

BUDGETING AND HOW TO PLAN THE PERFECT EVENT

By Natalie Smith

TODAYS SUMMARY

01

Budgeting

02

Corporate
branding and
sponsorship with
Davina Rajoopillai

03

Seven key steps
to planning the
perfect event

04

The importance
of clear lines of
communication

05

Project
Management &
Head and Safety
with Steve

WHAT IS A BUDGET?

- An itemised summary of estimated or intended expenditures for a given period along with proposals for financing them (*submitted the annual budget to congress*)
- A systematic plan for the expenditure of a usually fixed resource, such as money or time, during a given period. (*a new car will not be part of our budget this year*)
- The total sum of money allocated for a particular purpose or period of time (*a project with an annual budget of five million dollars*)
- **A business uses a budget to plan and provide estimations of income and expenditure for a set period of time.**

THREE POPULAR TYPES OF BUDGETS;

- Forecast budget
- Performance budget
- Cash budget



WHAT IS A FIXED COST?

01

A cost that does not change with an increase or decrease in the amount of goods or services produced within a set period of time.

02

Fixed costs are expenses that have to be paid by a company, independent of any business taking place.

- 
- What things might we put under fixed?
 - How might be reduce fixed costs?

‘Variable costs are costs that change in proportion to the amount goods or services that a business produces’

Are those costs that vary depending on a companies production volume, they rise as production increases and fall as as production decreases’

Variable + fixed = total costs

**WHAT IS A
VARIABLE
COST?**



SETTING UP A BUDGET

BEFORE YOU CAN START TO PREPARE YOUR BUDGET, ASK YOURSELF A FEW QUESTIONS FIRST;

- How much time do I have?
- What am I trying to accomplish?
- How will I accomplish?
- How much will it cost?
- Who is going to pay?



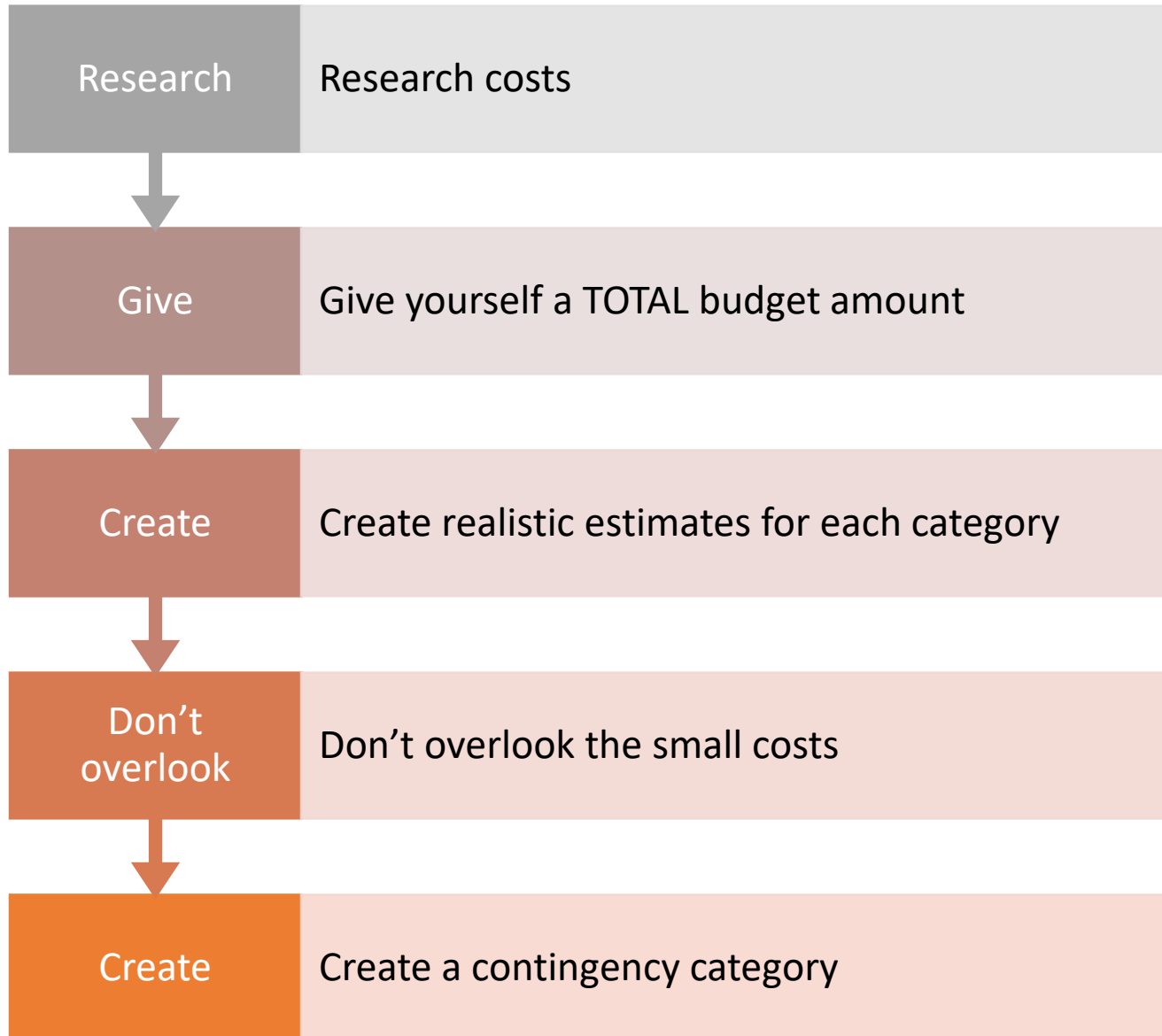
FOR MOST
BUDGETS
YOU NEED
4 SIMPLE
COLUMNS;

