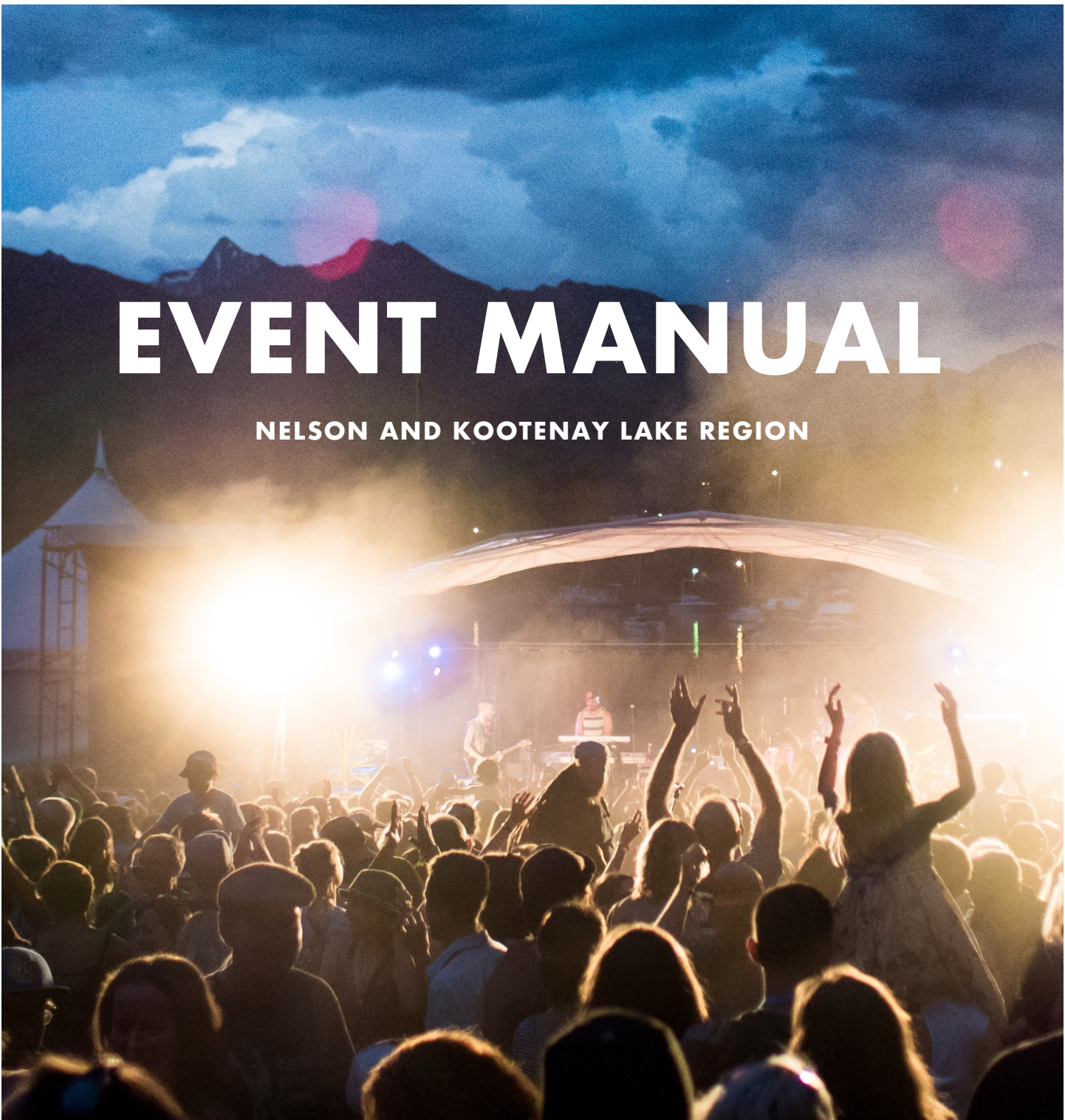


EVENT MANUAL

NELSON AND KOOTENAY LAKE REGION



Prepared by
Nelson and Kootenay Lake Tourism

JUNE 2019 | VERSION 1



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INTRODUCTION

The Nelson Kootenay Lake Events Manual was developed to provide an overview of the key factors and resources essential to creating a safe and successful event. In this manual, you'll find strategic suggestions, permitting information, local event resources and checklists to help you navigate the planning process.

ACKNOWLEDGEMENTS

Local retailers, venue owners and professional event producers were contacted to provide vital insight into the event production needs of our community and we extend our thanks to all of them.

