

Organising an educational event – Planning Sheet

Museum	<i>An Example</i>	Event Title	<i>Shipshape</i>
			Action & person responsible
Who?	Target Audience	<i>Families</i>	
What?	Idea	<i>Arts workshops and demonstrations of nautical skills</i>	
	Theme	<i>Ships and the sea</i>	
	Link to national event Theme of national event	<i>Museum & Galleries Month – Travel and the art of travelling & 'Sea Britain'</i>	<i>Claire to contact for posters, etc.</i>
Why?	Aim of the event	<i>To increase family participation within the museum</i>	<i>Sam to keep records of numbers for final evaluation</i>
Who?	Partners/ other organisations	<i>Local Sailing Club</i>	<i>Claire to contact</i>
When?	Date(s)	<i>Sat 13th and Sun 14th May</i>	<i>Sam to check no clash with other local events</i>
	Time(s)	<i>Art workshops 2-4pm daily.</i>	
		<i>Ship 'skills' demonstrations 1pm and 4pm.</i>	
Requirements	Staff	<i>Additional guides required</i>	<i>Sam to do rota and organise</i>
	Volunteers	<i>Help required at workshops and with demonstrations</i>	<i>Claire to put out request for help memo</i>
	Materials	<i>Arts and crafts for workshop</i>	<i>Arts Worker will source</i>
		<i>Rope and twine for demonstrations</i>	<i>Sailing Club to donate</i>
	Resources	<i>Arts worker, 'knots' resource box</i>	<i>Sam to source arts worker and write brief</i>
	Equipment	<i>6 Tables, 30 plastic chairs</i>	<i>Pete to organise</i>
	Parking	<i>Car park</i>	<i>Pete to marshal car park on day of event</i>
	Lunch space/facilities	<i>Café will be used</i>	<i>Claire to arrange meeting with Doreen to organise</i>
Any additional room/facilities	<i>Meeting room will be used for art workshop</i>	<i>Pete to empty and fix dripping tap</i>	
Where?	Situation of event	<i>Workshop in meeting room</i>	
		<i>Presentation beside fishing exhibit in Gallery Two</i>	<i>Pete to make room for presenters put out seating.</i>
			<i>Cushions to be put on floor for children</i>

Cost	Museum	Staff	<i>2 additional staff for museum, 1 for café</i>	<i>£90</i>
		Facilitators	<i>Arts worker – 6 hrs (including prep)</i>	
		Equipment	<i>No cost</i>	<i>£120</i>
		Materials	<i>Arts and craft materials</i>	
		Resources	<i>No additional</i>	<i>£60 (estimate)</i>
		Marketing	<i>Flyers, Advert in local press</i>	<i>£200</i>
		In-kind support	<i>Volunteers support, donation of materials from sailing club</i>	
	Total estimated cost of event		<i>£470 - £40 (from workshops) = £430</i>	<i>Sam to source possible local sponsor for event</i>
	Estimated Cost to participants		<i>Normal entry price to museum, additional £1 per person for art workshop</i>	<i>Money from workshops will go towards material costs, estimated at £40 (approx 20 per workshop)</i>
Refreshment			<i>Café be open</i>	<i>Doreen to ensure café is suitably stocked</i>
Funding			<i>£100 donation from local trust</i>	<i>Sam to source sponsor for remainder</i>
Marketing	Method/Action		Timescale	Person Responsible
	<i>Design Flyers and photocopy</i>		<i>6 weeks before</i>	<i>Jane</i>
	<i>Distribute around town</i>		<i>4 weeks before</i>	<i>Volunteers – Claire to organise</i>
	<i>Contact local radio ‘what’s on’</i>		<i>2 weeks before</i>	<i>Jane</i>
	<i>Press release to local paper</i>		<i>1 week before</i>	<i>Jane</i>
<i>Etc.</i>				
Evaluation	Method/Action		Timescale	Person Responsible
	<i>Questionnaire to be written using ILFA outcomes</i>		<i>1 week before</i>	<i>Jane and Claire to compose</i>
	<i>Questionnaire to be completed after workshop</i>		<i>On day</i>	<i>Sam to ensure completion</i>
	<i>Record of new visitors/repeat visitors to be recorded</i>		<i>On day</i>	<i>Front of house staff will ask when visitor is purchasing ticket</i>
	<i>Visitor book for comments</i>		<i>On day</i>	<i>Sam to gather info after event and match to GLOs</i>
<i>Etc.</i>				