



Manual for Event Organisers

2018

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Welcome words

Dear EGEAn,

we, the Activities and Events Committee gathered useful tips and created this manual to help you organise your own EGEA event! Accept the challenge, be creative, find your motivated team and the most important part - ENJOY IT!

ActCom Team

Let's get started!

Why to organise an event?

- Do something cool together with your friends!
- Get to know new people.
- Activate your entity and get points for the Entity Ranking List.
- Gain useful connections with the university and companies.
- Share knowledge, good practices and skills.

How to organise an event?

- Find a team.
- Come up with something original → something characteristic about your city/region/country, some scientific issue worth to discuss, some nice place to visit.
- Create a plan and promotion strategy.
- Prepare some basic info about the event and present a "save the date" announcement at least **4 MONTHS before** it starts!
- If you need any help, contact ActCom for support!

Form your team

Appoint the main coordinator

The main coordinator should be somebody who is an active EGEAn and has experience with visiting congresses and other events. They should also know more about the administrative level of EGEA, so they can know whom to ask for support. The main organiser should not take on too many tasks, it is more important that they have an overview and support other positions by helping and advising them.

Other positions

After choosing the main coordinator you should form a team with other positions, but keep in mind that you do not need too many people to organise an event. You can connect tasks from different positions and give them to one person. It is most important that the responsibilities are divided a way which ensures an efficient workflow. The most common positions are: treasurer, fundraising coordinator, participants and registration coordinator, accommodation coordinator, program (daily/evening) coordinator, scientific coordinator, food coordinator and green coordinator.

- *The treasurer takes care of the finances and creates the budget in cooperation with the team, regular updates before, during and after the event should be reported to the whole team.*
- *The tasks of a participants and registration coordinator are taking care of the Website registrations and answer questions from participants (see point 12).*
- *If the event should be awarded with a green certificate, a green coordinator who is responsible for the sustainability of the event, should be chosen (please contact green@egea.eu for more information).*
- *For some events a scientific coordinator is needed, to take care of the scientific content of the event..*

Team Building, not only work, also fun

Please note, that working together as a team means to constantly communicate and spend many hours together. Therefore, it is necessary to have a relaxed and friendly atmosphere within your team. Not dealing with tension properly may lead to a build-up of emotions which could potentially culminate at the event and end in the release of sad emotions. Such a situation is not at all beneficial for the atmosphere at your event.

Start early to get to know each other more in order to organise this event with your friends and colleagues. Meet regularly and do something together as a team after every meeting, e.g. chat, cook, go for dinner in a comfortable atmosphere. Always remember to respect each other and differing opinions.

Team communication and management

Before starting with the actual work a working plan with important deadlines should be set up. As it was mentioned before the main coordinator is also the main responsible person, who should be in touch with all other coordinators. It is the duty of a coordinator to report to the main coordinator what he/she is working on and the main coordinator can decide what should be done next. To increase the motivation and ensure fairness, big decisions should always be taken by the whole OrgaTeam.

A good communication platform is the basis of a well-informed team. We recommend using Slack for organising bigger events, it should be checked by every OrgaTeam member on a regular basis.

Besides that at every meeting minutes should be taken and they should be visible for everyone after the meeting to check what was decided. An updated common to-do-list and a calendar assure the management overview.

Date

First of all, check ActCom's Stress Calendar for holidays and exam periods. In this schedule you can find information when most entities are busy with university exams and when EGEAns are more likely to have free time (holidays). Keep in mind that every country has different dates for their national holidays and that Easter is changing every year.

Check if there is no other event at the same time near you.

Be careful with dates around congresses - too many people are involved in congresses and hence they have no time and/or money to attend other events. Refrain from organising events right after the AC - it never works out. Also organising events during the Regional Congress season in spring can be hard. Only pre- and after- events are exceptions, but keep in mind that they should be organised in cooperation with the Regional Congress organisers.

Announce the event around 4 months in advance - possible participants have time to plan their travels, buy tickets (when you book in advance they are usually cheaper), get a visa (the application process takes some time) etc. This is very important when the event is located far away. Please remember that you are obligated by the Protocol of EGEA to post your activity on the website calendar in advance. You can find the instructions on how to do it in a special manual prepared by the WebAdmins Team in the website library: <https://egea.eu/library-item/how-to-create-an-activity/>

Summer events have to be announced way earlier - people want to plan their travels in advance.

Topic

When you organise an event, try to make it as characteristic and unique as possible. An interesting, eye-catching topic will help you a lot to promote your event and encourage people to register and participate. Be creative, everything can be an inspiration for doing something for other EGEAns!

Think about:

- **something original and traditional for your country/region/city** (e.g. Germany Weekend, Polish Weekend, Italian Weekend, EGEA Finland goes Goblins, Catalan Experience)
- **festival, cultural event, national holiday** (e.g. Chernivtsi Malanka Fest, Make Rogal not War)
- **scientific issues** which you could work on and discuss with other geographers from all over Europe – your university will certainly appreciate it and support your idea! (e.g. Scientific Conference, Field Trip Week, Balaton Seminar)
- **outdoor activities** – camping, kayaking, hiking in a nice area (Archipelago Adventures, Baltic Weekend, Conquer the Transilvanian Alps, Ukrainian Carpathians, Cottage Weekend,
- **thematic event** (e.g. Karstseminar)

Accommodation

There are several options how to choose an accommodation for your event. You can basically organise it anywhere you want, just make sure that it will be comfortable both for you and the participants.

It can be for example: a hostel, a university research station, camping (tents), holiday camps or your entity members' private apartments.

The biggest challenge while choosing the accommodation is the **price**. Usually, it is the most expensive thing of the whole event and it has the biggest influence on the budget and consequently the participation fee, which should be as low as possible, while covering all possible comfort. Nevertheless, you cannot think only about the cheapest price when choosing it. Consider also its:

- **accessibility** - participants will appreciate if it will be easy to get there by public transport;
- **facilities, heating** - "student's standard" is OK, but keep in mind that people go there to enjoy their time. Pay attention to cleanliness - take care of it during the event! Another very important thing is temperature, make sure beforehand that your participants will not freeze.
- **"freedom"** - it is not obligatory, but it is very convenient and helps to avoid troubles during the event if you have the accommodation only for yourself and do not have to worry that you might disturb other guests

Generally, your goal is to find the best possible conditions for the most reasonable and affordable price.

Start searching for your accommodation online. As soon as you find something interesting, go there at least once to **check it** before you decide. You should also appoint one **person responsible for the contact with the accommodation**. This person will have to set up and/or sign a contract and take care of payments. You may be asked for a **deposit**. It will be returned to you after the event if everything is fine. Keep it in mind and make your participants aware that they are responsible for any damages.

Sometimes to book an accommodation you have to pay in **advance** . Make sure that you have enough money to cover it on time (already from participation fees or from sponsors) or try to negotiate different conditions.

Food

Food is one of the most important factors of the event, so do not underestimate it!

food = happiness

Keep that statement in mind, because you might be surprised how true it is. If people are not hungry, they do not much to complain about.

Food has to be tasty, sufficient and on time! Slight changes in the schedule are natural but do not be late with meals, people are very sensitive about it.

Cooking for a group of people is a hard, time consuming task. If possible and not too expensive, food provided by the accommodation might be a very good solution. Although, it is more common that organisers prepare food on their own. In that case, make sure to form a kitchen crew which will be responsible for cooking. You can ask for helping hands, not necessarily OrgaTeam members as they might be occupied by other tasks.

Remember to ask your participants about their special food needs and preferences beforehand and take it into consideration while planning a menu.

Evening Program

The evening program is an important part of every EGEA event. You can be as creative as you want and think about cool parties or something else. Nonetheless, we provide you with some examples of typical EGEA evening activities. Such parties are mostly highly appreciated.

Cultural Fair

Cultural Fair (CF) gives the participants a chance to introduce their home country's food and drinks, as well as traditional outfits. The organisers only have to provide the tables for different countries and some cups and plates to offer food/drinks, as well as some utensils the participants might need to prepare their specialties (knives, etc.). The tables are usually organised in some kind of (semi-)circle, so participants can move from one table to another easily. As CF usually contains a lot of strong alcohol, it is suggested to remind participants to drink water and have a few water buckets in the party room. Do not forget to have cleaning equipment ready as well. Moreover, there is a reason why the CF is usually the night before

the excursions: excursions are simply the only thing the participants will get up for after such a night.

Small tip: to relieve the OrgaTeam from some stress, it is not unusual that their country table is organised by other entities of the same country, so feel free to ask them!

National/regional night

During this night, the organising entity presents its country's culture. This again is a good chance to be very creative and the program for this evening varies considerably between events. Some like to invite local performers, such as folk music groups to perform at the event location, some make a game with different checkpoints, others introduce the local cuisine etc.

Thematic party

If you want to organise a thematic party, make sure to inform the participants if they should bring some special clothes/costumes.

BDC

Beer Drinking Contest, long awaited program point for the last night of the event. This evening requires some planning beforehand but usually less creativity. The usual rules for forming a team of 5 people are 1) at least two countries, 2) at least 3 entities and 3) at least 2 girls. However, small events might want to consider making the rules a bit more relaxed so that everyone has a chance to participate. Once you know how many teams you have, it is time to plan the schedule of the competition.

Usually there is a group phase and a knock-out phase. Depending on the amount of participants there are different group numbers possible.

- Group Phase
 - Usually every team should get to play three to four games in the group phase.
 - These rounds are normally just best of one (one win is enough to win the round)
 - In these rounds there is normally only one pre-drinker
- Knock-out Phase
 - Sometimes the games in the Knockout Phase are best of three (in the finals sometimes even best of five)
 - To increase the difficulty, there can also be two pre-drinkers (on both sides of the table)

- Normally there is also a game for the two losers of the semi-final to determine the third place.

A few words about the beer:

- There is usually not more than 2 to 2.5dl of beer in each cup
- The beer should not be too cold or contain too much gas
- Always have lots of cups ready – if there are “one more time” a lot of cups can be required in a short time

Remember that BDC night might also require some cleaning equipment and it’s good to have breaks during the competition to give people some time to recover. Overall, don’t underestimate the organisation of a BDC! Be well prepared!

Finances - budget

One of the most important points of your whole event is creating the budget beforehand. For calculating you should consider how much money you will spend on accommodation, food, public transport or other assets.

Here you can find a very simple example for an event for 20 participants over 4 days and a participation fee of 65 € each participant:

- 3 nights x 20 participants
- Breakfast (day 2, day 3 & day 4) → 3 times (3 €) = 180 € x 20 participants
- Lunch (day 2, day 3 & day 4) → 3 times (3 €) = 180 € x 20 participants
- Dinner (day 1, day 2, day 3) → 3 times (2,5 €) =150 € x 20 participants
- One excursion x 20 participants

This budget is only for participants, remember to also include the OrgaTeam and determine how much you would like to pay on your own.

Expenses		Income	
Accommodation	1000 €	Participant fee	1300 €
Food	510 €	University money	500€

excursion	120 €	Sponsoring from company	250 €
Beer for selling	144 €	Profit from beer selling	36 €
buffer	310 €		
Total	<u>2.084 €</u>		<u>2.086 €</u>

First of all you should calculate everything and afterwards check if it will be covered by the participation fee. Please make sure that the participation fee is low enough for everyone, but it should also be realistic. In the beginning you can always set the fee a bit higher and after fundraising still reduce it.

Fundraising

There are many opportunities to get money for your event! For example you can ask your university or companies with geographical background for financial support. Also grocery stores can be asked to give you food or drinks for free. If you need any help with fundraising, check out this manual (<https://egea.eu/library-item/fundraising-manual/>) or write to fundraising@egea.eu.

It is always nice to add special local things in the welcome bag, for example magazines, promotional material or maps.

Website

Once you know the exact date of your event, post it on the website calendar as soon as possible. This is extremely important for the promotion of your event, registration and providing information to participants. The more information you provide on the website, the more people will likely register for your event. Also you will have to send less emails to your participants, because they will find all necessary information in a single place. Posting all

information on Facebook or other social media is not the best idea, since it can get lost quickly, especially on the EGEA official Facebook group due to the amount of content.

You are obligated by the EGEA Protocol to post your activity in the website calendar in advance, otherwise you will not get any points for your entity in the Entity Ranking List (ERL). You can find instructions how to do it in a special manual prepared by the WebAdmins Team in the website library: <https://egea.eu/library-item/how-to-create-an-activity/>.

What should you include at your event website?

This is only a concept; you are free to change the structure and subpages.

- **Home** – welcome words, basic info, photo/video from the location/OrgaTeam
- **Topic** - scientific topic of the congress, why did you decide to choose that one, what impact can it have, why is it important, why is it connected with the region (if it is).
- **Program** - it should be published before the start of the registrations; make subpages to describe the scientific activities, excursions, leisure program, EGEA matters
- **Location** - information about the country, region, town, and the accommodation (photos, links to everything)
- **Participants Information**; link to the forum with participants and waiting list (optional for small scale events)
- How to get to the opening and congress location with detailed info and links/timetables/prices of various public transportation options.
- You can also publish payment information (which are normally only sent by email), information about visa application or what to bring.
- **Partners / sponsors** - list all of your sponsors and partners
- **OrgaTeam** - present everyone with at least a photo and position, maybe some other information
- **Contact** - congress email, Facebook, other social media

Promotion

Good and early enough promotion is key to encourage people to register and come to your event, so it is very important!

When you already have an interesting topic, the next step is to present it to the others. Create some cool, attractive graphics which you will be able to post on social media (Facebook, Instagram etc.). If you need any help with that, you can always contact Communication and Media Committee (mediacomm@egea.eu).

Announce your event as soon as possible on the website, shout box and via social media channels. When posting it, avoid long descriptions - just something short and catchy. Always add a link to your website, so if somebody is interested, he or she could read more about the event there.

To promote your event you can include pictures of the location or things connected to the topic. You can also introduce your OrgaTeam to gain more attention and make your event more familiar and open to people.

You should start promoting your event **AT LEAST 4 MONTHS** beforehand. If it is a summer event, it should be even earlier. People plan their travels in advance, so avoid being a "last minute" option and let potential participants save the date! It is also very important to start the promotion before you open the registration. You can continue it during the registration period, but there is no sense to promote it after the registration is over.

Registrations

Registration for the event should be via the website. Based on the number of registrations on the website, ActCom will verify a number of participants reported after the event, so please, be clear with everything and give people a chance to register.

Avoid any other additional registration forms, for example via a google form. One registration is enough, make it as easy as possible for the participants. Remember that you can always adjust the registration form on the EGEA website to your needs, whenever you need help just contact the WebAdmin Team (webadmin@egea.eu). The most important things which you should always remember to ask during the registration are a name and valid email address.

For small scale events - We highly recommend you to stick to the rule "first come - first served" while giving places to the registered people! However, if you decide differently, you have to mention it clearly BEFORE the registration. Never change the rules during the registration, it is very confusing to people who have registered.

We strongly recommend you to open the registration around 3,5 up to 3 months before the event starts. It should last around 2-3 weeks with a possibility to prolong it if needed. To make sure, who is really interested in coming to your event, it is good to send welcome letter and payment information straight after somebody registers. You can even do it before the end of the registration period. Thanks to that, you will know for sure how many participants you will have and you will not be surprised by late cancellations. So the whole organisation process will be much easier for you.

You should give people around 1 to 3 weeks (2 weeks optimal) to pay the participation fee.

Some of your participants might need a visa to enter your country and join the event. Remember to ask them about it and if needed, prepare invitation letters.

Cancellations

It might happen that somebody will have to cancel their spot. So it is very important to state at the same beginning information about cancellation and set the deadlines:

- until when you will be able to return 100% of the participation fee;
- until when you will be able to return 50% of the participation fee;
- after when you will not be able return anything.

Contact with participants

In each OrgaTeam should always be one person in charge of being in touch with the participants. After the registration period for an event is finished, the person in charge of the participants should send an email confirming whether one is on the participants or waiting list. Before the event, the participants coordinator should send the participants not too many emails, but rather only few longer than many shorter ones. These emails should contain general information about the event, what to bring and other information considered to be important for the future participants. The other organisers should be included in the CC list, so they have an overview of what has been shared with the participants.