BUDGETING

Creating your event budget is the first step to creating a successful event. As you build your budget, consider:

- Making your budget as your first planning step, and re-visit it often to keep your event on track.
- Which aspects of your event are ideal, and which are absolutely essential?
- What are your spending priorities? For example, do you want people to remember the amazing food, or the incredible atmosphere?
- Are you under projecting to try and make your budget look good? Be overly realistic, it's better to come out of your event with a pleasant surprise than have a dream-worthy spreadsheet while you're planning.
- Ensure your costs can be covered by 60% of tickets sales. Any sales above that level can be considered bonus and cover unexpected costs.
- To budget for your unexpected costs, total your projected cancellation fees, last minute staffing and unexpected supplies or just add 15% to your lowest budget number.

Find a customizable event budget template here: bit.ly/NKLEventBudgetTemplate2019

VENUE SELECTION

The Nelson area has a wide variety of indoor and outdoor venues to choose from. Depending on your choice of venue, you may have to secure additional licensing, logistical and insurance options.

As you're considering which venue to use, it can be helpful to consider the following:

- **Location, parking and accessibility**
 - Is there ample parking nearby? Can attendees with different mobility needs easily enter and exit with ease? Will your attendees require shuttle service?
- **Ideal and projected capacity**
 - Does the venue fit 400, but it's realistic that your event will sell 150 tickets? Selecting a space that positions your event as a success because of the feel of a full room is key.
- **What additional costs will be connected to this venue choice?**
 - Will you have to carry your own insurance? Rent your own equipment? Are there fees for going over your rental time, or for damage to the property?
- **How will this venue choice support sales?**
 - Can this venue provide hard copy ticket sales? Will they put up posters in the venue promoting your event?
- **What tech support will your attendees, presenters and team need?**
 - For example, does the venue have WIFI? Audio Visual support? Microphones and sound systems?
- **How does the reputation of this venue add or detract to the overall impression of your event?**
 - For example, are there certain populations that will feel uncomfortable in your chosen space that are important to your event? Does the venue have a great reputation for live music, but is known to be challenging for speaker presentations?

Find a comprehensive list of the venues in the Nelson, Balfour, Lardeau, Meadow Creek, Ainsworth and Kaslo areas here: bit.ly/NKLTVenues

PERMITTING & BYLAWS

Getting an early start on permitting and being aware of relevant bylaws increases the likelihood of your event coming to fruition on time and avoiding any last-minute interruptions or fees. Involving city officials can help you access further resources that can make your permitting process even easier.

EVENT PERMITS

Communicate with the local authorities at least 2-3 months before your expected date and be prepared to provide supporting information.

If your event will take place on city property, you'll need to apply for a permit.

Nelson

Park Permit: bit.ly/NelsonParksEventPermit

General Special Event Permit: bit.ly/GeneralEventPermit

City of Nelson Special Events Website: bit.ly/CityOfNelsonSpecialEvents

KASLO

Kaslo Park Permitting: bit.ly/KasloParkPermitting

BALFOUR & OTHER RDCK AREAS

Park Permitting: bit.ly/RDCKParkPermitting

SOUND & NOISE BYLAWS

It's essential to know about the Sound Bylaws in the area of your event to avoid incurring fines or damaging your reputation as an event producer. As a general, rule quiet hours are from 10pm - 7am in the Nelson & RDCK areas.

You can find the full bylaws below:

Nelson: bit.ly/NelsonNoiseBylaws

RDCK Areas: bit.ly/RDCKNoiseBylaws

EMERGENCY PLANNING

Regardless of the size, nature or location of your event, having a concise emergency plan in place is an essential part a successful event. Ensure this plan is understood by all team members and easily identifiable by all attendees.

The City of Nelson recommends utilizing this Fire Safety Plan devised by the Nelson Fire Department: bit.ly/NelsonFireSafetyPlan19

VENUE EMERGENCY PLANS

The venue you are using may have its own emergency plans posted around the event space. Take the time to familiarize yourself with this plan and amend it with your event's unique needs.

