

COURSE CURRICULUM

CHAPTER 1: INTRODUCTION AND LEARNING OUTCOMES

INTRODUCTION

Organisational skills are among the crucial competences needed to effectively create and manage an event. This particular skill is the foundation of a structured and consistent approach to tasks, where specific and measurable goals are established, realistic deadlines are set, and performance evaluations are conducted both during the execution of the tasks as well as upon their completion.

Upon completion of this module, you will be equipped with the necessary skillset to be able to provide high-quality activities. You will acquire knowledge, skills, attitudes, and values every successful Playmaker should have.

LEARNING OUTCOMES

LEARNING OUTCOMES

You as a Playmaker should acquire effective skills that will help you plan and organise your time, tasks and projects more effectively, to understand other people's plans and needs, as well as understand the plans, mission and vision of your organisation. These competencies and skills include:

- time-management skills
- scheduling skills
- teamwork skills
- resource management skills
- physical organisational skills

Other competencies and skills you should learn include:

- negotiation

- delegation
- decision-making
- communication
- quick thinking and improvisation
- networking
- creativity
- technical and logistical
- strategizing and forward planning.

Why should you as a Playmaker have these competencies in your arsenal of skills?

Organisational skills are important as they are the foundation upon which structure and consistency are built. Good organisational skills reflect in the way responsibilities are met and tasks are executed and completed. Thus, these determine the Playmaker's organisation's efficacy as well as its reputation.

Example:

Organisational skills are essential to the Playmaker. As a sports leader or member of a team, it will be your responsibility to organise:

- The equipment required for the session
- Organise/plan each training session
- Organise the venue for the training session
- Lead your team and your audience
- Take care of any paperwork

Time-management

One of the reasons most people struggle with organising an event is due to poor time-management skills. They do not prioritise tasks, fail to minimise interruptions, execute multiple tasks simultaneously, or start too late in the process. Often, organisation means the difference between exceptional and unimpressive, timely and overdue.

By knowing what to spend time on, and how to manage time, one is more likely to focus on the task at hand, thus being more efficient and productive.

Example:

Time management skills are essential for a good playmaker. You need to allow time to plan your session. Also, your plan needs to include:

- the time the session starts
- the duration of the session
- the duration of each component activity or task.
- Time on task. Make sure participants are active all the time during the session

During the session, you then need to stick to your plan as far as possible, to ensure you cover everything and achieve your aim. You need to know when, what, how and to who you delegate tasks that do not need your direct attention.

Goal achievement

Playmakers must be forward thinkers, thinking ahead to what they want to accomplish both short, as well as long term. Those with good organisational skills would be better strategically positioned to set goals and to achieve them.

Decision-making

Decisions must be congruent with the established goals, while at the same time, fit in the stipulated time frame. To make a good decision, one must have as much information as possible and establish which factors are most important to the decision, evaluate the situation by determining the real issues, and by involving several stakeholders, generate a variety of potential solutions while evaluating their consequences, risks and feasibility. This process calls for adequate organisational skills, without which it could be ineffective or even fail altogether.

Stress

Just like a coin, stress has two sides, positive stress (eustress) and negative stress (distress). Good stress results from a stressful situation which is perceived as an opportunity. This kind of stress boosts motivation and determination. The other side of the coin, the bad stress, should be minimised as much as possible. The fear of failure and the feeling of not being adequately prepared are among the main causes of stress. These can be eliminated by developing organisational skills and understanding how to apply them to organise successful events.

Positivity

To be a good leader, you need to be positive. Leaders need to motivate their teams and a positive approach is the best way to achieve this. Team members feel more comfortable with a leader who is easy to get along with and pleasant to be around. Sense of humour can help keep players interested and focused during sessions. It also helps to ease the tension that can arise from intense sports sessions

Enthusiasm, motivation, humour, confidence.

Being enthusiastic and motivated is contagious. These qualities rub off on sports performers, other leaders, members of the coaching team and spectators. The coach or sports leader often creates the 'spark' that keeps the team members moving and

creative. Motivating performers can be very difficult at times but there are a number of ways sports leaders can help this process. Some of the ways that performers can be motivated are: setting challenging but realistic goals for individuals and the team measuring targets, so that performers know their achievements, and rewarding performers for their hard work in training and competition providing useful feedback at the appropriate times

Self-Confidence

Self-confidence follows from past experiences which had a positive outcome. These positive results reinforce the belief in oneself and in one's abilities. Because organised people feel better about themselves, they often have a positive attitude, and feel more energetic, determined, and enthusiastic about their cause. However, success does not happen by accident. Suitable organisational skills are the key to success.

