

How to setup and plan an SCA Event (In Eplaheimr!)

*A practical guide to the processes involved
in going from deciding to run an event, through the
process of correctly setting it up, to planning for it.*

**N.B. This does not include advice on what makes a good event or
what an event should have going on!**

Been to a few events and had an idea for a new one that sounds fun?

Perhaps you have enjoyed yourself so much helping out at an event, that you want to run next year's?

Or maybe you see a demand for some sort of local activity?

Either way – congratulations for stepping up and offering your services!

But how do you go about it?

There are many informal ways – just starting talking to someone about it for example: an officer, an experienced member of the group. Or Consider approaching a current Event Steward to volunteer to be a deputy or co-steward in order to get an idea of how an event is run. They will always appreciate the help!

Remember this is a society of volunteers – so the more there are doing the jobs, the less work for everyone and more fun it is!

So offers of help are always welcome!

Contents

Section 1 – If you have an idea for a new Event.....	2
Section 2 – If you want to run one of the Barony's annual Events.....	8
Section 3 – If you want to bid for and run a Principality or Kingdom event....	14
Section 4 – If you want to setup a local practice or gathering.....	20

Section 1: If you have an idea for a new Event.

Step 1

Start by discussing your ideas with experienced event stewards, you never know what has been tried before. It might help you refine your thoughts. Think through your idea and make sure you get a concrete outline of what you want the event to look like.

Also discuss it with the Barony more broadly at the regular meetings as well as the Seneschal, exchequer and any other interested parties (group funds will be involved).

Check the Baronial event calendar as well as the Principality/Kingdom if you want your event to be an official one.* You want to get a date that is not only free, but also not overly close to other events in the Barony/neighbouring groups, or any larger events elsewhere that members from the Barony might be attending.

Step 2

If there seems to be a general consensus that your idea sounds good, people are interested and there is space on the calendar, the next thing for you to consider, is finding a venue.

A good event site must:

- Have the space you need for the type of Event you want to run, e.g. classrooms/Large Hall/Outdoor space for Archery shoots/combat listfields etc.
- Have adequate kitchens if the event is being catered
- Have availability for the dates you want – check if the site will be shared with other groups or not (e.g. Scout Centres).
- Supply basic things you need like tables, chairs etc.
- Have enough crash space/camping/accommodation for the numbers you expect/plan for.
- Be within an affordable budget that you can safely expect people to pay.
- Be reasonably accessible both for people with mobility issues, and people who may have to rely on public transport.
- Supply deposit and payment information
- Be happy to pencil in your dates and hold them pending confirmation from you.

Step 3

Start putting your financial plan together.

You need to decide if your event will be catered or potluck as this will influence your budget.

-
- * Why do you want your event to be "official"? Official means getting your event listed on the main Kingdom calendar which:
- Means that other groups in your area can't clash with your dates
 - Any courts where awards are given out, can be held
 - Any combat prize playing our other recognised title-giving competition will be valid.

What is the difference?

A catered event is where you have someone on your team arranging all the food for the event, so every meal will be supplied. This has to be reflected in the price of attending the event. Catered events are usually ones that last a full weekend (Friday pm to Sunday), although a full-day event can also be catered.

A potluck event however is where all attendees bring food with them to share. Once that is put together, it usually turns into quite a lot of food for everyone to eat. Potlucks are usually only done for single-day events or revels as it would be too much to ask people to bring food with them for more than one large meal.

If you decide to go for a catered event, you need to decide on the food budget. At this time (2025) the minimum amount per head that is acceptable is around €12/€15. This will give a sufficiency of (unelaborate) food without testing the Cooks too badly.

The way to calculate what to charge:

So your total food budget is the amount per head x maximum attendance (what the site can accommodate). Add that to the cost of your venue and that will be your maximum outlay.

Divide that by the same number of people to get your cost per head. You cannot charge below that. If that number is low enough, consider adjusting to up your food budget.

You need to think and perhaps chat to a few people about how many people you can realistically expect to attend the event. That minimum number should be your break-even point = that is the point at which your income matches your outgoings and the Barony doesn't lose any money.

You really want that break-even point to be a realistically achievable one.

Deciding on what to charge becomes a delicate balance between affordability and not making a loss. All tickets need to have a markup from cost to build in a safety margin for the event. The SCA is not in the business of making profits, but the Barony does need to keep it's coffers healthy in order to be able to buy equipment for the benefit of the group and have a buffer for the occasional event that will inevitably make a loss.

To work out your break-even point:

Decide on your main ticket price – the one that most people will buy (usually Adult Member full event) and divide your total cost by it. That will give you the number of people you will need to pay that price, to get your costs covered. Check if that seems achievable. If not, simply adjust your ticket price upwards and calculate again. Remember to calculate separate prices for Non-members. It costs us €4 a days to insure a non-member at an event.

Children aged 13 or 14 and over are usually charged as Adults because they consume a similar amount of food and will be using the same accommodation. Younger children usually have a lower price as they consume less food and the Under 5s are usually free. Daytrip tickets need to cover the cost of food plus a small markup. Camping tickets need to reflect food costs, any venue charge for camping, plus a markup. If the budget allows it, consider options such as:

- Making all kids under 12 free
- A family cap amount
- Complementary tickets for any Royalty

Step 4

Build your Team

The Society is built on volunteers and the work they do. We want them to continue to enjoy what they do, so the work needs to be sustainable or it leads to burnout. To that end, build an event team made of members who are keen, eager and fresh enough to be able to handle the work.

For small day potluck events, you will only really need a deputy to help you with the organisational side. Depending on the activities taking place, you might also need a Marshal for the combat side, a specific person to organise the A&S side and a designated liaison for any attending Royalty and Courts. You can also add to the event team as time goes on and the need arises.

For catered weekend events, you will need a substantially bigger team to take care of the different aspects and each of them should be able to arrange their own team if necessary. The following is a list of typical roles, but is not exhaustive and can be added to as your creativity and need arises:

Reservations Steward – supervising bookings, accommodation allocation and dissemination of relevant booking data to other staff members (e.g. food allergy list to the Head cook, Loaner gear requests to Gold key etc.). At the event, the reservation steward runs the registration table for people signing in once they arrive on site, the handing out of event tokens, and taking any payment at the door.

Head Cook – supervises the cooking team and handles the food budget. May or may not do any actual cooking – their choice. They are responsible for ensuring the group's platters, pots and other kitchen apparatus, make it to the event and back. It is also within their remit to arrange servers for the meals. They can also delegate this to one of their team members.

Cooks for other meals such as Lunch, breakfasts, feast and traveller's fare. Finding these people can also be the responsibility of the Head Cook and working with them on menus and budgets definitely is.

Marshal-in-charge for supervising combat activities. Also responsible equipment getting to and from the event (listfield markers, archery butts etc.) Also responsible for putting together a team of combat marshals to run the various combat activities and any list minister required to run tournaments. Should also liaise with any Royalty under whose aegis tournaments are happening, to ensure their consent to/choice of formats and arrangements.

Herald-in-charge – supervising all voice heraldry activities (court, listfield etc.) and putting together a team to do so. Should also liaise with any Royalty's designated Court Herald, or supply one if the Royalty does not already have one.

Hall Steward – in charge of the team doing setup/takedown of Hall decorations, arranging seating for Court and/or meals at the appropriate times. In charge of banner boxes, candlesticks and tablecloths getting to and from the event.

Deputy/Day Steward – if the event is large enough, you might want to have an actual Stewarding Team with people alternating or delegating the daily supervisory needs of the event (e.g. Replenishing toilet paper through to conflict resolution)

A&S Steward – supervising getting teachers for and timetabling classes, setting up the spaces onsite, and any signage and information to enable people to find and attend the classes. Also responsible for arranging any A&S displays, bardic performances, judging and prizes.

Royal Liaison – contact person on the event team for any/all visiting Royalty to ensure their needs and requirements are met. Also responsible for gathering and scheduling royal attendants/retinue and ensuring thrones, banners and cushions and other royal paraphernalia make it to the event. They should liaise with the Royalty's Chamberlain, if there is one.

Gold Key – person in charge of supplying (either from their own supply or putting a call out for loans from others), all required loaner gear requested on the booking list wherever possible.

Vibe – if your event needs it, you could have a person in charge of creating a general desired 'feel' to an event, either through decorations or activities not already covered by any other team member (e.g. Markets, taverns, games etc.)

Volunteer wrangler – someone who supervises the list of people who volunteered for jobs like Hall takedown/setup, kitchen helper, kitchen cleaner etc. And makes sure they know when their time slot is and that they show up for it.

Once you fill all the slots you need in your team, consider having regular online/Zoom meetings to get updates from your team and to let them know about any changes or developments that they need to know about. Depending on the size of the event, you can also set up a Discord server just for the Event Team, or a WhatsApp group to keep everyone up to date.

Step 5

Once you are happy with the budget, it is time to get formal permission to run your event.

In Eplaheimr, this is done by filling in the Event Request Form. This is a Google Form that you will find on the Eplaheimr website under Events and Practices.

This Google Form will ask you for all the important particulars about your event like dates, prices, location etc. It will also ask you for your contact information, so make sure you list how you want to be contacted by anyone looking to attend the event. It will also ask you for a short paragraph about the event itself, so make it sound interesting and fun.

Your submitted Google Form will go to the Seneschal who will check and approve it. Several things will happen at this point:

- The event will automatically be publically listed on the Baronial Calendar on the website
- The automated email you receive advising you of the approval will also be sent to the Baronial Chronicler.

Once the Baronial Chronicler gets this email, they will:

- Send the info to the Baronial webminister so that a page for the event will be put up on the website.
- Arrange for the Fienta online payment portal to be setup for this event with all the price points and information.
- Let you know when the above has all been done or request more information from you if needed. You will need to let them know when you want the booking to open.

To make the event official (see previous * note) the event needs to be listed in the Dragon's Tale, the official newsletter/gazette of the Kingdom, at the very latest in the issue for the month your event is being held in (but ideally for several months before that). In order to do this, you need to fill in the [Drachenwald calendar Google Form](#) which sends the information to the Kingdom Chronicler. The event will get automatically listed on the Drachenwald calendar on the Kingdom website (which filters down to Principality level too) as a grey entry, pending official approval. Once the Kingdom Chronicler is satisfied all information has been provided, the calendar listing turns white and your event will be published in the next Dragon's Tale.

You can do the above even if you don't have all the info yet (No need to wait for the webpage to be created etc.), ie do it as soon as you get official approval from the Seneschal. Once you fill the Kingdom Google Form, you will get an automated reply which includes the link to go back and edit your entry AND a handy list of all the information that you are still missing in order for the listing to be made official.

N.B. Do the above in plenty of time (minimum 2 months before the event). The Dragon's Tale closes submissions for any given month, a whole other month in advance. So for example, if you need to have the event published in the Dragon's Tale for the month of October, you need to submit the listing to the calendar in early August and ensure it has all the info required straight away.

Step 6

Time to consider your marketing. You want people to come to this event, so you need to advertise it. The best way is Social Media. You will need to create a Facebook event anyway, as part of the Drachenwald listing requirements to make it official. Use this as a starting point. Typically you want to post about the event in several places: in various groups on Facebook depending if you want to market it just to the Barony, to people from all over Lough Devnaree, or even further afield.

You will also want to make sure your posts go on Discord in any of the relevant servers as well as any other communication mediums you may be part of, such as WhatsApp. If the event warrants it you could also create a Discord server just for people coming to event.

The event will automatically get marketed to the Baronial mailing list by the Baronial Chronicler.

Bear in mind that people usually need to see information about an event several times before they decide whether they want to come or not. So you need to build the PR profile of the event in as many ways as possible. Consider making a campaign plan, e.g. A series of weekly posts publicising different fun/cool/exciting aspects of the upcoming event. Around 4 weeks out, if you are not already full, increase the frequency of the posts to 1 post every 2 days and build urgency into the posts (e.g. Booking closes in X days; only Y beds/spaces left) to increase FOMO.

Step 7

The following is a list of things to remember during the planning of your event and the run up to the event itself. Not all may apply to your event and the list is not exhaustive.

Decide what form the event tokens will take. These are small items given to everyone as they arrive on-site, to commemorate the event. Make this decision early, as they may take time to acquire or make. There could be budgetary considerations you have to make.

On your regular team meetings, make sure everyone knows where the equipment they need for their roles is currently stored, how it is getting to the event and who will take it back from the event.

If the event is hosting any competitions, you may need to decide how any winners are chosen, if the process is not already prescribed. If these need prizes, you and your A&S Steward need to decide on what they are to be and if that requires any budgetary consideration.

Remember to swiftly deal with any queries and correspondence from attendees to the event. If you have a reservations steward you can delegate this, but you need to stay informed.

Establish what time team members are getting to site, what they are bringing and what they need to do once they get there.

Find out from the venue whether heating will be switched on with sufficient notice to make the site warm, any special access requirements and whether access closes at any time of the night preventing people getting in or leaving. Is there a local person you can call on to fix anything?

Consider having a team visit the site once a certain stage of planning has been reached, in order to ensure implementation of the plans and any changes that may be needed.

Make a list of what you need to take with you at least a week in advance and pack a day or two before the event if possible.

Make sure you get to site early or at the time you need to be there to have plenty of time to set things up. Things always take longer than you expect and there is usually one or two people who have other emergencies that will mean their delay or cancellation.

Make sure you, or your reservation steward has the list of booked attendees printed out and ready to use together with their Paid status listed and what rooms they have been allocated to, if required.

Make sure you have downloaded and printed any sign-in sheet for members that may be required by insurance.

Prepare a cash float in order to give change, if you have anyone coming who has booked to pay cash at the door.

Bring any printed signs you need to have, such as the Code of Conduct post, or room names posted up around the site – and don't forget the blue-tack or other non-damaging way to fix them to a surface.

Bring spare paper, pens, markers, scissors, string, Duct tape.

Bring any medication you may yourself need, and anything else that will help you. Wear comfortable shoes or multiple changes of shoes to help you get through the weekend.

Section 2: If you want to run one of the Barony's annual events.

Step 1

Start by checking with the Seneschal whether they need an event steward for an up and coming event.

It is also a good idea to attend Baronial meetings as these are the spaces where you learn about the inner workings of the group and where calls are made for stewards for future events.

If you have been accepted as the Event Steward, consider talking to the last event steward for that event and picking their brains about what was done previously and what worked/didn't work and also pros and cons of the venue used. You will not be tied to using the same venue, but good venues are a bit thin on the ground, so there might not be a lot of choice.

A good event site must:

- Have the space you need for the type of Event you want to run, e.g. classrooms/Large Hall/Outdoor space for Archery shoots/combat listfields etc.
- Have adequate kitchens if the event is being catered
- Have availability for the dates you want – check if the site will be shared with other groups or not (e.g. Scout Centres).
- Supply basic things you need like tables, chairs etc.
- Have enough crash space/camping/accommodation for the numbers you expect/plan for.
- Be within an affordable budget that you can safely expect people to pay.
- Be reasonably accessible both for people with mobility issues, and people who may have to rely on public transport.
- Supply deposit and payment information
- Be happy to pencil in your dates and hold them pending confirmation from you.

Step 2

Get the event on the Calendar. This is both the Baronial Calendar and the Kingdom one. Baronial events must be listed in order to be official and the Royalty of the Barony will not be able to hold Court and give out awards if the event is not official. Getting the event on the calendar also ensures no date clashes with other events close by. Events are not official unless they have been published in the Kingdom Dragon's Tale newsletter

The first approval needed is the Baronial one – fill out the [Eplaheimr Event Request](#) form. This gets approved by the Baronial Seneschal. While waiting, fill out the [Drachenwald Calendar Event Registration Form](#) even though you may not have all the information you need yet – you can always go back and edit or add to the listing.

Both Forms will ask you for all the important particulars about your event like dates, prices, location etc. It will also ask you for your contact information, so make sure you list how you want to be contacted by anyone looking to attend the event. It will also ask you for a short paragraph about the event itself, so make it sound interesting and fun.

The Eplaheimr Google Form will go to the Seneschal who will check and approve it. Several things will happen at this point:

- The event will automatically be publically listed on the Baronial Calendar on the website
- The automated email you receive advising you of the approval will also be sent to the Baronial Chronicler.

Once the Baronial Chronicler gets this email, they will:

- Send the info to the Baronial webminister so that a page for the event will be put up on the website.
- Arrange for the Fienta online payment portal to be setup for this event with all the price points and information.
- Let you know when the above has all been done or request more information from you if needed. You will need to let them know when you want the booking to start from.

Filling in the Drachenwald Calendar form will get your event automatically listed on the Drachenwald calendar on the Kingdom website (which filters down to Principality level too). It will initially be a grey entry, pending official approval. A grey listing means that it is either a)still waiting checking and approval from the Kingdom Chronicler, or b)still waiting for additional information from you in order to be approved.

Once the Kingdom Chronicler is satisfied all information has been provided, the calendar listing turns white and your event is then published in the next Dragon's Tale newsletter.

You can fill in the Drachenwald calendar form even if you don't have all the info yet (No need to wait for the webpage to be created etc.), ie do it as soon as you know what dates from the Seneschal. Once you fill it in, you will get an automated reply which includes the link to use when you go back to edit/add missing info to your entry AND a handy list of all the information that you are still missing in order for the listing to be made official.

N.B. Submit the Kingdom form in plenty of time (minimum 2 months before the event). The Dragon's Tale closes submissions for any given month, a whole other month in advance. So for example, if you need to have the event published in the Dragon's Tale for the month of October, you need to submit the listing complete with all the info to the calendar in early August. Ideally you want the event to be listed in several issues in order to give people plenty of notice. So submit as soon as you can.

Step 3

Start putting your financial plan together.

You need to decide if your event will be catered or potluck as this will influence your budget.

What is the difference?

A catered event is where you have someone on your team arranging all the food for the event, so every meal will be supplied. This has to be reflected in the price of attending the event. Catered events are usually ones that last a full weekend (Friday pm to Sunday), although a full-day event can also be catered.

A potluck event however is where all attendees bring food with them to share. Once that is put together, it usually turns into quite a lot of food for everyone to eat. Potlucks are usually only done for single-day events or revels as it would be too much to ask people to bring food with them for more than one large meal.

If you decide to go for a catered event, you need to decide on the food budget. At this time (2024) the minimum amount per head that is acceptable is around €12/€15. This will give a sufficiency of (unelaborate) food without testing the Cooks too badly.

The way to calculate what to charge:

So your total food budget is the amount per head x maximum attendance (what the site can accommodate). Add that to the cost of your venue and that will be your maximum outlay.

Divide that by the same number of people to get your cost per head. You cannot charge below that. If that number is low enough, consider adjusting to up your food budget.

You need to think and perhaps chat to a few people about how many people you can realistically expect to attend the event. That minimum number should be your break-even point = that is the point at which your income matches your outgoings and the Barony doesn't lose any money.

You really want that break-even point to be a realistically achievable one.

Deciding on what to charge becomes a delicate balance between affordability and not making a loss. All tickets need to have a markup from cost to build in a safety margin for the event. The SCA is not in the business of making profits, but the Barony does need to keep it's coffers healthy in order to be able to buy equipment for the benefit of the group and have a buffer for the occasional event that will inevitably make a loss.

To work out your break-even point:

Decide on your main ticket price – the one that most people will buy (usually Adult Member full event) and divide your total cost by it. That will give you the number of people you will need that pay that price, to get your costs covered. Check if that seems achievable. If not, simply adjust your ticket price upwards and calculate again. Remember to calculate separate prices for non-members. It costs us €4 per day to insure a non-member at an event.

Children aged 13 or 14 and over are usually charged as Adults because they consume a similar amount of food and will be using the same accommodation. Younger children usually have a lower price as they consume less food and the Under 5s are usually free. Daytrip tickets need to cover the cost of food plus a small markup. Camping tickets need to reflect food costs, any venue charge for camping, plus a markup. If the budget allows it, consider options such as:

- Making all kids under 12 free
- A family cap amount
- Complementary tickets for Royalty

Run your final plan past the Seneschal and Exchequer to double check that it looks goods.

Step 4

Build your Team

The Society is built on volunteers and the work they do. We want them to continue to enjoy what they do, so the work needs to be sustainable or it leads to burnout. To that end, build an event team made of members who are keen, eager and fresh enough to be able to handle the work.

For small day potluck events, you will only really need a deputy to help you with the organisational side. Depending on the activities taking place, you might also need a Marshal for the combat side, a specific person to organise the A&S side and a designated liaison for any attending Royalty and Courts. You can also add to the event team as time goes on and the need arises.

For catered weekend events, you will need a substantially bigger team to take care of the different aspects and each of them should be able to arrange their own team if necessary. The following is a list of typical roles, but is not exhaustive and can be added to as your creativity and need arises:

Reservations Steward – supervising bookings, accommodation allocation and dissemination of relevant booking data to other staff members (e.g. food allergy list to the Head cook, Loaner gear requests to Gold key etc.). At the event, the reservation steward runs the registration table for people signing in once they arrive on site, the handing out of event tokens, and taking any payment at the door.

Head Cook – supervises the cooking team and handles the food budget. May or may not do any actual cooking – their choice. They are also responsible for ensuring the group's platters, pots and other kitchen apparatus, make it to the event and back. It is in their remit to arrange servers for meals if necessary. They can delegate this job to another member of their team.

Cooks for other meals such as Lunch, breakfasts, feast and traveller's fare. Finding these people can also be the responsibility of the Head Cook and working with them on menus and budgets definitely is.

Marshal-in-charge for supervising combat activities. Also responsible for related equipment getting to and from the event (listfield markers, archery butts etc.) Also responsible for putting together a team of combat marshals to run the various combat activities and any list minister required to run tournaments. Should also liaise with any Royalty under whose aegis tournaments are happening, to ensure their consent to/choice of formats and arrangements.

Herald-in-charge – supervising all voice heraldry activities (court, listfield etc.) and putting together a team to do so. Should also liaise with any Royalty's designated Court Herald, or supply one if the Royalty does not already have one.

Hall Steward – in charge of the team doing setup/takedown of Hall decorations, arranging seating for Court and/or meals at the appropriate times. In charge of banner boxes, candlesticks and tablecloths getting to and from the event.

Deputy/Day Steward – if the event is large enough, you might want to have an actual Stewarding Team with people alternating or delegating the daily supervisory needs of the event (e.g. Replenishing toilet paper through to conflict resolution)

A&S Steward – supervising getting teachers for and timetabling classes, setting up the spaces onsite, and any signage and information to enable people to find and attend the classes. Also responsible for arranging any A&S displays, bardic performances, judging and prizes.

Royal Liaison – contact person on the event team for any/all visiting Royalty to ensure their needs and requirements are met. Also responsible for gathering and scheduling royal attendants/retinue and ensuring thrones, banners and cushions and other royal paraphernalia make it to the event. They should liaise with the Royalty's Chamberlain, if there is one.

Gold Key – person in charge of supplying (either from their own supply or putting a call out for loans from others), all required loaner gear requested on the booking list wherever possible.

Vibe – if your event needs it, you could have a person in charge of creating a general desired 'feel' to an event, either through decorations or activities not already covered by any other team member (e.g. Markets, taverns, games etc.)

Volunteer wrangler – someone who supervises the list of people who volunteered for jobs like cleanup, kitchen helper, kitchen cleaner etc. And makes sure they know when their time slot is and that they show up for it.

Once you fill all the slots you need in your team, consider having regular online/Zoom meetings to get updates from your team and to let them know about any changes or developments that they need to know about. Depending on the size of the event, you can also set up a Discord server just for the Event Team, or a WhatsApp group to keep everyone up to date.

Step 5

Time to consider your marketing. You want people to come to this event, so you need to advertise it. The best way is Social Media. You will need to create a Facebook event anyway, as part of the Drachenwald listing requirements to make it official. Use this as a starting point. Typically you want to post about the event in several places: in various groups on Facebook depending if you want to market it just to the Barony, to people from all over Lough Devnaree, or even further afield.

You will also want to make sure your posts go on Discord in any of the relevant servers as well as any other communication mediums you may be part of, such as WhatsApp. If the event warrants it you could also create a Discord server just for people coming to event.

The event will automatically get marketed to the Baronial mailing list by the Baronial Chronicler.

Bear in mind that people usually need to see information about an event several times before they decide whether they want to come or not. So you need to build the PR profile of the event in as many ways as possible. Consider making a campaign plan, e.g. A series of weekly posts publicising different fun/cool/exciting aspects of the upcoming event. Around 4 weeks out, if you are not already full, increase the frequency of the posts to 1 post every 2 days and build urgency into the posts (e.g. Booking closes in X days; only Y beds/spaces left) to increase FOMO.

Step 6

The following is a list of things to remember during the planning of your event and the run up to the event itself. Not all may apply to your event and the list is not exhaustive.

Decide what form the event tokens will take. These are small items given to everyone as they arrive on-site, to commemorate the event. Make this decision early, as they may take time to acquire or make. There could be budgetary considerations you have to make.

On your regular team meetings, make sure everyone knows where the equipment they need for their roles is currently stored, how it is getting to the event and who will take it back from the event.

If the event is hosting any competitions, you may need to decide how any winners are chosen, if the process is not already prescribed. If these need prizes, you and your A&S Steward need to decide on what they are to be and if that requires any budgetary consideration.

Remember to swiftly deal with any queries and correspondence from attendees to the event. If you have a reservations steward you can delegate this, but you need to stay informed.

Establish what time team members are getting to site, what they are bringing and what they need to do once they get there.

Make sure the Baronial Royalty are up to date with lists of names booked in order that they know who will be there to receive awards or act as retinue.

Find out from the venue whether heating will be switched on with sufficient notice to make the site warm, any special access requirements and whether access closes at any time of the night preventing people getting in or leaving. Is there a local person who can quickly fix any issues?

Consider having a team visit to the site once a certain stage of planning has been reached, in order to ensure implementation of the plans and any changes that may be needed.

Make a list of what you need to take with you at least a week in advance and pack a day or two before the event if possible.

Make sure you get to site early or at the time you need to be there to have plenty of time to set things up. Things always take longer than you expect and there is usually one or two people who have other emergencies that will mean their delay or cancellation.

Make sure you, or your reservation steward has the list of booked attendees printed out and ready to use together with their Paid status listed and what rooms they have been allocated to, if required.

Make sure you have downloaded and printed any sign-in sheet for members that may be required by insurance.

Prepare a cash float in order to give change, if you have anyone coming who has booked to pay cash at the door.

Bring any printed signs you need to have, such as the Code of Conduct post, or room names posted up around the site – and don't forget the blue-tack or other non-damaging way to fix them to a surface.

Bring spare paper, pens, markers, scissors, string, