



Programme /Event Planning for Flower Clubs

BB&O Area of NAFAS

October 2021





What the role is.....

- Planning a programme of events
- Keeping to a budget
- Booking People
- Keeping in touch
- Using all tools available
- Publicity



Planning your programme



How to plan your programme.....

- Plan ahead at least 12 - 18 months especially for special events
- Agree a budget with the rest of your committee
- Make a spreadsheet of the year with relevant information such as dates, fees, flower allowance, the event and the title.
- Know who to book, who you've had before and where to get this information, ask for recommendations
- Attend Events such as demonstrator tests or zoom events



Keeping to a budget.....



The Budget

- Discuss with the rest of your committee
- Look at how much has been spent in previous years
- Check recommended amount by NAFAS - currently £120
- Negotiate with Demonstrator on what you expect for the amount given
- Allow more for a National or open event both on the fee and the flower allowance
- Include travel – guidelines for this are on the Area list



Making Contact.....



Where to get information....

- National Lists - this is in the form of a booklet published by NAFAS bi annually and is sent to the Area officers and club chairman.
- Pink list – this is a list of all judges, demonstrators, speakers and teachers within an area of NAFAS
- News service, word of mouth, other club programmes and research

The Booking..

- Initial contact either by phone or email
- Give a few dates that are available, time of meeting, where you are and contact information.
- Further dialogue - discuss type of event, your budget, the fee and expectations (how many designs, judging, ask about VAT and timings etc.)
- Confirmation - agree on all discussed and book using blue form



The Blue form

The NAFAS Blue form

- Formal Contract between Club and Presenter
- Available from Area Secretary on request
- Complete part A and post to demonstrator
- Demonstrator completes part B and sends back with part C to Club
- Club keeps part B and returns signed part C to Demonstrator
- Booking completed



The Benefits of NAFAS Bookings

- Accreditation meaning the standard of booking should be good
- If problems occur a replacement will be offered
- The backing of the Area if needed
- Set format for booking



Cancellations



Cancellations and changes to programme

- These may occur for several reasons and are covered in the NAFAS Code of Practice under NAFAS Documents on the Area Website
- Cancellation by Club due to problems with venue – renovations, used as a polling station
- Club problems – financial difficulties or even closure
- Demonstrator cancels – unwell or unable to travel
- Exceptional circumstances – See Extreme conditions document under NAFAS documents



Keeping in
touch.....

Keeping in contact....

- Confirming arrangements – contact before meeting to check all is well with the timings, directions and give any special instructions on parking, road works and give current contact numbers
- Refreshments – ask preferences
- Staging – backdrop, tables, drapes, microphone etc
- Extras – foliage, assistance, permission re photography and social media, get background info for introduction

Event Day....

- The Arrival – Make sure someone is greeting and helping the demonstrator with unloading.
- Provide refreshments
- Ensure stage is set up before the demonstrator arrives
- Ensure sound system is working
- Appoint a person to give introduction and VOT
- Payment – treasurer should have signed copy of part B from the demonstrator with all expected payments on it. Pay on night either by internet banking or by Cheque.
- Leaving – help demonstrator load car and wait until they are ready to leave before going home!!

Providing feedback...

- Discuss event with committee
- Thank demonstrator via email or send a card
- Give feedback to the Area using online form
- Complaints – talk to the demonstrator if you feel able
- Complaints – follow complaints procedure on the area website



Publicising your event

Publicity.....

- Email your programme to media on the Area website and amend when you have updates
- Put your programme on your own and other Social local media sites
- Update Social media pages with next event
- Give programme to all members and visitors
- Share with other local clubs and give out their information



Using all tools available....

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- Area Website – Bbandoflowers.org.uk
- See Area website for – Programme secretaries, Blue forms, NAFAS documents, Guidelines, Policies and Processes, BB&O Complaints procedure and much more.
- Updates found via media@bbandoflowers.org.uk
- Area News service news@bbandoflowers.org.uk
- Publicity media@bbandoflowers.org.uk
- JDS&E secretary jdsesecretary@bbandoflowers.org.uk
- JDS&E Officer – jdseofficer@bbandoflowers.org.uk
- Area Secretary – secretary@bbandoflowers.org.uk
- Social media – facebook, twitter, Instagram
- What's app – excellent for committee meetings and updating club members.