

Event Planning

Decisions About the Event	Event Details
Name of event – what	Game On: E-Sports Party
Date of event	TBA
Time of event	12pm-late
Location of event Venue bookings required?	Carriageworks - BAY 19, 20, TRACK 2, 8 (Individual areas/ rooms)
Target audience – who does the event target <i>Who is this promotion targeted at?</i>	<ul style="list-style-type: none"> • Spectator gamers, VICE audience, creative youth
Objectives – why What are we hoping to achieve e.g. new members? New sponsors?	<ul style="list-style-type: none"> • Incorporate world of gaming with other creative industries/ people
Description of event – what type of event e.g. Come and Try Day	VICE/UEL Game Night
Event planning – specific tasks	Basics
Sponsors <ul style="list-style-type: none"> • Proposed sponsors based on already established connections with previous events and possible future contacts 	<ul style="list-style-type: none"> • VICE • UEL • Telstra • IAG • PWC • Alienware • Plantronics • GradConnect • Wise Tech Global • Redbull
Event planning – specific tasks	Basics
Promotion <ul style="list-style-type: none"> • Promotion will be predominantly run through social media platforms of VICE, UEL and certain sponsors • Each featured artist will also advertise to their followings using whatever forum they deem suitable • We have also created a flier that can be used digitally and physically and will be distributed • Local interviews with gaming participants will be conducted on local platforms such as radio, local newspapers e.g. Inner West Courier 	<ul style="list-style-type: none"> • Facebook Event • Twitter Account • Instagram • Announcement/Promotion by collaborators • Fliers around cafes/restaurants/universities • Community radio announcements

<p>Catering</p> <ul style="list-style-type: none"> • All food trucks will be assembled outside the venue in the street with a blocked off eating area • Beverages truck as well as inside bar • ATM on-site if certain trucks are cash only 	<p>3-4 food trucks e.g:</p> <ul style="list-style-type: none"> • OG Dogs Food Truck • Inbocca • Yum Thai Juice Bar • The Fancy Banger • Mister Gee Burger Truck - Just need to supply electricity • Serve alcohol/drinks from our own bar w/ RSA servers
<p>Each room with collaborative artists</p> <ul style="list-style-type: none"> • Visual artist and musician(s) booked • Equipment supplied/sourced • Additional props needed (?) • Prep time or live (do visual artists need a blank canvas, technical equipment etc.) 	<p>Proposed independent record labels/management:</p> <ul style="list-style-type: none"> • Strange Yonder • Paradise Daily Records • I Oh You • Future Classic <p>Proposed visual artist:</p> <ul style="list-style-type: none"> • Jonathon Bolitho (media artist) • Lotte Smith (live artist) • Carriageworks residency artists
<p>Raffles / Fundraisers</p> <ul style="list-style-type: none"> • A raffle will be drawn as a complimentary bonus for event-goers • Their tickets will have individual numbers which will be counted towards a raffle drawn at the end of the games 	<ul style="list-style-type: none"> • Donated items from sponsors e.g: gaming gear, vouchers, tickets for events
<p>Prizes</p> <ul style="list-style-type: none"> • Certificates will be mailed after the date • Cheques will be handed out in a brief ceremony after the game before the night events 	<ul style="list-style-type: none"> • Cheques pre-organised with relevant sponsor signage included • Certificates