**Event Feasibility Report**

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| 1. **Executive Summary**
* Event concept overview. i.e. elevator pitch, what is the event?
* Describe the event’s overall viability.
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| 1. **Background / Purpose**
* What is the purpose of the feasibility study?
* What process was undertaken to determine the viability of the event?
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| 1. **Initial Assessment**
* High level assessment of the key areas that are likely to determine if an event is feasible or not:
* demand/market
* suitable venue/location
* deliverability
* potential benefits
* financials.
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| 1. **Key Stakeholders**
* Who do you need to have on board before the event is viable?
* Do you need industry or association commitment?
* Consideration of local government (city/district councils), regional tourism organisation, media partners.
* Who are your exhibitors and likely sponsors/funders?
* Are any Government departments involved/imperative?
* Do you need a delivery partner or promoter to enable the event?
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| 1. **Market Demand**
* Consideration of the sector/industry that the event is based on. E.g. boats, equine.
* What gap is this event filling/addressing?
* Why do you see this as an attractive event proposition?
* Are there any statistics/insights/figures that prove viability?
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| 1. **Competitive Analysis**
* What other events are there of this nature and where are they held?
* What time of year, frequency and duration of event?
* What events are successful and have there been any events fail in this scope/area?
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| 1. **Venue**
* What does the event need in order for it to occur?
* Location (country/privacy vs. town/visibility).
* Covered space vs. open space.
* What exclusive arrangements are in place with the identified venues. i.e. caterers, technical provisions.
* Does the venue have appropriate resource consents in place?
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| 1. **Event Format**
* Consider the components of the event and how they link to each other: performances, exhibitions, competitions, symposium/education, demonstrations, food, entertainment.
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| 1. **Event Timing**
* Time of year.
* Time of the day.
* Duration of the event (1 day, 2 days).
* Weather dependency.
* Is there a season that aligns better for the product/market (if exhibition)?
* Consider other similar events on the calendar or other events happening in region.
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| 1. **Deliverability**
* Who will run the event and what experience is needed?
* Do you need to contract additional resources? i.e. race director, ticketing provider.
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| 1. **Benefits**
* Economic benefits
* Visitation
* Promotion of the region
* Media exposure
* Showcasing the sector/market/region
* Employment opportunities
* What commercial benefits will your event provide?
* What social wellbeing impacts will your event have?
* What legacy will your event leave?
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| 1. **Event Ownership and Underwriting**
* Who will own/run/manage the event?
* Does the event need underwriting?
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| 1. **Marketing, Communications, Promotions**
* What are the key marketing initiatives and promotions?
* Who are your media partners?
* What communication and marketing channels will you use?
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| 1. **Event Details for Budget Purposes**
* Providing a budget with a good level of detail is an essential component of any feasibility study. It is necessary to have a detailed understanding of how the event will operate in order to develop a meaningful budget.
* Budget considerations should include expected ticket costs and sales, attendance/registration numbers and other revenue sources, as well as the costs of human resources/personnel; insurance; temporary infrastructure (fencing, lighting, stages, etc); event elements such as exhibitions, food and entertainment; coordinating and looking after volunteers; venue; consents and permits; health and safety/first aid; IT infrastructure; traffic management; security; administration of ticket sales/registration; waste management; cleaning; PA/AV systems; marketing; prizes/gifts etc.
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| 1. **Event Costs**
* List the event details identified above with expected costs (fixed costs and variable costs).
* Explain the significant costs and considerations/variables you have included.
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| 1. **Event Revenues**
* Exhibitor fees
* Entry/ticket/registration fees
* Commercial partners
* Local government
* Funding and grants
* Sponsorships
* Other revenue
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| 1. **Budget/Financials**
* Predict likely ‘break-even’ points based on range of attendee and exhibitor scenarios.
* Many elements of the budget will be variable and therefore scalable (i.e. they will scale up and down based on how exhibitor numbers or ticket sales are tracking).
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| 1. **Legislative Compliance**
* Health and safety regulations
* Resource Management Act
* Crowded spaces strategy
* Human resources
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| 1. **Risk Analysis**
* Consider a risk probability table approach (1 = rare/unlikely through to 5 = almost certain) crossed with severity of impact (Low to Extreme).
* Consider scenarios of failure to achieve a break-even number of ticket sales or exhibitor sales or failure to secure additional funding requirements or key stakeholders/partners/ sponsors etc.
* Consider other forms of budget blowout.
* How likely are weather interruptions?
* Are there competing event(s)?
* Cancellation.
* Force majeure.
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| 1. **Conclusion**
* What is the viability of the event based on the feasibility study conducted?
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