



SELF-ASSESSMENT CHECKLIST

Are you ready to host an event?

“Ask First – Bid/Plan Second” is a mantra to consider before diving into hosting an event. Below are some areas to consider or questions to ask to help lay the groundwork before planning your first-class event.

- Is this event a good fit for your community and does it align with your community’s strategic vision?**
 - What are the benefits to the community? How will you inspire your community to engage?
 - Will you have support from your local government?
 - Do you have support from your [local MLA](#) or MP/national organization (if applicable)?
 - What resources/amenities are available in your community that can showcase your event/community and set it apart from others (i.e. spectacular scenery, cultural attractions, film/TV industry, reputation as a tourist destination)? This may help you secure a bid and/or attract visitors/participants.
 - Are there opportunities to collaborate with other organizations or events that are established in your community? (i.e. does your sport event have an arts/cultural component?) Is there an arts council?
 - Have you considered the social/cultural (i.e. education, health, visitor satisfaction), economic (i.e. benefits to locals and other stakeholders) and environmental (i.e. balance between natural and built facilities, minimal resource degradation, protection of ecosystem) goals?
 - Ask your [local tourism office](#) how your event aligns with community initiatives?

- Why are you doing this and what is the level of commitment required to organize the event?**
 - Is there a need in the community? Do you want to develop a sport? Have an annual festival to engage your community?
 - How much time, energy and expertise is required to bid on/organize the event? Do you have the time to make this personal commitment?
 - Can you make this commitment and/or bring in key people to help?
 - What is the level of commitment required from your sport/arts community (locally and provincially – and nationally if applicable)?
 - Do you want to expand volunteer development in your community?
 - If you are planning an annual event, can it be sustained for the long term? Are you willing to commit at least three years in a leadership position to establish the event in the community?



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- Have you identified team leaders and champions in your community?**
 - Who are your key community influencers or decision makers who ultimately can help contribute to the success of the event?
 - Will your leadership team encourage the community to follow your vision?
 - Is your community a good host? Does your community support an event culture?
 - Assess support from local government or your [Chamber of Commerce](#).
 - Talk to your [local tourism office](#) (if available) to see how they can support you.
 - Seek out people with the skill sets that you need to be successful (i.e. marketing, financial or volunteer management). Talk to them about your idea and gauge their interest in being involved.

- Have you checked for any scheduling conflicts?**
 - Are there any other events happening that could potentially compete for spectators/hotel rooms/rental cars/participants/volunteers? Check your community calendar (if there is one available) or consult with local stakeholders (if a calendar is not available).
 - Are there any other groups hosting a similar event? If so, when and where?
 - Are there opportunities to leverage other events or community resources to help your event or bid and/or encourage visitors to stay longer, spend more (i.e. packaging sport event with music festival)?

- Are there any downsides to hosting this event?**
 - Is the event displacing existing sport, art or cultural programming or community users? If so, contact your local minor sport association, community recreation facility, club or arts community.
 - Is there potential for opposition to your event (i.e. traffic impacts on residents/businesses, noise or other environmental impact, type of event, hosting fatigue). If so, can these risks be mitigated?
 - Can the community handle the influx of individuals or will it overwhelm the community?
 - Are there any legal considerations that need to be explored before moving forward?
 - Do you have a developed or potential audience for the event?



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- Do you have the volunteer base to host this event?**
 - Is there a sufficient volunteer base to support the event?
 - Do you have a clearly defined vision for your event? Is it compelling enough for volunteers?
 - Where will you find your volunteers? Possible sources might include local sports or arts organizations, service or social clubs.
 - Could you use [Volunteer BC](#) to augment your volunteer force?
 - Is your community suffering from volunteer “burnout”?
 - What expertise or experience is required (i.e. marketing/media, legal, business, sport/art technical)?

- Do you have the facilities necessary to host?**
 - Does your community have the [facilities](#) and equipment you require to run your event?
 - Are you aware of the technical requirements needed to run your event? Talk to your local arts groups/local sports organizations/[provincial sport organizations](#) to get specifics of what you will need.
 - Will the facilities/equipment be available at the time of your event?

- Have you checked the operational requirements for your event?**
 - Accommodation – do you have enough hotel rooms in your community? Are they accessible for people with a disability (if necessary)?
 - Transportation – do you need rental cars or other modes of transportation? Are there enough in the community to cover your needs? Are they accessible for people with a disability (if necessary)?

- What are the financial considerations to hosting this event?**
 - Where is the funding coming from? Do you have the resources to contact sponsors and businesses to sponsor your event?
 - Do you have a good understanding of a realistic budget for the event?
 - Who would be accountable for covering an event deficit?
 - Are there community grants available? Check with your local government and [local tourism agency](#).
 - Are there national or [provincial grants](#) available?
 - Have you given thought to a risk assessment?
 - Are you able to cover the cost of the initial legal considerations (i.e. legal reviews of contract with performers and service providers)?



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- Transfer of Knowledge**
- Has a similar event been held in another community in the province?
 - If yes, try to connect with these organizers to find out lessons learned and build from their experience.

Note when accessing non-B.C. Government resources found in this toolkit: *These websites are managed by other organizations and are not affiliated with or endorsed by the Province of BC.*