

## CHAMPION OR CHAIR

### OVERALL MANAGEMENT OF EVENT

The overall management of the festival or event usually takes form in a Champion or Chair. This person oversees all aspects of planning, organizing, funding, operations on the day and final evaluation.

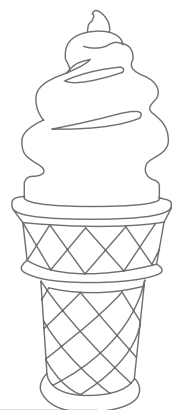
He or she will work with and lead the rest of the committee members and coordinators to ensure that gaps are identified, errors are corrected and all aspects of the event are being considered. The Champion/Chair is often someone who has conceived the idea or has the time and resources to bring the idea to life.

Selecting the Champion or Chair to oversee the process of planning and executing a festival and event is extremely important. This person must be able to provide direction and support to the rest of the committee.

### A CHAMPION/CHAIR IDEALLY SHOULD:

- be a good leader
- have the ability to develop a strong, trusting relationship with the team and the community
- be clear on the goals and objectives of the festival/event
- possess the ability to manage the legal, governing and regulatory requirements of the festival/event
- have the experience and ability to delegate necessary responsibilities to the team
- have strong planning and organizational skills
- have the ability to allocate resources in an effective manner
- have leadership experience including the ability to inspire communication, creativity and dedication to the festival/event

As the festival/event grows and develops, the organization may be in the position to hire a Festival/Event Director. In start up and smaller festivals and events the Chair takes on the role and responsibility of the Director.



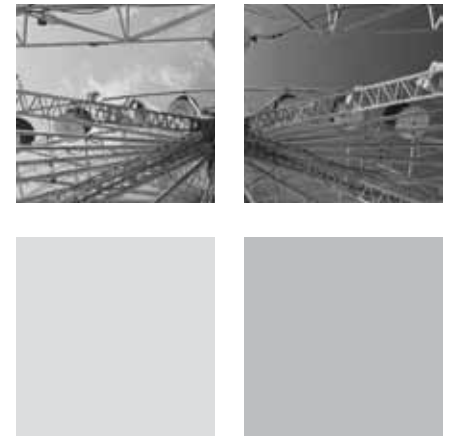
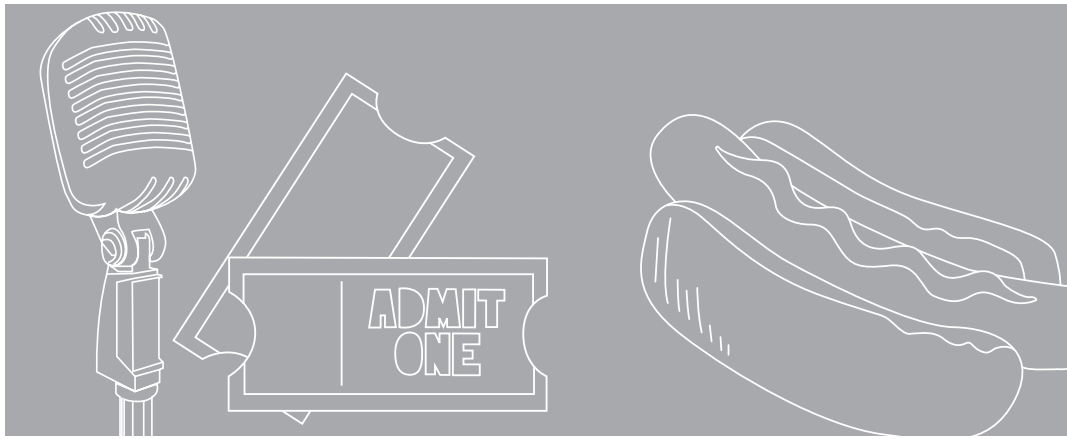


## RESPONSIBILITIES

- **Planning and Organization:** Comprises the ability to guide in the selection of committee members and coordinators and volunteer needs; helps establish the program and activities; assists in the development of the site and venue selection; develops an assessment of resources and where they may be obtained; contributes to the development of the sponsorship and media packages and incorporates this information into a schedule.
- **Chairing Meetings:** One of the most important day-to-day functions of the Champion/Chair is to schedule, chair and document all meetings. This includes finding meeting space that is agreeable for the committee members, communicating date and time, setting the agenda, keeping the meeting on task and ensuring meeting minutes are taken and sent out to all committee members in a timely fashion.
- **Resource Allocation:** Helps the committee coordinators assign funds, human resources, equipment and materials throughout the different areas. Monitors budget expenditures and revenue flow.
- **Assistance to all Areas:** While some areas may need more help than others, it is important that the Chair understands the process that every area is going through, at what point in that process they are at and when and what, if any, needs must be met. This can be attained by having all of the committee coordinators present an update at each committee meeting. This will also help other committee members understand how everything ties together and perhaps highlight any areas that they might have overlooked.
- **Evaluation process:** provides tools to help assess success from an organizational standpoint, to the management and stability of the festival/event.