Category or Item

Projected budget

Actual spend

Details/ information



STAYING
WITHIN
BUDGET

SPLITTING YOUR BUDGET



BOOMTOWN EXAMPLE





CHRISTMAS PARTY 2017 – SET DESIGN PROPOSAL

dentsu **ΛEGIS** network

CHRISTMAS PARTY 2017 - SET DESIGN PROPOSAL



PEG presents a stage design concept for the DAN Christmas party...

Welcome to the DAN SKI Cabin!

Three design options are offered on the following pages allowing you to explore a range of styles and settling on a set design concept you feel is most suitable for your event. Details of materials and textured used can also be found on these pages.

We believe that by adding props to the stage area will create an increased 3D effect whilst also allowing providing further surface area for projection mapping opportunities. Working with you to understand props and further details you feel most passionate about, we can source and implement these desires.

Architectural lighting used to highlight features of the façade, alongside light box or back lit windows creating a sense of warmth within the windows scene as though there may be a fire or candles lit inside the cabin.

All in all we aim to create a façade that has animation possibilities, screams quality and realness, and will have your guests amazed and dazed.

We hope you enjoy our proposal and to hear from you soon.

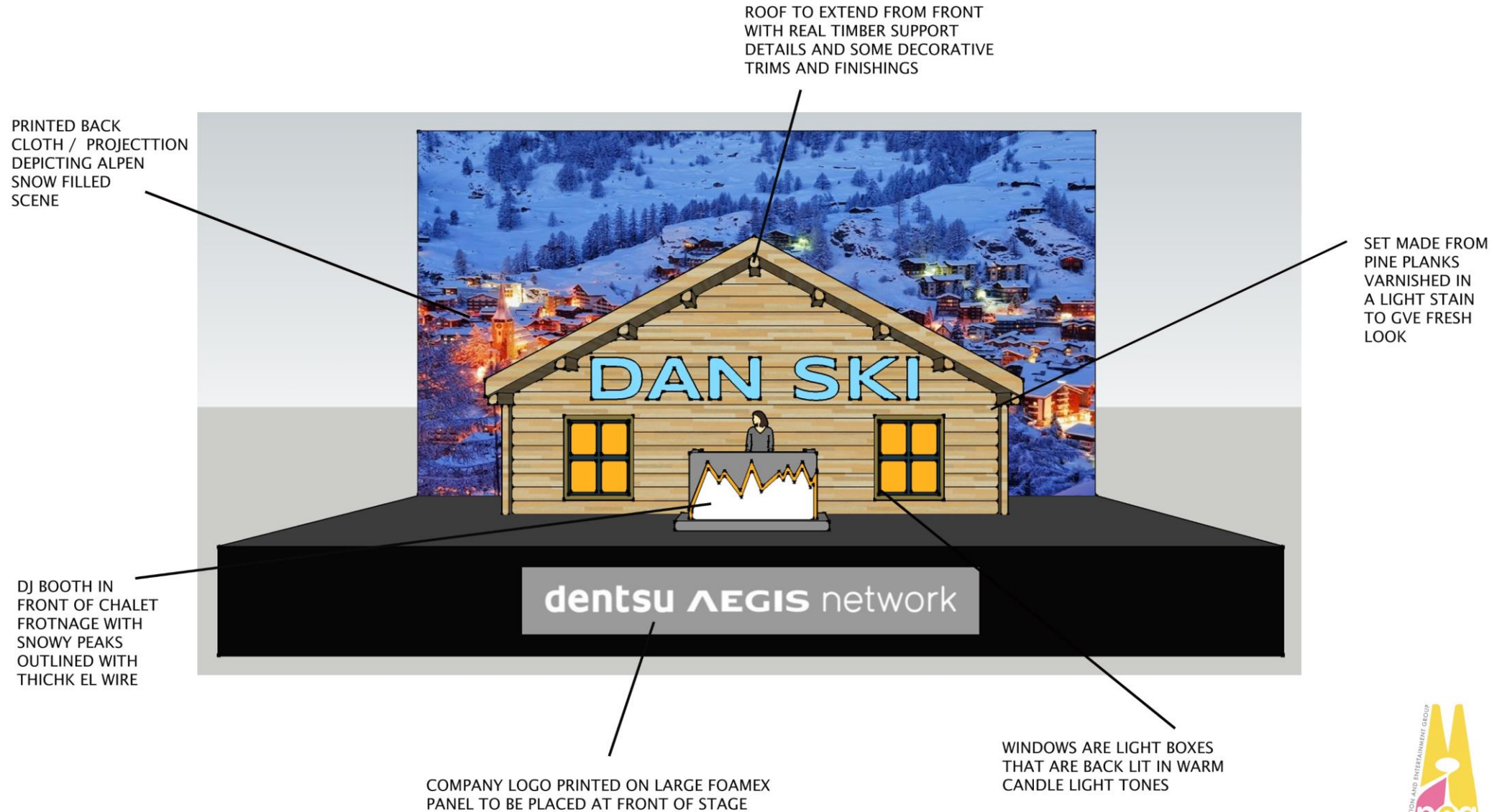
Best wishes,
PEG





CHRISTMAS PARTY 2017 - SET DESIGN PROPOSAL

CONCEPT 1



CHRISTMAS PARTY 2017 - SET DESIGN PROPOSAL

CONCEPT 2



PRINTED BACK
CLOTH / PROJECTION
DEPICTING WARM
DUSK SKY WITH
PINKS AND
ORANGES

VENUE LIGHTING TO
MATCH THIS

DJ BOOTH SET
INTO TOP WINDOW
BACK LIT WITH
FLICKERING WARM
LIGHT

TERRACE BALUSTRADE PIECE
TO SIT AT FRONT OF STAGE FOR
DANCERS WHO ENTER THROUGH
DOUBLE DOORS IN FACADE

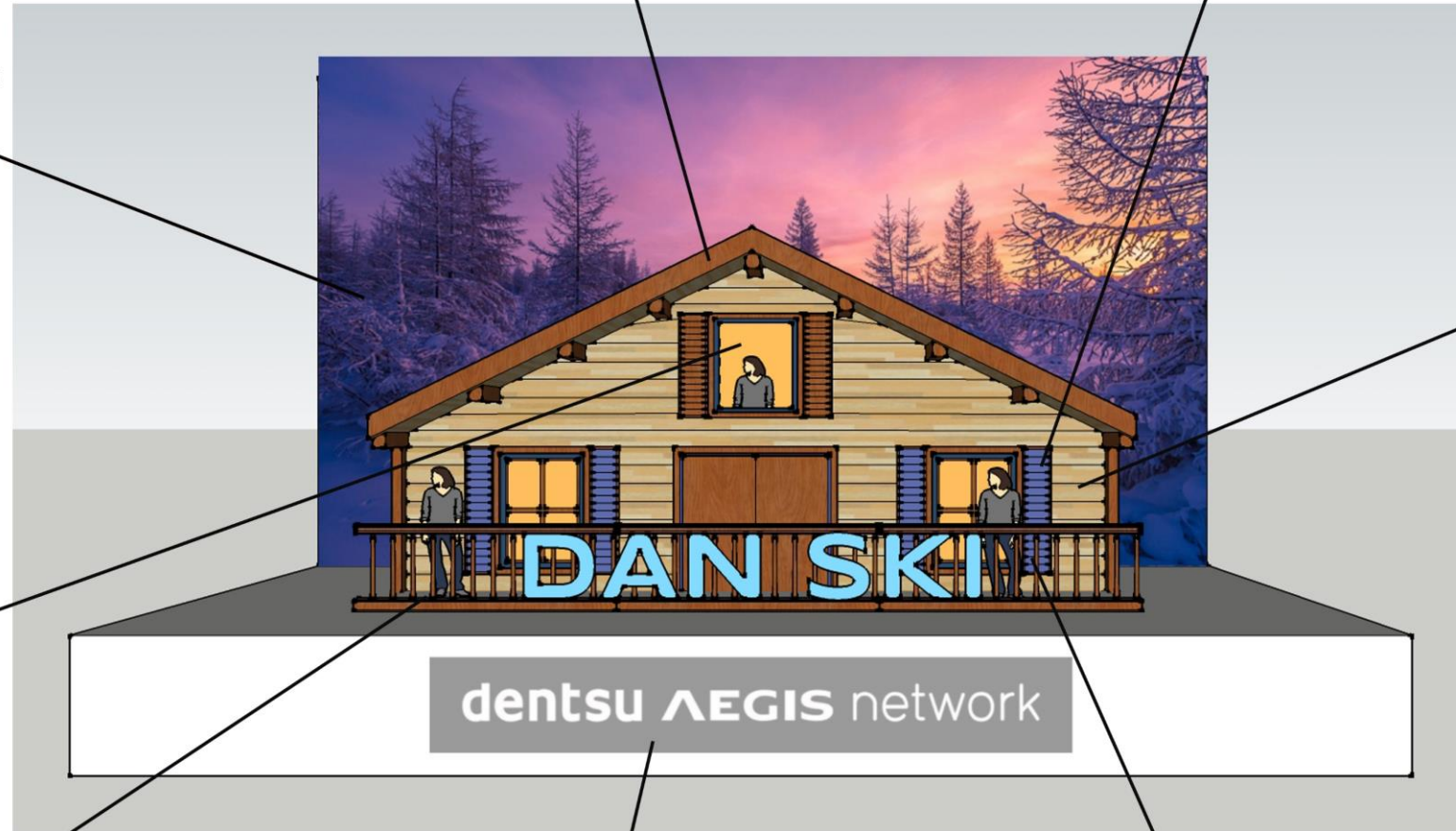
COMPANY LOGO PRINTED ON LARGE FOAMEX
PANEL TO BE PLACED AT FRONT OF STAGE

ROOF TO EXTEND FROM FRONT
WITH REAL TIMBER SUPPORTS.
ROOF TRIM AND WINDOWS HAVE
SOME REFINED DETAIL

SHUTTERS EITHER
SIDE OF WINDOWS
ADD EXTRA LEVEL
OF DETAIL

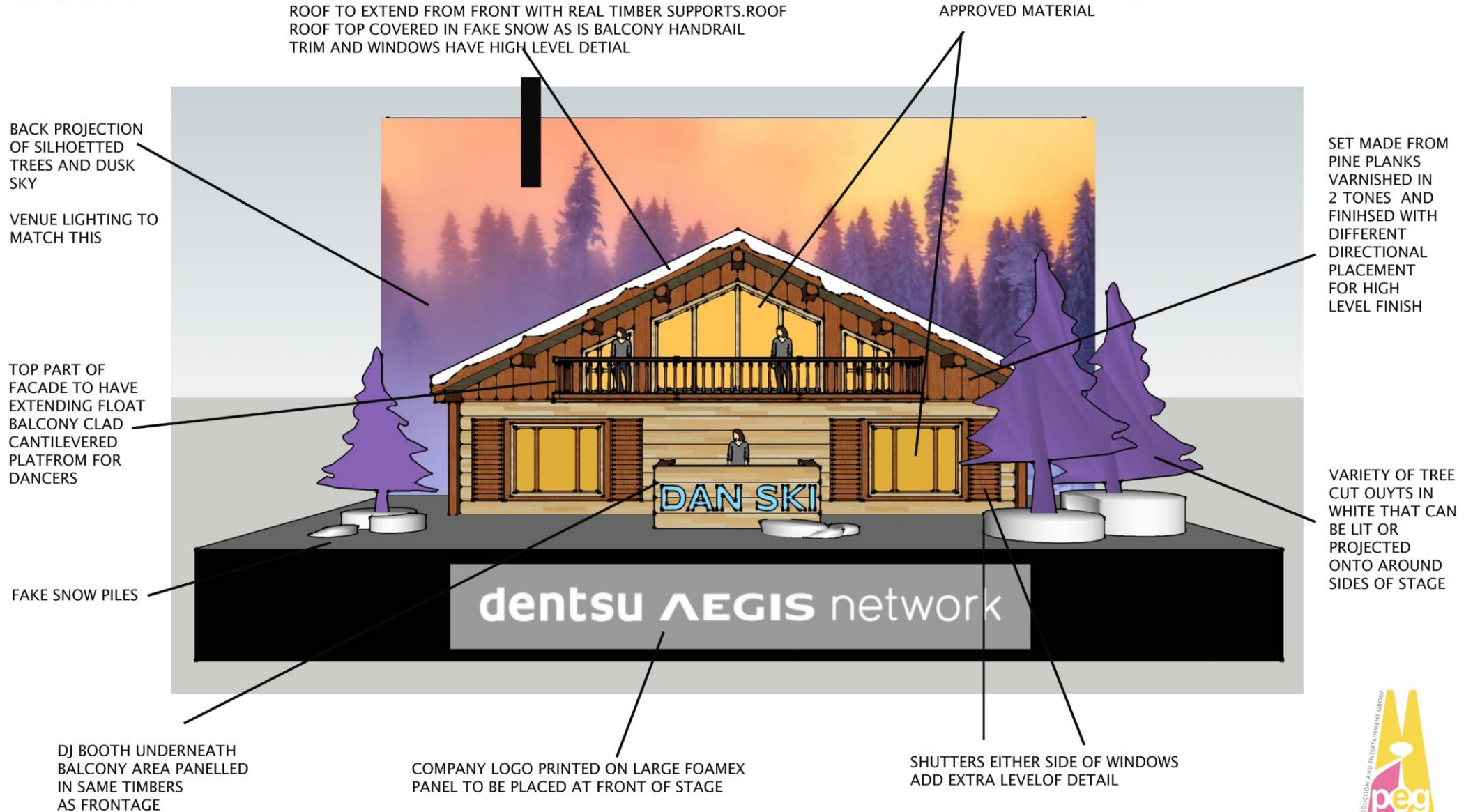
SET MADE FROM
PINE PLANKS
VARNISHED IN
2 TONES TO
GIVE CONTRAST
AND MORE DETAIL

WINDOWS ARE EITHER LIGHT BOXES
THAT ARE BACK LIT IN WARM
LIGHT OR CAN BE BACK PROJECTED
ONTO WITH HOUSE PARTY STYLE
SILHOETTES



CHRISTMAS PARTY 2017 - SET DESIGN PROPOSAL

CONCEPT 3





TREE PROPS – for adding 3D affect and projection mapping opportunities
We have access to a large catalogue of props and would like to spend time choosing
the most suitable props with you.

CHRISTMAS PARTY 2017 - SET DESIGN PROPOSAL



