out what's already happening

- Is the local council providing a fan zone (large public screen)?
- Do you know the plans of other community groups in your area?

Your community

- Who is part of your community?
- What are they into?

How can your church make the most of the opportunity?

- Support or help resource existing events
- Put on an event if not much planned

Key ingredients of your event

- Location
- Type of event
- Resources
- Licenses
- Get board approval and support
- Plan
- Publicity

4. Your Community

You may already know the demographics of your community, such as ethnicity and age; if not then do a bit of research and find out.

Once you have this information, find out what the specific groups are into? What sports are they supporters of?

The answers to these questions will guide the content, date and/or time and type of event.

An example of this could be:

There is a large population of people from Romania within your community that are not engaging with the church:

Are they interested in rugby?

Romania are playing in the Rugby World Cup in September and October 2015.

Could you put on an event around one of Romania's matches, or could you set up a sports cafe for the duration of the Rugby World Cup? Either of these could be combined with a Tag Rugby tournament or coaching camp, depending on your churches resources.

5. Your Event

Your decision on what event to put on should be influenced by your location and the facilities that are at your disposal. If you do not have your own suitable facilities you will need to establish what you can hire, e.g. public park or hall. It may be a combination of your hall and an adjacent park or sports grounds.

You may want to consider adding elements to the 'Big' screen event. This could include a sports festival, coaching camp or tournament prior to the televised event. The two elements could be linked by a BBQ.

The Venue

Selecting the right venue is important to the overall success of your event. Here are 5 important considerations when choosing your venue:

a) Capacity: Bigger is not always better. The bigger your space, the louder and more expensive your equipment needs to be. And if you're not expecting a huge crowd, it can be hard to generate that intimate "community spirit" in a wide open space.

b) Location: Think about who you would like to come to your event. Families will generally respond to an event situated close by in their community, like the local park or hall (unless it is on your own premises). In most cases you will need to contact the local council to register your event and in some instances you will need to hire premises. Being close to transport and car parking is desirable, but you have to consider the risk of allowing too much accessibility to the public outside of your immediate community. Also, be diligent in researching what other businesses or services are operating in the area that may conflict with your event in achieving that sense of intimacy and community spirit. You do not want to put on a rival event to the local pub; work with them.

c) Safety and Security: Be diligent in researching the possible safety and security risks at your chosen venue. Take every precaution to ensure the safety of your guests. As part of your safety plan, you could contact the local Police Station and provide them with details of your event – so they are aware of what’s going on. In some cases, you may have to engage the services of a private security company. You should also have a certified first-aider on site.

d) Amenities and facilities: It is very important to make your guests feel comfortable. Making sure that there is clean running water, access to toilets, and enough parking as well as a generally clean environment. All this helps to make your event a successful one. An essential part of the event will be to make sure that you have access to the right kind of power. Piggy-backing extension cables from a nearby house is not safe, a generator is very loud and three-phase power might be required to inflate your big screen (if you’re using an inflatable screen). To be safe, make sure you ask the right questions from the retailer or hire company.

e) Noise restrictions: If your chosen venue is in a residential area, you will probably be restricted to the amount of noise you can make, and until what time you can make that noise. Be sure to check with the local council. But at all times it is better to be considerate of the people around your event.

Equipment

Basically, you will need a powerful projector, a big screen and a decent sound system.

By doing a simple Google search you will find lots of information and hire companies that are full of resources and services to provide you with the right equipment. Prices can vary greatly depending on the kind of equipment, the length of hire, will they deliver-setup and de-rig, or do you have to do it yourself? The size of the screen and prices will also depend on how well established a particular company is.

If your church has a large screen then use it, provided the church is at the centre of the community. A church on an industrial estate or at the edge of a town will not work.

Resources:

The following resources to supplement your event are available through Engage 2015 website and our resource pack that can be purchased at www.gameofliferesource.co.uk or by visiting the Engage website at www.engage2015.co.uk.