Some emergencies to consider are:

- Medical emergency
- Fire or Explosion
- Hazardous Material
- Spill/Gas Leak Bomb
- Threatening or Dangerous Individuals
- Suspicious Items
- Electrical Failure
- Lost Child/Missing
- Structural fault

EMERGENCY EVACUATION PLAN

As you scout and decide on a venue for your event, make note of the following:

- Emergency exits
- Fire Alarms
- First Aid Kits
- Fire Extinguishers
- Alarms
- Signage posted in clearly visible locations

EMERGENCY PLAN IMPLEMENTATION

- The degree to which staff and volunteers are strained in emergency protocols will be the extent to which any evacuations will be handled smoothly. As you move forward with staffing your event, consider the following:
 - Who will be the emergency lead?
 - Who on your team is trained in First Aid?
 - Who will perform a headcount on entry?
 - Who will perform a headcount after an emergency exit?
 - Who will host which muster point?
 - Has your team been trained on a script to announce to keep attendees calm?

RISK ASSESSMENT

A Risk Assessment is the process through which you identify the aspects of your event and venue that could harm individuals attending your event. Conducting a full Risk Assessment not only provides peace of mind and minimizes the likelihood of an issue, it bolsters your reputation as a serious event professional.

Basic Risk Assessment – Five Steps

There are five steps to successfully completing a risk assessment for your event using this model. These steps are detailed below:



INCIDENT REPORTING

A system must be put in place to record any incidents (injuries, offenses, near misses etc.) that happen during your event for record keeping and legal purposes. Having a structured template helps to ensure that pertinent details aren't overlooked and provide you and your team with a structure to safeguard against future challenges.

- Create an incident reporting template that includes:
- Name of reporter with contact information
- Date of occurrence
- Type of incident (e.g. accident, near miss, violence, health, safety)
- Outcome (e.g. harm, health, property damage)
- Corrective measures taken (measures taken to ensure this doesn't happen again)

INSURANCE

Some privately-owned venues will have existing insurance coverage that will cover your event. Others, both indoor and outdoor, will require you to carry your own coverage. It's standard to need between 2 to 5 million dollars in coverage. Ensuring you select the right amount of coverage will ease your mind should the unexpected happen.

The general options you'll encounter when scouting insurance are:

- **Annual General Liability Insurance**
 - Covers lawsuits, investigations and settlements
 - Covers bodily injury and property damages resulting from accidents
 - Property damage
 - May cover associated other claims (e.g. copyright infringement in marketing materials)
- **Event Liability Insurance**
 - One-time insurance to cover third party property damage or injury
- **Cancellation Insurance**
 - Covers your event for various limited reasons

NELSON & AREA INSURANCE BROKERS

Kootenay Insurance	1-844-467-8748	info@kootenayinsurance.ca	www.kootenayinsurance.ca
RHC Insurance	250-352-5366	info@rhcinsurance.com	www.rhcinsurance.com
Sutherland Financial	250-352-3518	info@sutherlandfinancial.ca	www.sutherlandfinancial.ca

HEALTH & SAFETY

As with all aspects of event planning, creating a thorough health and safety plan with contingency options will provide your team and attendees with the resources and knowledge they need to enjoy a safe and successful event.

FOOD SERVICE

As the event organizer, it is your responsibility to mitigate the risks of food borne illness at your event. Educating any vendors or staff at your event on proper food handling techniques and ensure proper certifications and permits are in place is essential.

This document from the Government of British Columbia provides more information on food borne illnesses and food safe practices: bit.ly/GovBCFoodSafety

FOODSAFE

If you are serving food at your event, you must hold a FOODSAFE Certification or in your absence one member of your team must hold valid FOODSAFE Certification. Find information on acquiring FOODSAFE certification here: bit.ly/BCFoodsafe

MARKETSAFE

If you plan on hosting more than one food vendor at your event, you may want to consider taking MarketSafe and encourage your vendors to take it as well. Find information on MarketSafe here: bit.ly/BCMarketsafe

FIRST AID

As you're creating your First Aid plan it's important to consider numerous factors:

- How will your First Aid needs change from daylight to sunlight hours?
- How will the weather affect your First Aid staffing needs?
- Will your event feature athletic endeavors that will increase the level of First Aid certification necessary?
- What is the travel time to the nearest hospital?

STAFFING & TRAINING

This handy calculator provided by the UK Saint John Ambulance can help you assess the number of team members you'll need with First Aid training for your event: bit.ly/SJAFirstAidCalculator

The Canadian Red Cross provides information on the varying levels of First Aid training: bit.ly/FirstAidLevels

FIRST AID TRAINING

Selkirk College	1-888-953-1133	bit.ly/SelkirkFirstAid
Valhalla Safety	250-229-4072	bit.ly/ValhallaFirstAid
Responsive First Aid	250-354 7241	bit.ly/ResponsiveFirstAid

SECURITY

If your event attendance is growing beyond what you feel your team can safely regulate or has alcohol being served, you may want to consider providing security by hired professionals or trained volunteers.

