



3415 Sweet Drive
Lafayette, California 94549
530-792-1114
www.venue.tech.com

Event Committee Job Descriptions

...Success Toolbox™

Job Description - Event Chairperson

The Event Chairperson provides the leadership for the entire event planning process. As the leader, the Chairperson will recruit and motivate committee members and event volunteers and act as the spokesperson for the entire group. The Chairperson will orchestrate the overall production, providing advice when needed and will be prepared to make the final decisions.

Required Experience, Knowledge and Attitude

The ideal candidate for volunteer service as an Event Chairperson will be great with people! The chairperson will be an individual who can motivate others and keep many pots cooking at once without burns or over-boiling? Good organizational and follow through skills will be an added plus for this position. This person should have an upbeat, can-do, persevering attitude?

Specific Job Duties:

- 1) Oversees the entire event and planning process.
- 2) Appoints and/or encourages volunteers to chair the various committees.
- 3) Provides ongoing motivation for committee chairs, insuring that work is progressing and enthusiasm is high.
- 4) Ensures that communication between committee chairs is active, productive and positive.
- 5) Coordinates ongoing committee meetings and fosters an environment that encourages creativity and the development of new and exciting ideas.

- 6) Acts as liaison between the Planning Committee and community organizations (city government, other groups, etc.) and is the spokesperson for the group.
- 7) Acts as a liaison between committee chair people.
- 8) Responsible for making all the final decisions.
- 9) Develops leaders from within the Planning Committee who may be enlisted to chair the event in future years. (This can get you off the hook.)
- 10) If not handled by the Finance Committee, the Chairperson sends “thank you” letters and appropriate gifts to all individuals and businesses providing sponsorship, volunteers, committee chairs, etc.



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Job Description – Promotions & Marketing Committee

With no outward sign of frustration or overwork and no fear of speaking in public, the Promotion and Marketing Committee will oversee all marketing aspects of any subcommittees as well as provide all the advertising and promotion needs for the event.

Committee Breakdown

If your event is large enough and if you have a strong volunteer force, you may find it helpful to add subcommittees in order to spread the workload. At the very least, you may find it helpful to recruit at least one committee member to tackle the responsibilities outlined in each of the following subcommittees:

Invitation & Ticket Sales Committee: This committee is responsible for designing and distributing invitations and managing the ticket sales operation for the event.

Press or Publicity Committee: Prepares all press releases and media information and interacts with the media.

Required Experience, Knowledge and Attitude:

The ideal candidate for membership on this committee will be creative, fun and possess excellent communication skills (verbal and written.)

Specific Job Duties:

- 1) Oversee all Promotion and Marketing subcommittees.
- 2) Reviews all advertising and promotion options available.

- 3) Develops a comprehensive media list with contact names, addresses and telephone numbers.
- 4) Develops press packages and encourages local media coverage of event.
- 5) Writes and distributes press releases and public service announcements.
- 6) Contacts media for feature stories, interviews and photo opportunities.
- 7) Develops a promotion plan that creates excitement for the event.
- 8) Using graphic resources, develops all graphics and artwork for the event. Develops the layout and oversees printing of all promotional materials.
- 9) Designs and places all media advertising, including flyers, posters and advertisements (paid and free.)
- 10) Develops all signage that is needed for the event including sponsor recognition.
- 11) Secures a photographer for the event.
- 12) Develops all programs and catalogs for the event (if appropriate.)
- 13) Selects, orders and purchases all event souvenirs. Also determines methods of distribution and/or sales methods.
- 14) Contacts key media personalities and invites them to attend the event as your guest.
- 15) Sends follow-up press releases after the successful completion of the event.



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Job Description – Ticket Sales Committee

With dollar signs ringing in their eyes, the Ticket Sales Committee has the responsibility of getting the invitations out and selling the tickets! Without the hardworking efforts of this committee all the planning and great food will just go to waste!

Required Experience, Knowledge and Attitude:

The ideal candidate for membership on this committee will have persistence and won't take no for an answer! These people are not afraid to sell, and can keep track of sales in an organized manner.

Specific Job Duties:

- 1) Updates invitation list, if necessary. Secures additional lists if necessary and appropriate.
- 2) Determines best method for delivery of invitations and tickets. (First class, bulk mail, handwritten envelopes, will call tickets at door or mail, etc.)
- 3) Oversees the design and printing of invitations.
- 4) Prepares and mails invitations.
- 5) Oversees the design and printing of tickets.
- 6) Determines how and if a reservation, ticketing or waiting list system will be used.
- 7) Determines policy for payment of tickets.

- 8) Determines deadlines for ticket sales.
- 9) Determines sales method for tickets (phone sale, outlets, committee member distribution, etc.)
- 10) Implements ticket sales and distribution.
- 11) Determines ticket distribution controls.
- 12) Issues tickets and collects sales money.