Use of language

Effective Playmakers are usually confident and this can be seen through the language they use. Language can influence how a participant behaves. Language is a positive tool, and if used well can help: demonstrate respect for participants develop an understanding of what is being set, expand the knowledge of the sport, explain rules and regulations for a sport or organisation, increase self-esteem of others in the group, and show the value of others. The language should be appropriate for the group, as inappropriate language could offend. The level of the language used should also be set at the appropriate level for the group. For example, it should not be too technical for a group of beginners or for a fun session, but neither should it be aimed at a level that the group, team or individual feels that it is too childish. The use of appropriate language can motivate participants to co-operate and keep coming for the sessions.

Appearance

A good standard of appearance will gain you the respect of the group. However, it is essential to wear appropriate clothing for the activity that you are involved in to ensure that you are safe. Wearing baggy clothes or large jewellery that could hinder your movements can be a hazard in some sports. Your appearance as a sports leader is not only dependent on what you are wearing but how you present yourself to your group. For example, you need to show your confidence without being a show-off.

Balance

Organised people are more likely to achieve work-life balance. They develop greater control over what happens around them, and are able to focus and concentrate on the task at hand. Effective organisational skills usually result in better performance, more engagement and loyalty, and higher productivity.

Evaluation and results

As a good Playmaker you should always evaluate your sessions. The evaluation of a session helps to highlight what was successful about the session as well as what was weak. The evaluation should be carried out soon after the session has been completed so that essential information is not lost for the planning of the following session. All

information, whether good or bad, should be used to help the success of the next session.

Introduction

Following the completion of this module, you should be able to:

- exhibit personal and professional ethical responsibility and integrity required by every Playmaker,
- demonstrate advanced intrapersonal and interpersonal skills, qualities and responsibilities that are required when organising successful activities,
- acquire leadership qualities associated with successful sports leadership with which you can induce change within their respective community,
- blend your expertise, sports techniques and soft skills into leadership and decision-making as you plan, lead or assist other Playmakers during sports events, and
- review your planning and leadership of sports events.

CHAPTER 2: STRUCTURED CONTENT

THE FIVE STAGES OF ORGANIZING- INTRODUCTION

Organising a successful event involves coordinating all the aspects throughout the event's lifecycle. This cycle can be split into 5 stages:

- Planning the event, going from an idea to an action plan
- Organising the event, from the action plan to execution
- Promoting the event, by spreading the word (whether it 'is a one-off event or a series of sessions)
- Hosting and organising the event on the day, making sure things run smoothly
- After the event, evaluating the outcomes and the delivery, and following up as necessary.

The above is called a "cycle" because it starts all over again with every event. You use your findings and experience from the last event in the next one.

PLANNING

Planning – The Concept

Planning is all about choices. Prior to organising an event, the following basic questions need to be answered:

- Where?

Where are we now? Assess the current state of affairs. (for example: Young people are not physically active, or Young people coming from different backgrounds are not integrating)

Where are we going? Set SMART goals. (for example: Organising an X number of events to reach an X amount of young people in an X amount of time)

- Why?

Why are we going there? Are there any issues in the community you are targeting that need to be addressed?

Why do these issues need to be addressed by you and not by someone else, such as an enforcement agency or social work organisations?

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How?

How are we going to get there? Prepare a concrete and feasible plan, and think about the logistical aspects of the event.

- What?

What do we need to get there? Anticipate the challenges and risks you might encounter, and assess the resources required (for example: Will the date event clash with any other events? What if the weather will be bad? Do we have enough budget?).

Ensure that the chosen date is appropriate and the equipment and venue you intend to use are available and in good working order. Check the weather forecast. Ascertain that there are enough funds to cover the expenses. Conduct a risk assessment of the facilities you will be using. You might need the services of a competent professional for this (thus, more expenses).

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Who?

Who will do what? Do you have all skills, time and energy to do everything on your own? Probably not. Will you need the support of other people? Probably yes, and a lot. Who will you involve throughout the lifecycle of the project? At what phase? Until what stage?

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When?

When will you start planning? Start planning well in advance and not when the deadline is right around the corner. Involve your team in every stage and keep the communication channels open at all times.

Planning – The Logistics

To organise a successful event, you also need to take into account the logistical aspects of the event:

- Where?

Organising an event at the right place is one key to a successful activity. This is the most important thing when it comes to planning your event. What place will make people say, “Yes, I’ll go for the session?” You want a place that can be conveniently reached.

Depending on the type of the event and target audience, choosing the right venue is vital to your activity’s success. There should be a connection between what you expect to achieve from the event, the venue selected and your target audience’s likeliness to attend the event.

If and when possible, hold your event amid your target audience. For example, if you are organising an event for young people, go where they already are instead of asking them to come to your venue.

- Why?

Define clearly your aim and the purpose of your intervention by assessing the needs and wants of your target audience as well as those of the stakeholders.

You must have a clear purpose as to why you want to organise a particular event. You should find your inspirations from your target audience and stakeholders, by discussing, brainstorming, and weighing their input, and ultimately devising an action plan.

- How?

Reaching your target audience could be the most challenging part. You need to devise an effective communication strategy to transmit your message to your target audience since the turnout at the event will have a direct effect on the delivery, level and intensity of participation.

Assess which channels your target audience uses and comply. For example, does your audience use Facebook more than Instagram? Or would they prefer the word of mouth? Are you conveying your message using their language (words they use in their community/sub-culture) or are you too politically correct, thus minimising the efficacy of your message?

- What?

Set clear goals straight away.

What exactly do you want to accomplish?

What do you want to come out of the event?

What activities will you conduct?

Are you planning a one-off event or a series of sessions?

Are you planning a sports session for a specific target group?

Are you planning the event for a specific community?

Do you want to raise funds? Are you planning the event to attract potential donors for funds?

Are you planning the event to promote a specific activity or cause?

Are you planning the activity to celebrate a special event or a milestone?

Do you want to rope in new volunteers as part of your organisation?

Do you want to get people excited?

Do you want to reach new audiences or do you repeat participants?

Get as narrow as possible. Regardless of the type of event you are organising (be it educational, persuasive, celebration, etc.), always have clear in your mind they purpose why are you organising it. Think of it as your mission statement - your framework for success. When you know exactly what you want to achieve, it will be a lot easier to do it.

Think of the top three things you wish would happen as a result of this event and concentrate on them becoming a reality. Maybe one goal is to see participants excited and looking forward to the next session? It's up to you.

- Who?

Who is your target audience? Your aim determines your target audience. You need to identify your target audience's needs. Once you identify your target audience, figure out where to find them and determine how you will reach them. Do you already have contacts with your target audience? Or do you need to reach out to them?

There are many ways to reach to your participants and generate more interest in your event. Emails, social media platforms printed material, and perhaps the most effective word of mouth, are the things to consider, again depending on your target audience as some might be more effective than others.

Having all information about your target audience will also help you determine the type of activities you need to organise. Moreover, it will affect the design, plan, level and intensity of the event. It will also affect your communication strategy.

- When?

Organising an event at the right time is the of utmost importance. What time will make people say, “Yes, I’ll go for the session.”? You want a time when everyone will be free. Depending on the type of the event and target audience, the chosen time slot can make or break your activity. There should be a connection between what you expect to achieve from the event, the time slot selected and your target audience’s likeliness to attend the event.

To determine the right timing, there are many factors to be considered, such as the days of a week, months of a year, holidays, or other important events in the calendar.

When possible check your target audience’s schedule to make it more convenient for them to attend the event.

ORGANIZING

Meet Your Team

At this stage, it is very important to meet your team members to discuss the event in detail, including the following:

- Practical logistics such as budget, schedule, venue, accessibility etc
- Assign tasks to each member so that everyone would know the area they will be responsible for. Make sure you delegate work to different people and let an experienced person coordinate all activities. If the event is big one, let different people coordinate different activities, under the supervision of one person. The team leader should be trusted by the team members.
- Brainstorm any challenges that might arise. You might want to use the tools mentioned above to identify possible challenges and determine possible solutions.
- Make a list with the assigned responsibilities and share with the group, every member should know who to contact for any specific issue.
- Create a document available to the entire team where each member would be able to see the tasks of the others and the big picture. First, prepare a list of the main tasks, and then flesh them out in as much detail as possible in the form of specific steps that must be completed. It is important to designate the timeframe in the plan: the time required for completing a task. It is often underestimated and preparation goes slower than you expect.

- Tools you can use to help you plan an event, include the Gantt Chart, the Logic Network, the PERT Chart, PESTLE, the Product Breakdown Structure, and Edward de Bono's Six Thinking Hats.

Resources

When planning an event, it is important to think about practical logistics. It is important to identify and look into any obstacles that can be foreseen and prevented.