When devising your event security plan, consider:

- What are the factors that increase your attendee risk?
- How many areas will need supportive crowd control?
- Are there presenters or talent that may require additional security?
- Are there prohibited items and belongings that need to be inspected upon entry?
- Are you able to supply security staff that are female and male?

The Government of BC provides information about security personnel licensing here:

bit.ly/BCSecurityLicensing

LIQUOR AND YOUR EVENT

If hosting your event outside of a venue that normally serves alcohol (like a bar or restaurant), you will most likely have to acquire a liquor license and personally take on the additional responsibility that comes with serving alcohol.

LIQUOR LICENSING

Whether you are serving liquor at a public (free or ticketed) or private event, you'll need to acquire a Liquor Special Event Permit through the Government of British Columbia. This permit also dictates the maximum drink pricing you can charge patrons. The options for licensing are:

- Public Special Event: \$100.00 license fee per day/location.
- Private Special Event: \$25.00 license fee per day/location (includes family special event permits.)

Find more information on liquor licensing and permitting below:

Liquor Event Licensing: bit.ly/LiquorEventPermit

Liquor Event Permitting: bit.ly/LiquorEventPermitting

SERVING IT RIGHT

If you are serving alcohol at your event, all those who are serving, and the event organizer must hold a valid Serving it Right Certificate unless the event is hosted within a private residence or licensed establishment.

Serving it Right certificates can be obtained here: bit.ly/ServingItRight

CANNABIS AND YOUR EVENT

While cannabis has become recreationally legal, it's important to be aware of the intricacies of the rules and regulations around its consumption and sale.

Find specific laws around Cannabis use as it pertains to liquor licensing and special events below:

bit.ly/CannabisLiquorLicensing

NELSON

Find Nelson specific cannabis FAQ's here: bit.ly/NelsonCannabisFAQ

KASLO

Find Kaslo specific cannabis bylaws here: bit.ly/KasloCannabisBylaw

General Cannabis Consumption laws:

- Patrons cannot consume cannabis within 7 meters from commercial and public building entrance ways, schools, parks, amenity areas, and transit stops
- Adults 19+ can possess up to 30 grams of cannabis in a public space
- Cannabis smoking and vaping is prohibited everywhere tobacco smoking and vaping is prohibited.

ACCESSIBILITY

Taking the time to ensure your event is accessible to attendees with various needs helps build a strong, inclusive community and reflects positively on your diligence as an event producer. As you're planning your event, consider:

- **Visibility: Consider those with impaired sight.**
 - Is your signage clear enough to be read by those with impaired vision?
 - Is the space well-lit?
 - If using projection, is it visible from all areas of seating?

- **Acoustic: Consider those with impaired hearing**
 - Are your presenters appropriately amplified?
 - Do you have a roving microphone for audience questions?
 - Is there designated seating near presenter for lip reading?
 - Is there a well-lit space for a sign language interpreter if required?
 - Can you minimize background noise?

- **Mobility: Consider those with mobility impairments.**
 - Is there flat or ramped access into the venue?
 - Are doorways and aisles wide enough to fit wheelchairs and scooters?
 - Are walking areas clear from tripping hazards?

- **Technology: Consider those who may use adaptive devices.**
 - Are there outlets available for to accommodate personal support devices?

- **Service Animals: Consider supporting service companions**
 - Is there ample space for service animals to rest during the event?
 - Is there toileting and watering facilities nearby for animals?

- **Allergies: Consider those with dietary and environmental sensitivities.**
 - If serving food, are all options clearly labeled?
 - Is there signage declaring a 'Scent Free Zone'?

- **Implementation: Consider how you will accommodate onsite.**
 - Is someone designated to be in charge of accessibility arrangements onsite?
 - Is this person trained in First Aid and/or has worked with patrons of different needs before?
 - Will this person be available for the duration of the event?

- **Awareness: Consider how you will communicate your accessibility plan.**
 - Is your accessibility plan communicated somewhere in your marketing materials?
 - Are the limits of your event and venue accessibility communicated in your marketing materials?

CONSENT CULTURE & SAFE SPACES

If you're planning on serving alcohol, operating later into the evening or simply having an event where attendees will be interacting in an unregulated manner, the current cultural climate appreciates having guidelines in place to create Safe Spaces and foster environments of consent.