CHRISTMAS PARTY 2017 - SET DESIGN PROPOSAL



The budget is based on Concept 2 design. We estimate Concept 3 will 22K, and Concept 1 17K.

Should you wish for elements to be added/ removed please feel free to discuss with us in further detail.

ITEM	BUDGET
PEG	2000
Headbox Solutions	2000
Design concept	300
Technical drawings	300
Façade build (materials and labour)	6000
Waste removal from Roundhouse	300
Window light box/ LCD screen	600
Architectural lighting	300
Props	800
Backdrop	800
Insurance	600
Project Manager	1000
Get in/ Get out	1500
Site visits	400
Expenses	500
Haulage	600
Contingency	1500
TOTAL	19500



INSPIRED BY YOU, CREATED BY US

MAKING A PRIORITY LIST

What do you need to have?

Can't go ahead without?

What are you selling?

Knowing your audience. What are their expectations?

What are they going to pay money for???

What do they think they are paying money for?

Does it all add up?

Managing
resources and
quality against;



A long-exposure photograph of a river flowing over rocks in a forest. The water is blurred, creating a sense of continuous motion. The rocks are dark and jagged, scattered throughout the riverbed. The surrounding forest is lush with green foliage and trees. The text "INCOME STREAMS" is overlaid in the center of the image in a white, sans-serif font.

INCOME STREAMS

BREAK-EVEN POINT

'You break even when your income matches or exceeds your expenses'

Break-even against ticket sales

**Number of units @ break-even = total
direct costs / by unit sales price**



ADDITIONAL IN/OUT GOINGS

NOW WE KNOW
WHAT IS IN A
BUDGET, HOW
DO WE FIND THE
NUMBERS?

- Infrastructure
- Crew catering
- Artists
- Breakeven





GAUGING ARTISTS FEES

WORKING OUT THE MATHS

- Your spreadsheets can do the work so you don't have to
- Set up systems

HOW CAN YOU
KEEP TRACK OF
YOUR
BUDGET?



SOME
BUDGET
EXAMPLES

Payment schedule

Theatrical overview

Crew party budget

SUMMARY OF BUDGET PLANNING

Working closely with your budget is crucial

You can pretty much do everything with a spreadsheet

Understanding and staying true to your 5w's is crucial, although ability to adapt, problem solve and manage change is the fun life of a festival project manager

A woman with dark hair and bangs is lying on her back in a field of white feathers. She is wearing a white lace top and purple patterned pants. Her eyes are closed, and she has a serene expression. Her hands are near her face, with her fingers slightly curled. She is wearing several colorful bracelets on her wrists and a necklace. The background is a soft, out-of-focus field of white feathers.

AAAAAND REST

WELCOME DAVINA
RAJOOPILLAI

dentsu AEGIS network



**KEEP
CALM
IT'S
LUNCH
TIME**

ASSIGNMENT

7 KEY STEPS
TO
PLANNING
THE PERFECT
EVENT



1 – PURPOSE

PRE EVENT RESEARCH

IDENTIFY A NEED/
MARKET

ON/OFF LINE RESEARCH

2 – PRESENTATION



1

PREPARING A
PROPOSAL OR
BRIEF USING
WORDS, NUMBERS
AND PICTURES



2

AUDIENCE AT
HEART OF DESIGN



3

‘WHAT IF’
BRAINSTORMING

| 3 – PLANNING

PLAN WITH END
OF EVENT IN
MIND

ESTABLISH EVENT
REQUIREMENTS

RECRUIT TEAM

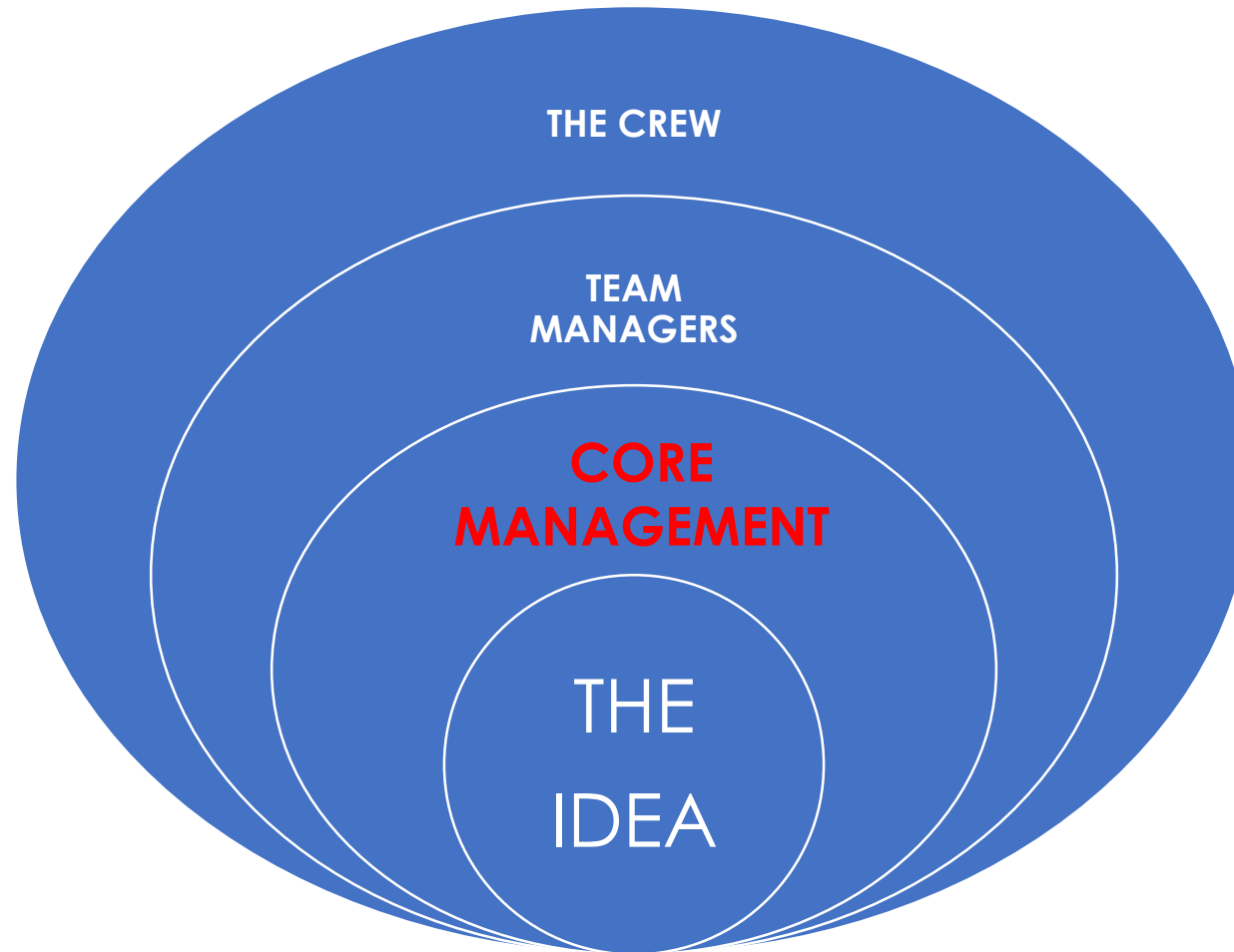
CREATE A
PROJECT PLAN

CREATING AN
OPERATIONAL
PLAN



TEAM AND ROLES

WHO ARE THESE PEOPLE AND WHAT DO THEY DO?



EXAMPLES OF FESTIVAL CORE MANAGEMENT TEAM

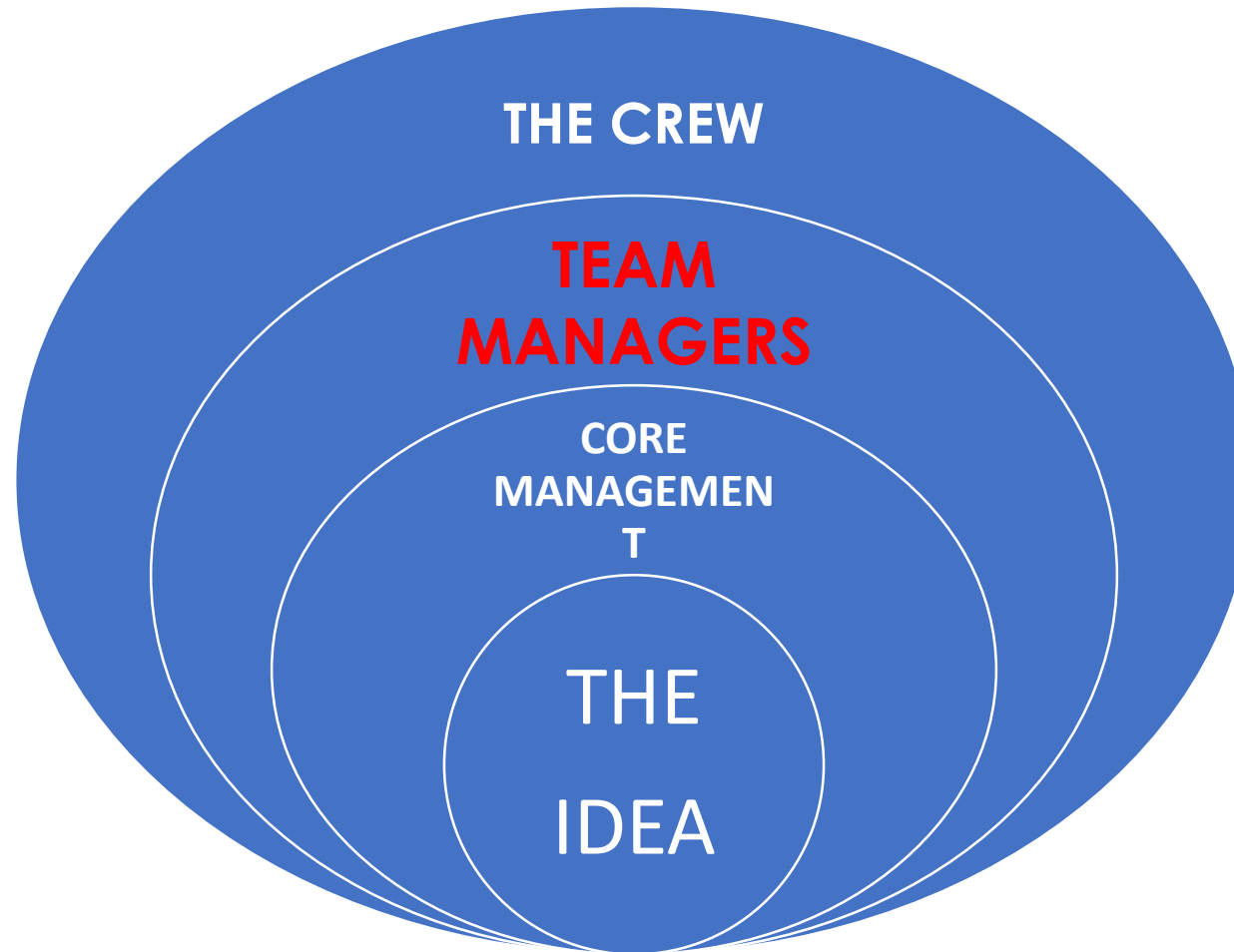
Mischief

- Festival director
- Production manager
- Operations manager
- + 3 friends with no defined role

BoomTown Fair

- Creative director
- Operations director
- License manager
- Infrastructure manager
- Creative assistant manager
- Operations assistant manager
- Press manager
- Music office manager
- Technical Production Manager
- Finance manager
- Performance manager