- What equipment will you need?
- Is the equipment available? Do you need to rent or buy any equipment? Do the suppliers they have a public liability insurance cover?
- Do you need transport to carry the equipment?
- What extra items (sound system, drinking water, electrical extension leads) will you need?
- What activities can you organise in the size of the space planned/provided?
- Do you need to think of accessibility for participants with special needs?
- Do you need to get permits from the relevant authorities?
- Do you have first responders or do you need to outsource the First Aid service?
- Do you need a risk assessment report for the event? Who will conduct it?
- How many people are needed for the event to run smoothly?
- Will you organise the session on your own or in a group?
- Do you need volunteers for the event?
- What is your budget?

Despite all the preparatory work you and your team will do, things do go wrong at times. So, it will be wise to make a backup plan.

PROMOTING Promote the Event

Meet potential participants or sponsors, produce flyers and posters, create social media events, and inform the media.

You may want to send mail, make phone calls, and send messages. However, be cautious as these might backfire since many people consider this unsolicited promotional approach as invasive. Ask your target audience to opt-in to receive promotional information rather than opting-out. There are many online tools, many of them free of charge, you can use to compile a mailing list.

Make sure that you will not breach any data privacy legislations your country has in place. If you are in an EU Member state or will target EU citizens, even if you reside outside the EU, acquaint yourself with the EU General Data Protection Regulation (GDPR).

Make sure the information you are putting out there is fully complete, leaving them with only a few questions - they need some to be intrigued, after all.

When thinking about promotion, think about your target audience. If you are trying to reach senior citizens, you are not going to be spending your time sending out well-timed Snapchats. Go to the places and use the tools your audience uses.

Make sure to update any websites and Facebook pages connected to the event. You can send out reminders, set up pictures etc., The more active you are, the more your presence will be known.

HOSTING

The following are some arrangements to consider when planning an event or session:

- Photos and videos
- Transportation
- Refreshments for volunteers and team members
- Specific dietary needs if food is being provided
- Accessibility such as for those who have disabilities etc
- Clear signage
- Permits
- Chairs, tables, backdrops, audio system, computers, projectors, podiums - anything that needs to be set up at the venue.

- Any special items needed for the event such as medals, certificates or give-aways
- First Aiders if necessary
- First Aid kits
- Ice
- Batteries
- Extension cords.
- Visit the venue with your team members. Talk to the contact person as they should have good knowledge of the venue better than anyone else. Make sure the venue is safe and the basic necessities, such as bathrooms, are available.
- Music playlist
- Risk Assessment report
- Speak to sponsors
- Prepare a list with all the contact details. It is important to have all relevant phone numbers and contact details in hand.

Getting Closer ...

As the day of the event gets closer do one last check to make sure everything is in place.

- Team Members

If the event involves team members, make sure you communicate with everyone about practical logistics, and most important on how to reach the venue on time. The last thing you want is your entire team calling you at once the day of the event wondering where the venue is.

Even if no one is coming out and asking you questions, do your best to gauge their behaviour and feelings. Does everyone seem okay with their job description? Are people getting along? If not, talk to them and see if you can work out any last-minute difficulties.

- Venue

Go to the venue and check to see if everything is ready and that the place is safe to use. Is the room/space clean and available? Is all the electronic equipment set up and does it seem to be working? Can you pre-load any equipment, if need be? Do

the staff seem reasonably prepared?

Check whether you have enough people to assist during the event. It's always best to have more than you need, of course. On the day of the event you may need someone to run off to do an emergency errand or take care of a participant or an issue you did not see coming. Is there a need for any keys to be picked up?

- Participants

Make sure participants have all the correct information about the event. Send reminders on social media pages etc., so as to keep everyone informed and looking forward for your session.

If the event requires any extras, like participants' kits, make sure everything is ready. This might include drinking water, snack bars, fruit, flyers and any information they may need. It is also a good idea to include a certificate of participation. This is a nice gift that really convinces people that this is a well thought-out, organised event. And it makes them feel appreciated.

- Check list

Make a checklist of the things to be taken to the venue. Prepare the things you need to take to the venue overnight to avoid last minute rush in the morning. So make your checklist, check it twice, and bring everything that needs to be brought. If the things you need are in different locations, assign team members to gather the equipment.

- Health and safety

Make sure your health and safety issues are in place. You should carry out the necessary checks of the equipment and facility to ensure that participants, your team, and onlookers, are safe during the activity. Check equipment at three stages.