A few simple considerations:

- Are your venue staff trained to handle sensitive incidents?
- Is there signage communicating how attendees can safely communicate if they are in an uncomfortable position?
- Is there a barrier free washroom available?

Good Night Out Vancouver has created a series of Bystander Intervention Graphics that you are welcome to print and use if you feel they would support your event.

Resource: Bystander Intervention Graphic: bit.ly/BystanderInterventionGraphics

SANITATION

Depending on the nature and size of your event and venue, you may need to provide sanitation logistics yourself. Being diligent in the early stages of sanitation planning can save time, money and your reputation.

SANITATION

If your event requires you to provide additional sanitation needs, making a concrete plan for acquiring rentals is the first step.

This helpful document, bit.ly/SanitationGuidelines from the Government of British Columbia provide information to help you calculate the following:

- Necessary handwashing stations
- Risk assessment
- Sanitation and overnight camping events
- Toilet facilities required per number of attendees

Should you need to rent sanitation facilities, these companies can provide you with everything you need:

PORTABLE TOILETS

Andex (Nelson)	250-352-6291	sales@andexrentals.com
BVRentals (Nelson)	250-364-5661	www.bvrentals.ca

HANDWASHING RENTALS

Interior Portable (Kelowna)	1-888-410-5646	www.interiorportablerentals.com
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PORTABLE SHOWER RENTALS

Sunrise Washroom Rental (Interior BC)	604-857-1166	www.sunrisewashroomrentals.com
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WASTE MANAGEMENT

Making your event as eco-friendly as possible is not only a great benefit to the planet but to your reputation and bottom line as well.

DUMPSTER & CAN RENTALS

The following services provide dumpster and garbage can rentals as well as pickup and disposal.

Big Red Box	www.bigredboxdumpsterrentals.com	n/a	888-470-4609
Husky Hauling	n/a	n/a	250-354-7707
Alpine Bin Rental	www.alpinegroup.ca	alpine@alpinegroup.ca	250-367-0099
Kootenay Waste Services	www.kootenaywaste.com	kootenaywasteservices.ltd@gmail.com	250-354-7707

WASTE PICKUP AND DISPOSAL

The following services provide waste pickup and disposal without a bin rental.

Waste Management Canada	www.wmcanada.com	1-877-784-7336
Doug's Disposal	bit.ly/DougDisposal	250-359-7630

GREEN PLANNING

Aiming to make your event produce as little waste as possible and handling that waste in the most efficient way requires just a little extra planning and produces a big payoff.

Aside from the bins, bags and logistics of your waste management plan, consider the following:

- Educating your volunteers, staff and vendors on the Green aims of the event
- Educating attendees beforehand on the Green aims of the event through your marketing efforts
- Setting measurable Green Goals (e.g. having enough waste stations, reducing by 10% annually)
- Designating a specific Green Team to help pick up garbage, educate on proper disposal and educate attendees on waste locations
- Providing cigarette ash stations to reduce toxic cigarette butt littering
- Developing a green mission statement and include it in your marketing materials and post it around the venue
- Encouraging your vendors to use biodegradable cups, plates and cutlery
- Create clear signage and receptacles to separate recyclables, returnable and garbage

In your wrap up reporting, it can be interesting to note your Waste Diversion Rate, so you have a benchmark to assess future progress. This is found by dividing the total weight (or bags) of all recycling by the total weight (or bags) of garbage.

POWER AND ELECTRICITY

If your venue doesn't provide adequate power for your lighting, sound or food service needs you may need to access supplementary power through generators. If you are supplementing power, ensure you communicate this to your insurance provider as there may be additional coverage needed to compensate for fire risk. If your event is happening on City Property, you may be able to access city power through your Special Event Permit.

The provided power in each Nelson venue is available in our Venue Handbook here. Call FortisBC to get essential information about safely supporting your event site with supplementary power.

Call Fortis BC for questions about safely supplementing power: 250-304-1440

GENERATOR RENTALS

Andex Rentals	www.andexrentals.com	sales@andexrentals.com	250-352-6291
Kootenay Industrial	www.kootenayindustrial.ca	kisltdw@shaw.ca	250-352-5301
Trowlex Rentals	www.trowlex.com	info@trowlex.ca	250-365-3315

TRANSPORTATION & TRAFFIC

With the mountainous and expansive nature of our region, transportation for both attendees and performers can be a logistical challenge. Creating a tiered transportation strategy in advance of your event provides you and your team and participants with peace of mind and reduces barriers to attending. As you develop your transportation plan, consider the following:

- Can you provide simple public transit instructions for getting to and from your event?
- Will providing a shuttle service help to increase ticket sales and reduce liability?
- Is it possible to find a sponsor to assist with transportation costs?
- Can you reach out to Taxi services to make arrangements?
- Can you provide carpooling or zero emission incentives?
- Have you considered the “no-fly” risk of Castlegar airport for travelling talent and presenters?
- Do you have a contingency plan in place should any of your transportation plans fall through?

TRANSPORTATION SERVICES

Queen City Charters	www.kootenayshuttle.com	info@kootenayshuttle.com	250-352-9829
Mountain Shuttle	www.mountainshuttle.com	Phone Preferred	250-362-0080
Glacier Cabs	www.glaciercabs.ca	glacier_cabs@telus.net	250-354-1111
Kootenay Gateway	www.kootenaygateway.com	natasha@kootenaygateway.com	250-362-0080

HIGHWAYS & TRAFFIC

If the traffic for your event will impact a highway, or if your event is on a highway (e.g. a parade, race, etc.) you must apply by submitting the following to the Province of British Columbia:

- Highway Use Application Form
- Certificate of Insurance
- Route map(s)
- Traffic management plan

The forms necessary to complete this process can be found here: bit.ly/EventsOnBCHighways

PARKING & TRAFFIC CONTROL

As you're making your site and staffing plans, consider the following;

- Are you relying on street parking? If so, do you need to provide signage on no-park zones to avoid irritating neighbors?
- Will you need to provide any extra lighting to make your parking area safe?

- Estimate that many attendees will arrive in a one person, one car ratio. Track this number against your capacity to see if you have enough space for all your vehicles
- Do you have specific volunteers ready and trained on how to direct cars to park so anyone can exit at any time??

EVENT RENTALS

FENCING RENTALS

If you find yourself needing to secure fencing for your event, Andex Rentals provides multiple rental options.

Andex Rentals	250 352 6291	sales@andexrentals.com
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TENTS & STRUCTURE RENTALS

When renting structures for your guests, here are some general sizing and capacity guidelines to help you start assessing your needs.

- A 20' x 40' tent could accommodate 100 seated theater style (rows of chairs with an aisle up the middle) or 64 seated at round tables of 8.
- A 30' x 60' tent could accommodate 225 seated theater style, 144 seated at round tables of 8, or 180 seated cafeteria style (rows of 8' banquet tables).
- A 30' x 60' tent could accommodate 225 seated theater style, 144 seated at round tables of 8, or 180 seated cafeteria style (rows of 8' banquet tables).
- A 40' x 60' tent could accommodate 120 seated at round tables of 8 with a buffet, bar, large service table and dance floor

TENT RENTAL

Mountain Tent (Nelson)	www.kootenaymountaintent.com	mountaintent@hotmail.com	403-393-1293
Headphone Entertainment (Nelson)	headphone-entertainment.business.site	Phone Preferred	250-777-1645
BV Rentals (Trail)	www.bvrentals.ca	equipment@bvrentals.ca	250-364-5661

SOUND & LIGHTING

Hairy Production (Nelson)	www.hairyproductions.com	hairyproductions@shaw.ca	250-825-9984 250-354-8207
Humble Flytrap (Nelson)	www.facebook.com/humbleflytrap	dallascara@me.com	Phone Preferred

FLORAL & DÉCOR

Bella Flora (Nelson)	www.bellaflorastudio.com	250-352-5592	bellaflorastudio@gmail.com
Nelson Florists (Nelson)	www.nelsonsflorist.com	778-463-0088	Phone Preferred
Wink Wink Events (Nelson)	www.winkwinkevents.com	206-743-4616	info@winkwinkevents.com

CATERING

Providing delicious culinary options for your attendees helps to put them at ease, gives them even more to rave about and helps your event become a rich and memorable experience. As you peruse the local options for catering, consider:

- How important is the food served to the success of your event? This will help you decide where to rank catering in your overall event budget.
- Asking for tastings, so you can be sure what to expect when your caterers arrive.
- Inquiring about the caterers' cancellation policy. Unexpected occurrences happen and you must project for cancellation costs.
- Inquiring about staffing. Does the pricing you're being quoted include service staff or do you need to provide your own?
- Ensuring you get the agreement in writing so you and your caterer can be clear if expectations are not met.

Alligator Pie Catering	www.apcatering.ca	250-352- 6115	alligatorpie@telus.net
Kootenay Catering	www.kootenaycatering.ca	250-304-9524	wanita@kootenaycatering.ca
Hume Hotel	www.humehotel.com	250-352-5331	info@humehotel.com
Rel-ish	rel-ish.com	250-352-523	Phone preferred
Yum Son	www.yumson.ca	778-463-2234	jake@blacksheepgroup.ca
Cantina del Centro	www.cantinadelcentro.ca	250-352-3737	jake@blacksheepgroup.ca
Cake Betty	cakebetty.ca	250-352-0884	Phone preferred

Starbird Bakehouse	www.starbirdbakehouse.com	250-551-4681	starbirdbakehouse@yahoo.com
Backroads Brewing	www.backroadsbrewing.com	778-463-3361	info@backroadsbrewing.com
Jacksons Hole	www.jacksonsgrill.ca	250-354-1919	info@jacksonsgrill.ca

Find more: bit.ly/NKLTcaterers

VOLUNTEERS

Acquiring a strong team of volunteers not only lightens the workload for your event, it creates a strong community of folks who are likely to become your most passionate supporters.

There are a variety of volunteer scheduling software options available for managing larger teams but using simple schedule in a spreadsheet and a Google Form for applications is sufficient for smaller teams. When recruiting and managing volunteers, here are some best practices to follow:

- **Get Commitment Early**
 - Open applications or hand pick your volunteers well in advance of your event so your volunteers can clear their schedules and you can adequately assess your volunteer needs.
- **Communicate Clearly**
 - Plan a sequence of emails that will span the time before your event that update your volunteers to important details like role, shift schedule and remind them a week before your event of their commitment and any pertinent changes.
- **Consider Requiring a Deposit**
 - Especially if you're hosting a multi-day or higher priced event, taking a deposit for the price or part of the price of your ticket can provide incentive for your volunteers to show up for all the shifts.
- **Set Clear Expectations**
 - Let your volunteers clearly know the length of shifts and the responsibility within each role. If you have specific expectations for volunteers like not spending time on their phone, greeting each attendee or checking ID, ensure you communicate these clearly and consider posting them for reference.
- **Support Your Volunteers**
 - Don't be afraid to be redundant in your training and communications, always letting your volunteers know where to find support and information.
- **Keep Your Volunteers**
 - Gratitude goes a long way when people are volunteering their time. Feeling appreciated can help bring your volunteers back year and after year and create a strong network of enthusiastic supporters.

TICKETING

Providing both physical and digital tickets available to your attendees has become the industry standard in event sales.

PHYSICAL TICKETING

Many of the region's venues will provide ticket sale service if you are hosting your event with them. In addition to these venues, it's common practice to approach a local business and ask them to provide in-kind sponsorship in regard to your ticket sales; the business selling tickets to your event for inclusion in your marketing material.

DIGITAL TICKETING

When choosing a digital ticket provider for your event, there are a number of factors to consider beyond the fee structure. What kind of built in analytic tools does the service provide? Is their ticketing page easy to navigate? Does the platform integrate smoothly into social media? Check online reviews to see the general consensus from others using the platform.

Below are the top three online ticketing platforms recommended by Nelson's event professionals

Platform	Website	Fees	Notes
Eventbrite	www.eventbrite.com	Fees from 2% + 0.79 - 3.5 + \$1.59 per item	Free use for free tickets
Tickit	www.tickit.ca	Fees from \$0.25 + 2.0% - \$0.50 + 2.5% per item	Free use for free tickets
Showpass	www.showpass.com	Fees start at \$1 + \$0.59 per item	Can sell tickets directly through Facebook
Ticketmaster	www.ticketmaster.ca	Tiered fees and service rates	Longest standing ticketing platform

MARKETING 101

If your event is dependent on ticket sales to be a success, you'll want to have a succinct marketing plan in place. Including some of the following marketing mix can help get the word out and most importantly, get your tickets sold! While devising your marketing plan, consider your target audience and the digital and physical spaces they frequent most often.

PRINT & POSTERS

Getting your posters and handbills (small flyers) out in the hustle and bustle of daily life is a fantastic way to get the word out and remind potential attendees of how great your event will be. This medium is especially effective when paired with Digital and Radio advertising. Remember, the general rule of thumb that people need to see something 7 times before taking action. It's nearly impossible to over promote!

