



SCBMC EVENT PLANNING GUIDE

Purpose: A document to support event planning and activities for the entire membership.

Objective: The guide is intended to aid in planning events. This guide is intended to clear up “word of mouth” policies that are undocumented. Communicating events to members with consistency harmonizes our club. The guide is intended to set expectations of “who does what” so proper planning and notice(s) can be provided for events. This guide provides definitions that are used to define driving events, styles and duration, so members know what to expect on club outings.

Overview:

Event Submission. Getting on the annual SCBMC planning calendar is easy and key. Have your event date planned early in the year. Get it to the **Event Schedule Coordinator** no later than end of February. Late events can be done with some coordination.

Notices. Need to be well in advance of the event. The larger the event the earlier the notice and call for participants should be made. At least 4 weeks is a good rule of thumb, for most events. 5-6 weeks is great. Large rallies may need several months' notice. If notices are incomplete, it can delay distribution or if sent can cause the need for additional notices to go out.

Reports are optional. They are a great way to support and grow the club. Submit your report as soon as possible following your event. The **Events Notice Coordinator** will send out all club notices and reports to the entire membership. They may be edited for size, appropriate content, and missing details.

Pictures. Event pictures for report and/or addition to the club website is encouraged.

Mentoring. Want to put on an event but have no previous experience? Have no fear; many more experienced members would be happy to help. The club coordinators can assist in finding a mentor if asked.

Guide: Step by Step

1. Use the Event Planning Check-list at end of this Guide to aid in planning event.
2. Name the event.
3. Select a date for your drive/event. (ideally in off season Dec – Feb)
4. Confirm the date with the **Event Schedule Coordinator** for publication on the annual calendar.
5. Describe briefly what your event is about; the things the group will do at your event.
6. Describe when and where to meet. Drivers meeting time? Departure time? Expected duration?
7. Describe the drive (use definitions page). Will it be a Tour, Rally? Duration? Stops. Paint a picture of what to expect. Include picture(s) from previous years if possible.
8. Is there a cost for your event? Food, museum entry, tasting fees? Lodging? (generally, organizers pick-up printing for the directions on their own.)
9. What is included? Meals, tasting, Swag? etc.

10. Is this event exclusive to SCBMC or are other Clubs invited?

11. Make any required reservations for your party and/or contact the venue for a “heads-up” if it is to be a casual no reservation affair. Work a group deal if you can discount, special, limited menu.

12. Plan to provide a menu and coordinate meal selection if required.

13. Obtain advance funds for any deposits required for your event.

14. Ask for help, more than one organizer helps distribute the load.

15. Get the detailed information about your event the **Event Notice Coordinator** 4-6 weeks prior to the date of event. That person will distribute it to the club.

- The format should include all the details needed so people can show up.
- If you need to plan how many for seating or entry; ask for an RSVP.

- Provide your contact information.
- Format is preferred in Word doc. Text via e-mail also works. Event coordinator will make a .pdf for use across most computers and devices.

16. Download and print sign up sheet from the Website.

17. Hold your event. Make it yours. Try to accommodate as many members as possible. If too big consider breaking up into segmented groups.

18. Take pictures and/or ask someone to do it for you.

19. Write a brief follow-up report. Include pictures

20. Send follow-up report to the **Event Notice Coordinator** for distribution to the club.

Definitions:

The following terms are to be used to consistently define and describe our events. It is the foundation purpose and intent of this document when communicating with members.

- **Cars:** British open 2 seat cars and their derivatives as defined on website.
- **Cost:** The expected fees, dining costs, etc. that would be encountered on an event

- **Drive:** A club event where cars are used to participate and travel to a destination.
All drives are governed by posted speed limits and applicable traffic laws. Drives encompass both tours and rallies. If the word Drive is used to describe an event, there may be both a tour and rally style event that happens simultaneously. A drive may have one or more route(s) and/or alternate route(s).
- **Route:** The path a tour or rally will proceed along. Sometimes called course. Right turns are generally better than lefts. May include any public roadway. Avoid lights and stop signs where possible.
- **Show:** A club event where cars are displayed for viewing and may be judged.
- **Tour:** A drive that is paced by a lead car (docent) with a duration of up to 2.5 hours total drive time. Usually not more than 80 miles. Cars are expected to stay grouped together conga line style. The lead car can slow or stop to re-group along the route, after major turns, and/or as the organizer/lead car pleases. Stops may or may not be part of the total drive time. Route instructions are optional, but recommended. Multiple lead cars may be required for larger groups. Multiple routes are allowed within a tour. Final destinations should be disclosed in case of separation or multiple leaders. A tour may be divided into several groups (each with a leader) in order to aid in flow

of surrounding traffic. Slower groups should leave last to prevent faster groups from stacking up behind. A tour should be considered as casual driving. Tours prefer roads in good to excellent condition.

- **Rally:** A drive that is self-paced with an unlimited duration. Includes overnight trips. Cars may run in self-regulated groups of any size or independently. Stops are optional and “at-will” unless required by organizer (a checkpoint). Route instructions are required. Multiple routes are allowed within a rally including short cuts. A rally may have groups passing each other and groups may form and morph as participants see fit. A rally should be considered as safe driving at a faster pace than tour with fewer mandatory stops and smaller grouping. Rallies can cover any public roads in navigable condition (includes dirt). While this style drive can allow for individual driving speeds, **SCBMC does not endorse any events that exceed speed limits or otherwise promotes irresponsible driving.**
- In addition, an event planner may include a rally style driving group to proceed or follow the main tour group. Similarly, the planner of a rally event can include a tour style group within the rally event. Both options are optional and are at the discretion of the event planner.

- Finally, it is the responsibility of the event planner to clearly designate the planned driving style in all club announcements of the event.
- **Mentor:** Someone to work with who will advise and assist in planning an event with previous experience. You may be supported by a mentor or offer to support a member/mentor who wants to pass their event management to another member.
- **Directions/rally book:** Written driving instructions showing the route(s) for any drive. May be in the form of a booklet, printed pages, or simple written notes. May contain maps, written instructions, glyphs, advertisements, pictures, coupons and any other thing the planner sees fit to include for a successful event. It should include the club crest or logo.
- **Duration:** Drive time and event time lengths. These should be defined for events so members can plan their arrival and departures.
- **Event Planning Check-list:** The form at end of this Guide to aid in planning event.

Event Planning checklist:

What is the name of your event?

What is the date of your event?

Is the event on the SCBMC planning calendar? (Pre-notice of date selection)

Do you need help? (Call a committee member to get a Mentor.)

Describe your event briefly?

Will your event be Tour or Rally?

What is the duration for driving (with or without stop, please define)?

What is the duration of your event in total?

What time do we meet?

Where do we meet for start of the drive/event?

Is there a cost?

If food is planned, is pre order needed?

If so provide menu or coordination of food selection to members. Consider at least one vegetarian possibility for the menu.

Make accommodation arrangements at any venue. Group deal?

Provide above information to the **Events Notice Coordinator** for distribution to members.

Provide at least 4 weeks notice prior to event, earlier is always preferred. Follow-up with a report to **Events Notice Coordinator**.