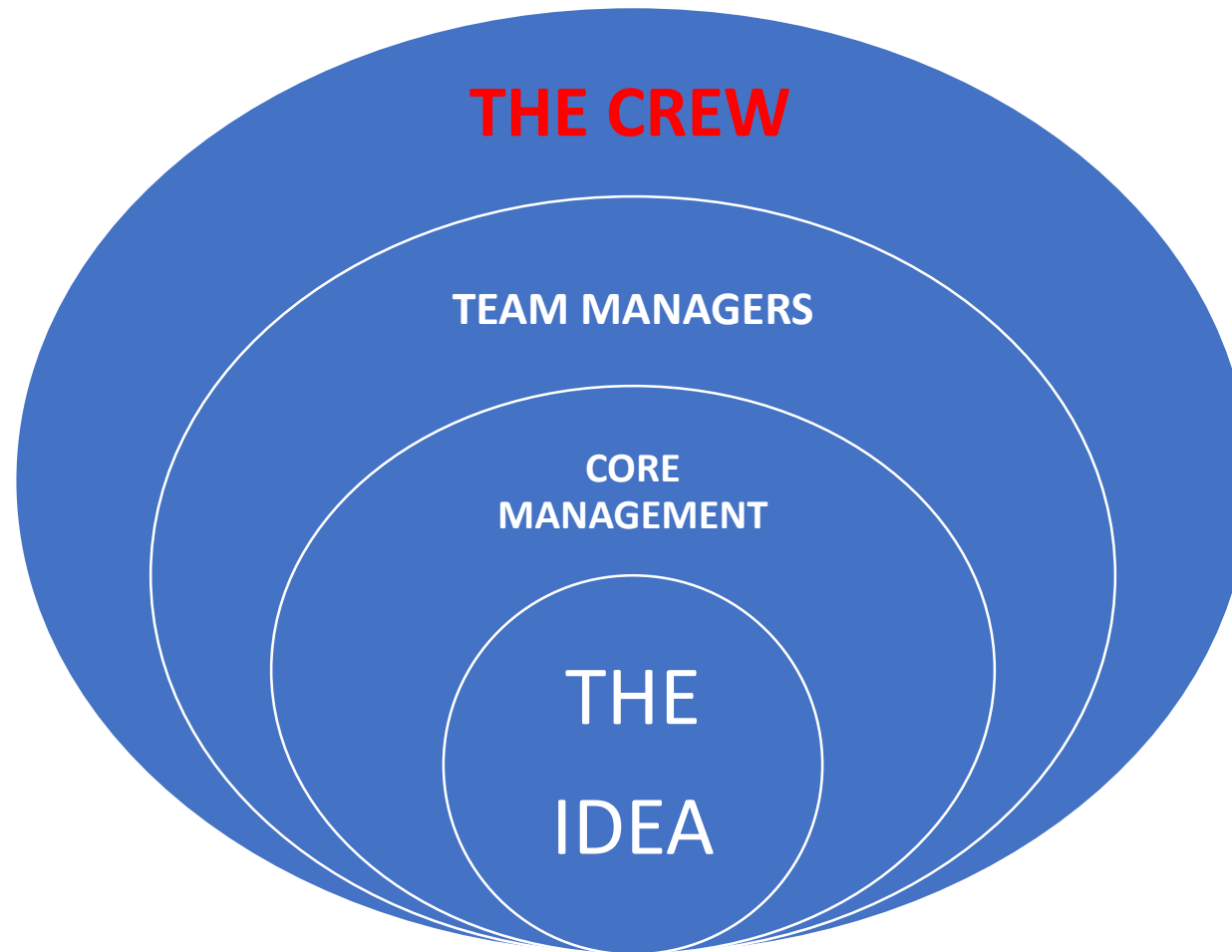
WHO ARE THESE PEOPLE AND WHAT DO THEY DO?



TEAM MANAGERS

- Head Security
- Head Steward
- Waste Manager
- Stage Manager
- Artists Liaison Manager
- Costume Manager
- Build Manager
- Decor Manager
- Lighting Manager
- Transport Manager internal/ external
- Programme Manager
- Ticket manager
- Zone Manager
- Site Manager
- Trader Manager
- Production office manager
- Site Office Manager
- H&S Manager
- Event Control Manager
- Production Manager
- Ped Gate Manager
- Crew Gate Manager
- Welfare Manager
- Information Point Manager
- Bar managers

WHO ARE THESE PEOPLE AND WHAT DO THEY DO?



THE CREW

- Stewards
- Security
- Carpenters
- Welders
- Painters
- Set builders
- Performers
- Site crew
- Artists Liaisons
- Stage Manager
- Lighting engineers
- Stage hands
- Litter pickers
- Scaffolders
- Box office staff
- Sound engineers
- H&S team
- Programme sellers
- Production office staff
- Music Office Staff
- Runners
- Caterers
- Site Artists
- Bar staff



THE IMPORTANCE OF CLEAR LINES OF COMMUNICATION

USING THE 5WS HERE - LEVEL OF COMPLEXITY OF INFORMATION NEEDED: (DIRECTIONAL APPROACH)

Who needs to the information

When do they need it by

What do they actually need

How do they need it?

Agree venue criteria

Search, visit, evaluate

Contract and get to know

4 – PLACES AND SPACES

5 – PROGRAMME

1

Think audience
value

2

Impact, relevance,
time taken

3

Mix of activities

6 – PROMOTION

01

Be exciting

02

Being consistent

03

Make a marketing
plan

7 – PRODUCTION

- BUILD SCHEDULE
- H&S SIGN OFF
- DELIVERING THE EVENT

- What will you need to think about?





THE IMPORTANCE OF EVENT DESIGN

WELCOME STEVE



SUMMARY

- Network your ass off
- Be super keen, make yourself known
- Maintaining good relationships with colleagues, suppliers, artists
- Be bold
- Show no fear
- Shop around
- Use your network. I am now apart of that so contact me any time