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# Einbunpin Festival '24

## Post Event Report

Event Date: 28 July 2024

MarComms

PREPARED BY CRISSIE O'DEA ON BEHALF OF ALL ABOUT LIVING

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## Event Details

<b>Event Name:</b>	Einbunpin Festival
<b>Target Audience:</b>	Local Community, New Clients, Staff Engagement
<b>Location:</b>	Einbunpin Lagoon, Sandgate
<b>Date:</b>	Sunday 28 July 2024
<b>Attendees:</b>	Becky Ferguson, Celia Hutikka, Crissie O'Dea, Kirstyn Macklin, Leonie Fowke, Mark Stevenson, Surmila Chand, Taryn Duncan, Yasmina Kimeklis

## Summary

The event was a positive experience for both staff and visitors, with community engagement proving successful, resulting in 20 leads collected. The preparation, setup, and logistics were well-managed, and staff feedback was highly favourable. The stand's location, professional appearance, and activities were well-received, though there are opportunities to improve marketing materials and engagement strategies in the future.

### Highlights:

- **Smooth Registration and Planning:** The registration process was straightforward, and the planning was well-organised, with staff feeling informed and prepared. The handover from the previous organiser was seamless.
- **Efficient Bump-In and Bump-Out:** Both setup and pack-down processes were smooth, with optimal location contributing to easy logistics. The proximity to the road and office enhanced efficiency.
- **Strategic Location:** The stand was in a well-suited area of the festival, providing ample space and shade, which created a comfortable environment for networking and engaging with visitors.
- **Positive Stand Feedback:** The stand was praised for its professional appearance and organisation. Reducing the number of tables helped create an open and inviting space.
- **Impromptu Radio Interview:** A highlight was an impromptu interview with 99.7 Bridge FM Radio. One of the presenters, whose parent had recently used All About Living's services with a positive experience, sought out the team and gave Leonie a live interview to discuss our services and community involvement.
- **Effective Lead Generation:** 20 leads were collected, with 2 proceeding to Case Manager visits. The event attracted a diverse audience, from existing clients to potential new clients and industry professionals.

### Lowlights:

- **Limited Engagement Activities:** While the stand was visually appealing, feedback suggested that more interactive activities could have drawn in additional visitors.
- **Limited Contact Information on Merchandise:** Merchandise lacked contact details, making it harder for visitors to follow up after the event.
- **Busy Shifts:** The 11 am shift was particularly busy, and more staff support during peak times would have been beneficial.

## Recommendations

1. **Bump-In/Bump-Out:** Consider rostering an additional team member for a later bump-in starting at 7:30 am, allowing more crossover time between first and second shifts for a smoother handover.
2. **Venue/Location:** Secure the same site location next year, as it was ideal for efficient logistics and engagement.
3. **Stand Improvements:** Add more seating for staff and visitors and include more interactive activities to attract and engage visitors. Also, provide a secure place for personal items.
4. **Marketing Materials:** Develop more targeted flyers and brochures with service-driven information for the general public.
5. **Refine Merchandise:** Ensure merchandise includes contact details and refine items to be more relevant to the target audience. Concentrate on purposeful items like branded pens, which were a favourite among our target audience, and order larger quantities of fewer items to maximise impact.
6. **Shifts:** Adjust all shifts to 2.5 hours with overlap during the busy period at 11 am to ensure sufficient coverage and smoother handovers.
7. **Staff Engagement:** Continue providing event shirts to unify the team. Clearly communicate that hourly-waged team members are paid for the shift to encourage more participation from staff.

## Registration Process

### Overview

The registration period for the event was straightforward. We completed an expression of interest in April, and confirmation of acceptance was received in June, along with the invoice for payment. As previous attendees, we found the process simple and encountered no issues or concerns. However, there was some doubling up on emails, likely due to the event being organised by multiple individuals in previous years. Moving forward, having a designated resource to manage events should help reduce confusion and streamline communication for next year.

### Recommendations

No recommendations.