- “How to” ideas
- Video clips and interviews
- Sports Quiz based around Rugby
- Speakers (limited availability)
- Publications

How to run a sports tournament

Running a sports tournament is relatively easy provided you follow the checklist at your first planning meeting. Use these points to help you plan your day.

You will need to organise teams into either one big league (e.g. each team will play all the teams) followed by semi finals (top four teams) and then the grand final if there is enough time. If your tournament involves more than about 6 teams it is best to play pool games with the top 1 or 2 playing each other in a knockout at the end.

Event Check List

Headline information

- Confirmation of date / venue / time / age groups

- Logistics
- Parking
- First Aid provision
- Toilets and changing
- Spectator areas
- Event timings (access, registration, competition, presentations, close)
- Refreshments
- Power / IT provision
- Medals / trophies / certificates
- Signage (pitch/court numbers)
- Equipment (sporting / administration)

Administration

- Pre – post event communication:
- Teams (max sizes & how many)
- Schedule (event / playing)
- Maps (venue)
- Feedback forms (competitor / staff)
- Thank you letters for volunteers

Event Management / staffing

- Organisational chart
- Who is event manager
- Staffing – confirmation of requirements and where they are coming from
- Volunteers
- Officials
- Umpires

Publicity

- Press releases
- Photography (on day?)
- VIP invites (who looks after?)

6. Publicity

Promote your event

As well as posters, flyers, social media and other means of communicating, don't forget to make the most of your local press.

Getting your news out

Whatever you are planning, you will want as many people as possible to know about it. That's beforehand – in the hope they will be interested and turn up. And afterwards – so more people are aware of the great things the churches are doing.

The good news is your local press and radio are there to help you. Treat them as your friends and make their job easy – and you could be surprised how well it all turns out.

Where to start

Make a list of all the media in your area that could tell your story:

- Local daily
- Local weekly – paid for or free
- Neighbourhood magazine
- Local information website
- Local radio
- Social media such as Facebook and Twitter

Get contacts for each (check their website or Yellow pages) – an email and a phone number. Where possible, find the name of a person responsible for their news coverage. If you can't, then address your communications to the News Editor.

Make Contact

The best approach is to –

- Start with a short phone call telling them you think they might be interested in what you are doing and offer to send the details by email.
- Follow through with an email that has your press release attached and also a copy of any printed publicity. The email should have the name and date of your event in the subject heading.
- Phone a few days later to say you are checking the email reached them and ask if they need any more information.

What to say

Your job is to make the journalist's job as easy and trouble free as possible. The easier you make it the more likely it is you will get coverage.

The best way is to put your information in the form of a press release. If you have a journalist on your team they should be able to do this for you in a professional way. If you don't then here are the rules.

What you provide must:

- Be in clear and simple English with no church jargon
- Be accurately spelled and proof read
- Sum up the story in a headline – don't try to be smart as it is bound to be rewritten
- Have the most important information first and cover:

a) Who is doing it

b) What is being done

c) When it is happening

d) Where it is happening

e) Why it is happening

The 'why' will be best covered by having a spokesperson say it. Make sure you include their first and second names and any title or role they have that makes them suitable to be quoted.

- Be dated and say it is 'For immediate release' so they know they can use it right away
- Include the contact details of who can give them more information should they need it.

7. Budget

- Be clear about the size of the budget. If you can get the agreed amount up front it makes things a lot easier (even if you could do with a bigger budget).
- Don't overspend. Once you have lost the trust of the treasurer you will not get it back.
- Look to supplement the budget with sponsorship and grant money. Make sure any sponsorship and/or grant money is not in breach of the churches ethical policy.

8. Review

- Carry out a review within 1 – 2 weeks of the event; any longer and people will start to forget any learning points.
- Do not do it straight after the event as people will be tired. They need time to reflect on how the event went.

**Share with us by Registering your event
online at:** www.engage2015.co.uk/events/register



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