*PART ONE CONTAINS STEP BY STEP INFORMATION ON HOW TO BEGIN ORGANIZING YOUR TEAM, DEVELOPING YOUR EVENT'S THEME, ASSIGNING DUTIES, ETC., AND SHOULD BE REFERRED TO THROUGHOUT THE PLANNING PROCESS.*





## CHAMPION/CHAIR'S PRE-FESTIVAL/EVENT CHECKLIST

- Who is the spokesperson for the organization? Are there other committee members that will speak on behalf of the festival/event or about their role in the festival/event? For example, the Champion/Chair may be the go to person for information regarding programming and personnel, whereas the Media or Sponsorship Coordinator may provide greetings and thank the sponsors and all participants of the festival/event.
- Are preparations ready for the press conference? Are the venues, equipment, program information, press kits, catering and host organized for the festival/event? Have all media and guests been informed and RSVPs confirmed?
- Are preparations in place for the VIP reception?
  - Place & time
  - Host
  - Catering
  - Sponsor signage
  - Promotional materials
  - Video
  - Equipment
  - Volunteers
- Has a contact list for all festival/event committee coordinators and essential services people been produced?
- Are the committee and committee coordinators clear on who is in charge of each venue and what the protocol and procedures are for any production or emergency issues?
- Are the festival/event insurance documents in place for overall liability of the site, performers, transportation, the public and vendors?
- Have arrangements been made with the financial manager regarding the handling of box office revenues, cash floats, bank deposits and reconciliation?
- Have you scheduled the pre-festival/event final meetings for all staff to review the festival/event schedule and any last minute adjustments?
- Have you developed a process for collecting qualitative and quantitative data for measuring the success of the festival/event including what information you want to collect, who will do the collecting, how it will be collected, when it will be collected and how it will be reported?
- Have you set a wrap meeting and created a final template for a report document for the coordinators to complete post-festival/event?



## USEFUL RESOURCES

### Roles and Responsibilities

- I. Alberta Culture and Community Spirit – Voluntary Sector Services Board Development Program, <http://culture.alberta.ca/voluntarysector/default.aspx>;
- II. Darryl Scotti, How To Choose A Great Producer, [www.corporateeventchannel.com/how\\_to\\_choose\\_a\\_great\\_event\\_prod.htm](http://www.corporateeventchannel.com/how_to_choose_a_great_event_prod.htm)
- III. Free Management Library, <http://www.managementhelp.org/boards/boards.htm#anchor579041>
- IV. Alberta Culture and Community Spirit – Grants and Foundations, <http://culture.alberta.ca/grantprograms/default.aspx>
- V. Heritage Canada, Building Communities Through Arts and Heritage, [www.pch.gc.comunities](http://www.pch.gc.comunities)
- VI. Free Management Library, [http://www.managementhelp.org/search/management\\_help\\_search.html?zoom\\_query=fundraising](http://www.managementhelp.org/search/management_help_search.html?zoom_query=fundraising)
- VII. Tourism Network North East Festival & Events, <http://www.tourismnortheast.co.uk/pages/information-sheets/planning-your-finances/sponsorship>
- VIII. Volunteer Alberta, [http://www.volunteeralberta.ab.ca/uploaded\\_files/documents/50\\_ts\\_findingsponsors.pdf](http://www.volunteeralberta.ab.ca/uploaded_files/documents/50_ts_findingsponsors.pdf)
- IX. Performer contracts, Mid Hudson Library System, <http://midhudson.org/program/PerformersContracts.htm>; MatchBook Org, <http://www.matchbook.org/SampleContract.doc>
- X. Alberta Health Services Board, [www.albertahealthservices.ca](http://www.albertahealthservices.ca)
- XI. <http://www.musicdirectorycanada.com/pdf/soundlighting.pdf>
- XII. The Gantt Chart, You Tube, [http://ca.youtube.com/watch?v=CW\\_wGSFavTc](http://ca.youtube.com/watch?v=CW_wGSFavTc)