## Planning Process

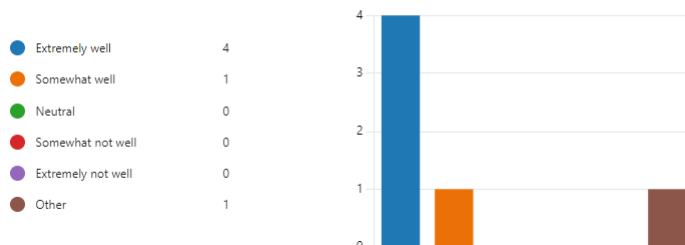
### Overview

Team members felt well-informed and appreciated the briefing sheet provided prior to the event. Given our experience attending this event multiple times, most staff were familiar with the setup and were well-prepared for what to expect on the day. The handover from the previous organiser was smooth, and communication about our attendance and expectations was clear.

For next year, it would be beneficial to encourage more engagement from our field staff, offering them an opportunity to connect with other team members. To ensure this message is effectively communicated, it is recommended that MarComms directly invite field teams to participate, making sure they receive the invitation and are aware of the opportunity to be involved.

1. How well were you informed about the event details beforehand?

[More Details](#)



### Recommendations

Actively invite field staff to participate in events by having MarComms directly communicate invitations, creating more opportunities for them to connect with team members, engage with the community, and increase their involvement in future events.

## Bump In/Bump Out

### Bump In

Overall, the bump-in process was seamless. The stand's location, conveniently close to the road, made unloading the vehicle easy. Goods were well-packaged and consolidated, allowing for a smooth transfer to the site. With two people handling the setup, the allotted 2-hour window was more than sufficient, enabling us to complete everything with time to spare. This extra time allowed us to explore the surroundings and be refreshed before the festival began.

### Bump Out

The bump-out process was mostly seamless. Although the event was advertised to finish at 4 pm, it became very quiet on the stand from 2 pm onwards. As a result, we began packing down at 3 pm. The entire process took only 30 minutes, thanks to the efficiency of having four people assisting with unpacking and loading the car. The proximity of the stand to the road and the office further contributed to the smooth and efficient pack-down.

### Recommendations

If we had an extra team member rostered on, the bump-in time could be moved to 7:30 am. This later start would allow for more crossover time between shifts, facilitating smoother handovers and better coordination throughout the day.

## Venue/Location

### Overview

All About Living was strategically located on the quieter side of the festival, which aligned well with our target market. Our stand was positioned slightly off the main path, providing extra space for our team to network comfortably at the front. The surrounding trees offered ample shade, which made the area pleasant to work in. Additionally, we had quick access to the food vans through the nearby rotunda, as well as convenient parking and proximity to our Lagoon office, further enhancing the experience for our team.

Staff feedback was that location was Very Suitable with 100% of team members agreeing.

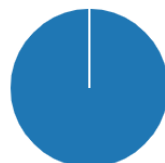


### Survey Feedback

23. How suitable was the location of the stand?

[More Details](#)

Very Suitable	6
Suitable	0
Neutral	0
Unsuitable	0



### Recommendations

If possible, securing the same site location for next year would be highly beneficial. The location was ideal, contributing to a very efficient setup and pack-down process. Its proximity to the road and the office made logistics much easier.

## Our Stand

Overall, the feedback regarding the stand was very positive, ranging from good to excellent. The stand was described as professional, with sufficient space for both staff and visitors, and it maintained a tidy and organised appearance. The decision to reduce the number of tables and chairs contributed to a clean and uncluttered look, which made it easier to conduct the blood pressure checks. When light rain occurred at the beginning of the day, setting up the tables in the middle of the stand created a more open and inviting space.

However, staff noted that having additional seating for team members would be beneficial, and a secure place for handbags and personal items would be a welcome addition. Feedback also suggested that incorporating something more interactive on the table could help entice more visitors. A dedicated sit-down area for discussions would enhance the experience further. Overall, the allocated space of 6m x 3m was sufficient for our activities, but small adjustments could improve engagement and comfort next time.



## Survey Feedback

18. How would you rate the overall look of the stand?

[More Details](#)

Excellent	2
Good	4
Average	0
Poor	0
Fair	0

19. Did the stand look professional and tidy?

[More Details](#)



Yes	6
No	0
Maybe	0



## Recommendations

To enhance future events, adding an additional seating area for staff and visitors would provide a comfortable space for discussions and help foster more in-depth conversations. Additionally, incorporating more engaging activities at the stand would entice visitors and encourage meaningful interactions. These enhancements could help create a more inviting and interactive environment, making it easier to connect with potential clients and leave a lasting impression.

## The Event

### Overview

Overall, it was a positive experience for both staff and visitors. Staff remarked that this event was better than previous ones, with the collateral and materials receiving good feedback. However, there is an opportunity to strengthen the material by making it more targeted and service-driven for the public. It was also noted that our giveaways did not include our contact details, which will need to be rectified for future events to ensure that visitors can easily reach out to us.

### Marketing Materials

Marketing materials present the biggest opportunity for improvement. More targeted flyers and brochures are needed as giveaways, focusing on key areas such as our services, the steps customers need to take to get registered with My Aged Care, and an overview of who we are, highlighting our commitment to the local community. Additionally, we should consider refining our giveaways to focus on one or two impactful items rather than offering a variety of items, which would help reduce costs and streamline what we carry. While jellybeans were popular, they were often requested by kids rather than our target audience. In future events, we should consider more appropriate giveaways that better appeal to potential customers.

### Survey Feedback

2. Were the materials and resources provided adequate for the event?

[More Details](#)



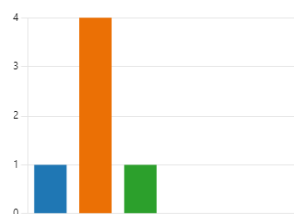
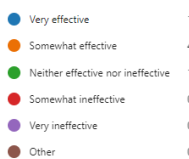
3. If no, what additional materials or resources would have been helpful?

1 Responses

ID ↑	Name	Responses
1	anonymous	Some brochures/ information with our services would be a good addition / BP checks a card with organisational details to write

6. How effective were the materials (brochures, flyers, etc.) in addressing community questions?

[More Details](#)



7. What other material would you suggest for future events?

5 Responses

ID ↑	Name	Responses
1	anonymous	List of services
2	anonymous	A brochure with details about what we do and who we are. not sure if I saw one there.
3	anonymous	Brochures for the different services we offer
4	anonymous	information about our services and how to help people / the ipad was a good idea
5	anonymous	Having an AAL brochure that lists all our services and provides details of our contact number etc

### Community Engagement

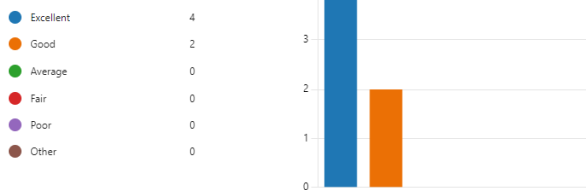
Community engagement was strong, with 20 leads collected on the day. It was also lovely to have several clients and staff members stop by to say hello, adding a personal touch to the event. Additionally, we had visits from notable community figures, including Chris from the Chamber of Commerce, Stirling Hinchcliffe, and Bisma Asif, which further highlighted the positive connections made during the event.

Community enquiries were varied, with the most common question being about the services that All About Living provides. Other frequent questions included how to access services, how to change providers, and general inquiries about All About Living. To address these common queries more effectively in the future, it is recommended that marketing materials be updated to incorporate these questions. A dedicated flyer or booklet containing this information could be provided to interested visitors at the stand, ensuring they leave with a clear understanding of our offerings and how to access them.

## Survey Feedback

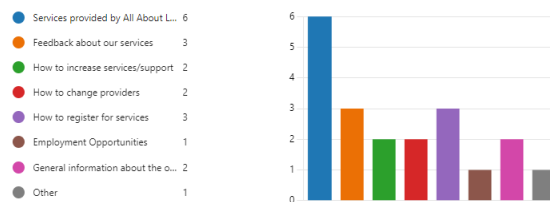
4. How would you rate the overall engagement from the community?

[More Details](#)



5. What type of questions or interests did the community members mostly have? (Please select all that apply)

[More Details](#)



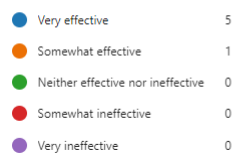
## Technology

The iPad used for completing the online form was received extremely well by staff. However, we did encounter one issue where the iPad locked up temporarily. Fortunately, we had paper forms as a backup, and as soon as the problem was resolved, we uploaded the clients' information into the iPad, ensuring there was minimal impact on the day. For future events, having a second iPad on hand would be a valuable addition to further streamline the process and reduce the likelihood of any delays.

## Survey Feedback

14. How effective was the iPad and form used during the event?

[More Details](#)



## Activities

The Blood Pressure test was well-received by both staff and visitors, serving as an effective engagement activity. However, it was suggested that for next year, we position this activity in a more prominent location to attract more visitors to the stand. Additionally, it's recommended that we provide cards or similar items to record the test results, allowing visitors to take the information with them, along with our contact details. This would help strengthen the connection with potential clients and leave a lasting impression.

## Survey Feedback

16. Was the blood pressure test a good way to attract people to the stand?

[More Details](#)

● Yes 6  
● No 0



17. How could we improve the blood pressure test or similar activities for future events?

3 Responses

ID ↑	Name	Responses
1	anonymous	Card to write down peoples responses
2	anonymous	a better BP machine. one that does not talk and small card so we can write the blood pressure to take to GP if needed.
3	anonymous	a card to write down the information with our details so people can take this away with them

## Recommendations

To improve our outreach, we should develop more targeted collateral specifically for general customers, focusing on how to get started with our services and what options are available. Streamlining our promotional material to make it more targeted and meaningful for our audience will ensure better engagement. Additionally, having two iPads on hand at future events will help manage busy times and provide a backup in case one device breaks down or crashes, ensuring a smoother process for collecting visitor information.

## Staff Engagement

### Overview

Staff were allocated 2-hour shifts, except for the bump-in/bump-out crew, who worked 2.5-hour shifts. Each shift had three team members rostered on, except for the bump-in shift, where we initially had one team member scheduled. An additional team member was contacted and happy to support on request.

Staff reported that their shift duration was appropriate and having three team members per shift mostly worked well, apart from the 11 am shift, which was the busiest part of the day. Some team members stayed past their shifts to assist on the stand, which was helpful, but in the future, staggering shifts to create overlap during busy times would be beneficial. This would provide additional support during peak periods and help with handover between shifts.

### Survey Feedback

10. Did you think there were enough staff on during your shift?

[More Details](#)



11. If no, please suggest the ideal number of staff for better coverage:

2 Responses

ID ↑	Name	Responses
1	anonymous	needed 4 staff for the 11am shift as it was very busy
2	anonymous	Numbers were just right for the business of the day

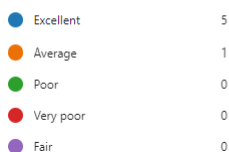
An event t-shirt was provided to all staff, contributing to a unified look and team spirit on the day. The shirts were well-received by everyone.

Overall, team member rated the experience as excellent. Most team members expressed interest in attending again. They enjoyed engaging with the community, working alongside different team members throughout the day, and interacting with both current and potential customers.

### Survey Feedback

31. How would you rate the overall experience of managing the stand?

[More Details](#)



32. What did you find most rewarding about participating in this event?

6 Responses

ID ↑	Name	Responses
1	anonymous	meeting the people and working with different team members
2	anonymous	Talking to people
3	anonymous	Engaging with the community
4	anonymous	Engagement with the community
5	anonymous	Opportunity to connect with the community and hear some of the positive feedback from people who have received our services
6	anonymous	connecting with the community and other staff members

## Recommendations

For future events, all shifts will be adjusted to 2.5 hours to allow for overlap between the first, second, and third shifts. This will ensure we have 6 team members on duty during the busy 11 am period, providing better coverage and support. We will also provide an event shirt again next year, as it was well-received and contributed to team unity.

To encourage more participation, we will clearly communicate to all staff that this is a paid shift. Marketing was unaware of this detail until after communications were sent out this year, so in the future, we will make this information more prominent in all event-related messaging.