PRINT RESOURCES

Hall Printing	250-352-6900	www.hallprinting.ca	nelson@hallprinting.ca
Canva (drag & drop graphic design)	n/a	www.canva.com	n/a
SpeedPro Signs	250-352-1640	www.speedprocanada.com/nelson/home	info@speedprosigns.com

DIGITAL

Platforms like Facebook, Instagram and community websites have made it easier than ever to promote your event directly to the specific people that will be interested. Here are some digital marketing actions to consider:

- Post your event on www.nelsonkootenaylake.com/calendar and consider buying a small paid ad to be able to have your poster live on the site
- Create a Facebook event and get all parties involved to invite their communities. Include your ticketing link in your event for easy sales.
- Post in local Facebook groups that have shared interest, and ask your friends and collaborators to share often
- Allocate a portion of your budget for Facebook and Instagram advertising

RADIO

We're fortunate to have three local radio stations that support local events with airtime. Reach out to these stations with a clear objective. Are you looking for an interview, or simply a mention? Are you interested in

buying an advertisement that will run multiple times throughout the day? Having your media release in hand will help the station understand exactly what you're offering and why their listeners will care!

Kootenay Co-Op Radio	250-352 3706 250-352 9600	www.kootenaycoopradio.com	info@kootenaycoopradio.com
Juice FM	250-352-1902	www.mynelsonnow.com/juice-fm	mjohnstone@vistaradio.ca
EZRock	250-352-1902	www.iheartradio.ca/ez-rock/ez-rock-nelson	General on site

MEDIA COVERAGE

GETTING PRESS COVERAGE

Getting featured in the press in the local and surrounding media outlets is a fantastic way to promote your event and have your event recorded as part of our local history.

WRITING YOUR MEDIA RELEASE

There are a few key factors that are essential for inclusion in any professional media release:

- **Contact Info, Date & Location**
 - Include the name, position, phone number and email of the media point person for your release. Also include the date, and the location of release (e.g. Nelson British Columbia)
- **For Immediate Release**
 - This helps the journalist understand that you want your news to go public as soon as possible
- **Headline & Sub Headline**
 - Think of the headlines you see in the newspaper when crafting your headline. How can you make the announcement of your event as catchy and story worthy as possible? What's the sub-headline that gives a little more enticing information?
- **Essentials**
 - This next section details the Who, What, Where, When & Why. Keep this section simple highlighting only the essential elements of your announcement.
- **Summarize**
 - How can you distill the most exciting aspects of your event into 3-4 sentences?
- **Body**
 - Here is where you'll deliver additional details. The first paragraph will succinctly describe what is about to happen with your event and the second paragraph will provide other details of note. This is not a place for opinions, just ready to publish facts.

SENDING YOUR MEDIA RELEASE

In your emails to the various outlets you'll send your release to, you'll want to:

- Address the journalist by name if possible
- Make mention of a previous article you read of theirs, or previous coverage they've provided you
- Mention you have attached or linked the announcement in this email
- Ask for coverage

Find a comprehensive list of local, provincial and other relevant media here: bit.ly/NKILTMediaList2019

FUNDING & SPONSORSHIP

We're fortunate in British Columbia to have a strong grant and funding program that is accessible to those looking to produce events in various disciplines. Below is a list of the granting bodies both based locally and provincially. Connecting with the Nelson District Arts Council can be a great resource.

Nelson & District Arts Council	Offers small member grants up to \$200 (helpful to cover one off event insurance)	www.ndac.ca
Arts BC	Granting body that provides consulting and funding for artists and events	artsbc.org
Columbia Basin Trust	Provide various grants for community initiatives and events	www.ourtrust.org/grants-and-programs-directory
Creative BC	Rolling grants for events and creative projects	www.creativebc.com
BCTC	Non-profit serving artist and event producers	bctouring.org

SPONSORSHIP

Many local businesses are excited to sponsor local events with financial or in-kind donations. When you're approaching business owners to engage in sponsorship with you, come prepared with the following:

- What is unique about your event?
- What can you offer that is valuable to potential sponsors?
- What matches your audience with the demographic that this particular business serves?
- Hard data. How many tickets will you be selling? How many impressions will your advertising campaigns receive? How many places will the sponsors logo be seen because of their relationship with your event?

Be clear in your request and prepared to negotiate down from your ideal exchange.

CONCLUSION

Creative, safe and enjoyable events are an integral part of Nelson's creative framework, enthralling both visitors and locals alike. Undertaking the planning and production of event is no small feat, and we commend you for it! Plan thoroughly, give yourself extra time and reach out to other events professionals for information and support. Thank you for contributing to Nelson's events community.

This manual is available on line at www.nelsonkootenaylake.com/events/conferences. If you would like to add any information to this manual please contact us at info@nelsonkootenaylake.com.