Green event

EGEA Green is encouraging all entities to make their event green i.e. more environmentally friendly, by giving Green Certificates. If you want to make your event more green, please read *The Green Book* - you can find it in the website library: <https://egea.eu/library-item/the-green-book/> , or you can contact EGEA Green directly via e-mail: green@egea.eu - they will be happy to help you and answer your questions.

Scientific event

If you would like to organise a scientific event only based on science with a support from the Board of EGEA as well as Scientific Committee, you can think about organising Scientific Conference and contact the Scientific Committee (science@egea.eu) about it. Besides that there are also many other possibilities to organise a scientific event, e.g. a seminar or a field course. The Scientific Committee is also happy to help you with that as well.

A scientific event can be based on your region, about a geographical problem or on a specific topic (e.g. Karstseminar). To include an expert or a professor from your university emphasizes your topic and its importance. The workshops can be held by EGEAns from your entity or externals, but make sure that the quality is high. Also a scientific excursion can be added to explain participants the situation and increase their knowledge about the topic.

During the event

Safety

Safety of participants is very important during the event. First of all you must take care of the participants and prevent possible dangerous situations. If you want to make an excursion, you should be sure that the area is safe, and it is legal to go there (!). You should be prepared that a person can be injured any time, e.g. they tripped on the sidewalk and fell down or cut their skin accidentally. In that case having a first aid kit is crucial - if a person is bleeding you can always try to stop it, or at least clean the wound. There is no need to carry a whole pharmacy around, but some basic medication for e.g. flu might be useful. Please

remember that (most of) you are not qualified medical staff so you can neither give anybody the medication directly nor force them to do so.

Another important point is, if you are organising an event in some remote area and you need to drive a car anywhere, there must be at least one person from OrgaTeam sober, who can drive and provide assistance.

House rules

At the beginning of every event you have to present the house rules which should be signed by all the participants. The form and the content of the rules is up to you. Please remember that each participant is responsible for himself. You – as an organiser – take no responsibility for any possible injury to the health or life of the participant.

Mission, vision and values

Everything what is happening among EGEA is based on friendship and mutual respect. EGEA gathers geography students and young geographers who want to share their experience, inspire others, explore and discover the diversity of Europe. While organising your event and especially during the event please remember about our values. For more information about the mission, vision and values you should follow this [link](#).

After the event

When the event is over, make sure to check the following points:

'Thank you' email to participants

Write an email to all participants with some nice greetings, memories, and information about how to share photos (e.g. via smugmug, contact mediacomm@egea.eu) and ask the participants to evaluate your event.

Drive for sharing photos

In case you want to share photos of your event, you have to think about a good way to share. You can use many services like EGEA smugmug, Dropbox, Google Drive, Wetransfer, and so on.

Post for EGEA official facebook group

There is a Facebook group called "[EGEA - Official Group](#)". To inform other EGEAns about your event, you can post appropriate photos. This is also a good promotion for your entity or the next edition of your event.

Report

It would be nice if you keep record of your events. Write a short summary of the event with a few photos and if you want you can publish it in the Newsletter. It is very useful for the organisation of other events, if you keep some information about sponsors, contacts, excursions, accommodation, and it is also good for promotion of your entity.

Finalising the budget

When everything is paid, you need to finalise your finances. Is there some leftover money from the event? If yes: what can you do with it? If not: Do you have some unpaid bills?

OrgaTeam evaluation

Your OrgaTeam should also evaluate the event. What was good? What could be improved? How was your teamwork? What can you learn from the event for the future?

Reporting event to ActCom

When the event is over, please contact ActCom, to confirm that your event happened. They will ask you to fill in a form ([here](#) you can find the most current one), to report it to the database of events. It's important to keep record of the activities to get points for the Entity Ranking List.

Cancellation of the event

First of all, if you have any problems you should contact ActCom or your Regional Team and then they will try to help you. If you really have to cancel your event, inform ActCom about it. This will help to avoid making the same mistakes in the future. Of course, you also need to inform the participants and pay the money back to them, if they already transferred the fee to you.