**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. |
| 1. **Background / Purpose**  * What is the purpose of the feasibility study? * What process was undertaken to determine the viability of the event? |
| 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. |
| 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? |
| 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? |
| 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? |
| 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? |
| 1. **Event Format**  * Consider the components of the event and how they link to each other: performances, exhibitions, competitions, symposium/education, demonstrations, food, entertainment. |
| 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. |
| 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. |
| 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? |
| 1. **Event Ownership and Underwriting**  * Who will own/run/manage the event? * Does the event need underwriting? |
| 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? |
| 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. |
| 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. |
| 1. **Event Revenues**  * Exhibitor fees * Entry/ticket/registration fees * Commercial partners * Local government * Funding and grants * Sponsorships * Other revenue |
| 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). |
| 1. **Legislative Compliance**  * Health and safety regulations * Resource Management Act * Crowded spaces strategy * Human resources |
| 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. |
| 1. **Conclusion**  * What is the viability of the event based on the feasibility study conducted? |