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Job Description – Finance Committee

With calculators in hand and visors on, the Finance Committee will handle all of the financial decisions and transactions for the event. This committee will develop the budget, pay the bills and most importantly receive the revenues!

Required Experience, Knowledge and Attitude

The ideal candidate for membership on this committee will be great with numbers and have a good sense for bookkeeping issues. Members of this committee will need to have a good understanding of the overall concept of the event and be able to anticipate the unexpected expenses that may arise. A creative mind may find it helpful when figuring out ways to reduce expenses and increase event revenues as well!

Specific Job Duties:

- 1) Working with the Event Chairperson, develops fundraising goals for the event.
- 2) Develops a comprehensive budget, based on input from each committee.
- 3) Works with Underwriting and Auction committees in developing fundraising goals and objectives.
- 4) Works with ticket sales committee in determining policies and transaction operations.
- 5) Determines appropriate ticket price.
- 6) Pays all bills and expenses in a timely manner and receipts all revenues.

- 7) Maintains accurate financial records.
- 8) Prepares final accounting after the event, determining net funds raised.



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Job Description – Underwriting & Sponsorship Committee

With complete disregard for their personal image, the Underwriting & Sponsorship Committee will develop plans for soliciting individual and corporate sponsors for the event. In addition, this committee will insure that all supporters of the event are recognized with a thank you letter and that their gift is celebrated throughout the land.

Required Experience, Knowledge and Attitude

The ideal candidate for membership on this committee will be friendly and outgoing and will demonstrate a willingness to “grovel with the best of them.” Most importantly, members of this committee must have the unique ability to not give up after four people say ‘no’ because they recognize that the next person they talk to may solve all of their problems.

Specific Job Duties

- 1) Develops a comprehensive list of potential underwriting and sponsorship opportunities.
- 2) Coordinates this effort with the other committee chair people.
- 3) Develops a comprehensive list of potential sponsors and/or event underwriters.
- 4) Solicits individuals and businesses to establish sponsorship relationships based on the goals and criteria of the underwriting plan.
- 5) Communicates the status of the underwriting effort to the Finance Chairperson at regular intervals.
- 6) Maintains an accurate list of event supporters to ensure that everyone receives proper recognition and thanks.

- 7) Ensures that all donors, underwriters and sponsors receive proper recognition before, during and after the event (including signage, event promotion, programs, etc.)
- 8) Writes thank you letters to all financial supporters.



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Job Description – Event Production Committee

With great joy and a smile on their face, the Event Production Committee will provide for the planning, set-up, production and clean-up of the event. This committee makes all operational decisions regarding the production of the event and oversees all activities. A bit of creativity and negotiating skills are also helpful if one finds themselves on this committee

Committee Breakdown

If your event is large enough and if you have a strong volunteer force, you may find it helpful to add subcommittees in order to spread the workload. At the very least, you may find it helpful to recruit at least one committee member to tackle the responsibilities outlined in each of the following subcommittees:

- **Catering & Service Committee:** Determines all food and beverage needs, works with the caterer and handles all table seating and service requirements for the event.
- **Decorations Committee:** Develops the atmosphere and ambiance for the event. Determines all decorating and equipment needs.
- **Entertainment Committee:** Plans the entertainment during the event including selection of talent and all production and technical requirements.
- **Volunteer Committee:** Works with all committees in determining volunteer help need. Recruits and motivates all volunteers for the event.

Required Experience, Knowledge and Attitude

The ideal candidate for membership on this committee will be creative, fun, well-organized and an extremely hard worker. Special consideration will be given to individuals who have a high level of community spirit.

Specific Job Duties

- 1) Determines the event concept including, theme, location, date and time. Works with all other committees in developing the scope of the event.
- 2) Negotiates price with event facility and/or activity. This may include ticket price, entry fees, insurance requirements, etc.
- 3) Determines overall layout for the facility (working closely with catering, decorations and auction committees).
- 4) Works closely with the facility management.
- 5) Creates a time schedule of the event that anticipates the detailed time frame for each activity/element of the production (precise time notations is more helpful than an outline).
- 6) Coordinates clean-up after the event.
- 7) The ideal candidate for membership on this committee needs to merely have a flair for seeking and finding. One must be willing to spend time and energy searching for entertainment..
- 8) Determines appropriate entertainment for the event.
- 9) Researches entertainment options. Consider high school, college and church groups as nontraditional methods of looking for entertainers.
- 10) Determines entertainer technical requirements: stage, sound, lights, load in/out help needed, dressing areas, food and beverage needs etc.
- 11) Develops menu and beverage needs.
- 12) Works with caterer in developing menu and service needs.
- 13) Negotiates catering fees and service.
- 14) Plans food and beverage service areas and needs.
- 15) Works with Underwriting Committee in obtaining donated food, beverages and catering services.
- 16) Ensures alcohol policies and regulations are followed, permits obtained, etc.
- 17) Plans bar service if necessary.

- 18) Develops table seating plan and table decoration needs. Works with decorations committee on this aspect. Determines food service and table setting requirements.
- 19) Develops place setting chart and name plates if appropriate.
- 20) Determines timing of food and beverage service. Works closely with auction committee and entertainment committee if necessary.
- 21) Arranges for table bussing and table/kitchen clean-up.
- 22) Develops plan and design the overall layout of the facility (tables, chairs, stage, bar, auction area etc.).
- 23) Works closely with the Catering and Auction Committees.
- 24) Plans decorations and equipment needs of the event.
- 25) Arranges for rental and borrowed equipment.
- 26) Purchases and borrows decorative items as needed.
- 27) Negotiates prices and fees with rental companies and supply vendors.
- 28) Prepares decorations (flower vases, candles, entry way pieces, stage decorations, centerpieces, etc.)
- 29) Arranges for set-up and take-down of equipment.
- 30) Decorates the facility.
- 31) Arranges for the return of rental and borrowed equipment and supplies.



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Job Description – Volunteer Committee

With a mothering attitude and caring smile, the Volunteer Committee will recruit volunteers (not slave labor!) and coordinate those efforts with the other committees. In addition, this committee will ensure that a volunteer list is maintained and that all volunteers of the event are properly recognized and thanked for their efforts. Depending on the number of volunteers needed, this is often a lonely job. But do not fear, because you are considered the right hand for all other committees. Remember without you, they'd have to do all the work themselves!

Required Experience, Knowledge and Attitude

The ideal candidate for membership on this committee will be friendly and outgoing and enjoy working closely with and supervising others. Having an obsession for using the telephone could be handy in this position. Most importantly, members of this committee are not afraid to ask people for help!

Specific Job Duties

- 1) Develops a comprehensive list of potential volunteers and sources for volunteers.
- 2) Works one-on-one with other committee chairs to determine volunteer needs.
- 3) Develops a list of “jobs” that are specific, including time commitments and level of difficulty.
- 4) Ensures that jobs are meaningful, fun and perceived as important and necessary to producing a successful event.

- 5) Recruits volunteers for specific tasks at hand.
- 6) Maintains an accurate list of volunteers including, names, addresses, phone numbers and times available for volunteering.
- 7) Ensures that volunteers actually show up when expected, provides motivation when necessary and secures replacement help when needed.
- 8) Ensures that volunteers receive proper recognition and thanks for their hard work and efforts.



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Job Description – Auction Committee

With the gift of getting something for nothing, the members of the Auction Committee will secure donated items that will be sold via a live and/or silent auction to the highest bidder. It is the responsibility of this team to secure the best and most sought after auction items, and prepare the written descriptions for the auction catalog. In addition, it is this committee's responsibility to secure the auctioneer for the event.

Required Experience, Knowledge and Attitude

The ideal candidate for membership on this committee will have virtually no fear and be full of charisma. Most importantly, members of this committee must know how to ask for stuff...and get it for free! Not any easy task per se, but in this job a little charm goes along way!

Specific Job Duties

- 1) Establish fundraising goal for the auction.
- 2) Develop a list of potential auction items and donors that fit with the theme of the event. For example, a trip to a dude ranch to be auctioned at a Barn Dance.
- 3) Solicit donations,
- 4) Create auction list, stating description of item, value and minimum bid.
- 5) Determine the order that the items will be auctioned.
- 6) Hire auctioneer.

- 7) Work with volunteer coordinator for spotters, clerks, and checkers.
- 8) Work with Finance chair to establish payment methods, policies, etc.
- 9) Work with Promotions chair in determining auction catalog needs.
- 10) Prepare displays of auction items.
- 11) Arrange for pick-up and delivery of all auction items.
- 12) Create numbered auction paddles and method of distribution.
- 13) Determine last bid time and method for announcing “winners” and closing the silent auction.
- 14) Prepare display of silent auction items.
- 15) Create bid sheets for each silent auction item and appropriate signage.

Success Toolbox™ is a trademark of VenueTech Management Group, LLC. This service offers free informational downloads designed to provide ideas for professional staff and community volunteers in the areas of fundraising, event planning, capital campaigns, facility management, arts planning and historic preservation.

VenueTech Management Group, LLC is a full service consulting and management firm involved in the business planning, capital development and direct management of community-based organizations and public assembly facilities. A significant portion of the firm’s business is focused on the use of entertainment, cultural arts and public venues as a catalyst for economic development. The firm also specializes in building private-public partnerships, managing performing arts venues and the restoration of historic structures.

*For information regarding our consultation and management services,
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