1. Before it is set up.
2. Once it has been assembled.
3. Just before it is used.

Check for the following.

1. Damage to the working parts of the equipment.
2. Missing parts of the equipment that could cause damage or danger.
3. Lack of function.

Any damage that you note must be reported immediately. Repair should only be

carried out according to the manufacturer's guidelines, or by a qualified technician. If this is not possible, the equipment must be removed from use.

Set up well-marked Emergency Assemble Points outside the venue just in case attendees need to be evacuated from the building. These should be at a safe distance from the venue.

On the Day of The Event

- Arrive early at the venue with your team members and volunteers. Check that everyone is there and all equipment is in working order. Go through last minute details, questions and preparations.
- Uniform. Make sure the organisers (team members) are wearing a distinct t-shirt or name tags so that participants can find help if needed.
- Set everything up. Inside *and* outside. Do you need to set up equipment, stations, balloons? What about on the doors and through the hallway. Do you need to fix any signage?
- Signage. Welcome banners and other information close to the venue will be useful, especially for people who are not familiar with the neighbourhood. You want participants to be able to see from the street that that's the place they should be at.
- Reception and Registration. If necessary, make a reception and registration counter. When participants walk in the door, they should see exactly what they need to do. Provide a programme/schedule to the participants or their co-ordinator. In case of a sports event, assign participants to their respective stations. Otherwise, they will be floating around unsure of what to do and where to start from.
- First Aid. Are first aid kits handy? If the event requires first aiders make sure they arrive early to have a general background of the venue like entrance and exits points.
- Set the tone for the event. Put on some music and get the party started.
- Communicate. Make sure team members know what's going on. Very rarely do events go completely as planned, so, as you deviate from your course, make sure the lines of communication are open.
- Take photos and videos. You may want something to remember of your own. And seeing someone walking around with a camera can get people excited. Take note of the sponsor banners, your banners, the entrance, receptions, etc. Maybe you can use it for next year.
- Have a volunteer or a professional photographer, if budget permits, take care of this. However, make sure that you get the consent of the people that will be featured in the photos or videos. Ask them to sign a pre-printed form containing the name, date and venue of the event. Should the subjects be below the legal age, ask

their parent/s or guardian/s to sign on their behalf.

- Giveaways. Give a takeaway, promotional material or participation certificate, flyers with more information, follow up questions, and information on how participants can get involved in future events or volunteering.
- Clean up the place. Remove the banners, tables, and other equipment. You want to leave the place as good as when you found it, especially if you paid for the venue and want to ever come back. Divide the jobs between team members so it all goes as quick as possible.
- One last check. Check to make sure nothing valuable has been left behind, and if so, form a Lost and Found service.
- Report any damages. If you have damaged something, let the venue's contact person know.
- Trash. Take care of the trash to the best of your ability. Maintenance will take care of everything from there.

EVALUATING After the Event

Take care of all the post-event duties. Depending on your event, this could range from absolutely nothing to a long-list of thank you notes and receipts. Here are some ideas to get you started:

- Thank all team members, volunteers, sponsors and special guests. You could not have done it without them.
- Call/send email to give feedback and thank the suppliers.
- Settle payments and finalise the accounts. This should be done as quickly as possible. The fewer loose strings, the better.
- Distribute any souvenirs or other publications to relevant people.
- Post the photos on social media website and send out relevant links.
- Send links to online evaluation.
- Process evaluation sheets/responses.

- write, share and file the evaluation report.
- Deliver reports and/or receipts to sponsors and other stakeholders.
- Meet the team members for a post mortem. It is important to have a post-review meeting to perform better next time. After all is said and done, what would you have done differently? What worked and what did not? Would you ever choose to organise an event like this again? What have you learned?
- If you receive feedback from participants go over it. What did they think? Did they at least enjoy themselves? Are they looking forward to the next session or event?

CHAPTER 3: INDIVIDUAL PRACTICAL ACTIVITIES

another lesson

CHAPTER 4: LEARNER SUPPORT AND SOURCES

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Helpful tools: Mind Maps, the Ishikawa/The Fishbone Diagram, SWOT Analysis or Edward de Bono's DATTs (Direct Attention Thinking Tools), like the PMI (Plus, Minus, Interesting) or OPVs (Other People's Views).

Helpful tools: Gantt Chart, the Logic Network, the PERT Chart, PESTLE, the Product Breakdown Structure, and Edward de Bono's Six Thinking Hats.

QUIZ

Organizing Events