## Lead Generation

### Overview

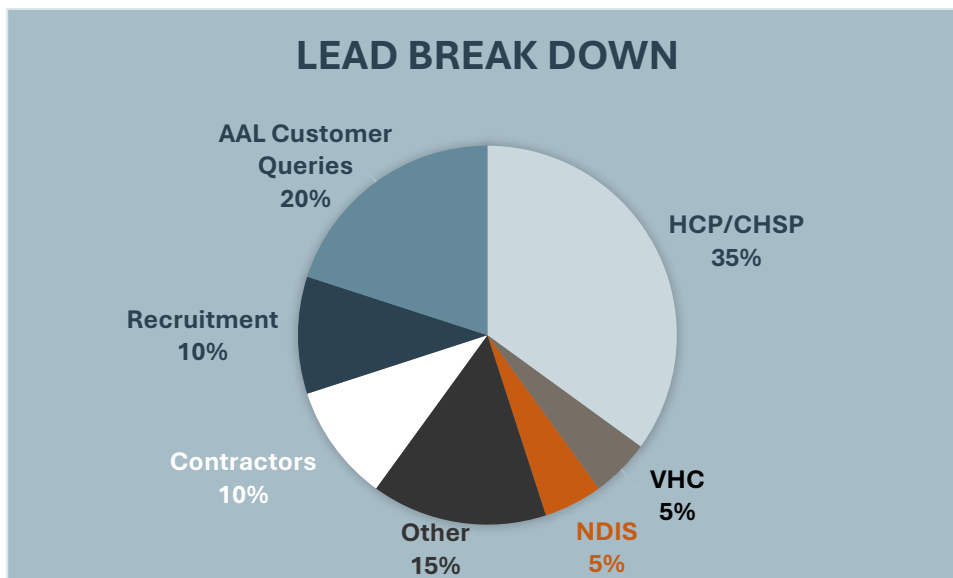
From the event, 20 leads were generated, and all were followed up with initial contact within one week. The follow-ups were generally positive, though approximately 15% of leads did not answer or return calls. Notable outcomes include:

- 2 leads proceeded to Case Manager (CM) visits to discuss service options.
- 2 leads presented potential future opportunities, with individuals exploring new providers as they consider changes to their current packages.
- Several enquiries involved general questions, which we were able to assist with, even if All About Living does not have immediate services to offer.

The breakdown of lead categories highlights the diverse range of visitors to the stand, encompassing all areas of our service offerings. The categories include:

1. **Existing Clients:** These are current clients who stopped by to engage with us, providing an opportunity for follow-ups on service satisfaction or to discuss additional service options.
2. **New Clients:** Individuals who expressed interest in becoming clients and learning more about our services, representing potential new service engagements.
3. **Contractors:** Industry professionals who visited the stand to explore partnership or contracting opportunities, potentially expanding our network of service providers.
4. **Employment Interest:** Visitors who inquired about job opportunities, ranging from entry-level positions to more specialised roles, such as Domestic Assistance, Support Work, and Nursing.

This cross-section demonstrates strong engagement across both our customer base and potential workforce, contributing to our goals of growing both service uptake and staff recruitment.



### Recommendations

Ensure staff are trained to actively engage visitors, initiate conversations, and guide them through the lead capture process. Additionally, a business manager should be present on each shift to ensure strong representation.

## Investment

### Overview

A working budget of \$3,000 was set for the event, with no unexpected expenses incurred. New banners were created, replacing outdated and damaged ones that were not on brand. These banners are assets that will be utilised for future events and activities. The event stayed within the budget, and we have leftover merchandise that can also be used at upcoming events, maximising our resources.

Expense	Description	Investment
Site Cost	2 sites @ \$50 each	\$100.00
Pull Up Banners (4)	Will be reused for other activities	\$880.00
Merchandise	100ea – Jellybeans, Notebooks, Pens, Tissues, Tote Bags	\$1512.00
Wages	4x Salaried Staff	\$0.00
	5x Hourly-waged team members, 2.5hrs @ avg \$40/hr	\$500.00
<b>Approximate Cost</b>		<b>\$2992.00</b>

### Recommendations

Focus on more purposeful merchandise with contact details, ordering larger quantities of fewer items to create a bigger impact. Pens, a favourite among seniors and should remain a key item to ensure practicality and appeal.

## Conclusion

The event was a success, with strong community engagement, efficient planning and execution, and positive feedback from both staff and visitors. Highlights such as the impromptu radio interview and effective lead generation demonstrate the impact of our presence at the event. Moving forward, there are opportunities to refine our approach by streamlining communication, enhancing staff support during peak times, and improving our marketing materials and merchandise. These adjustments will help us continue to build meaningful connections with our community and maximise our impact at future events.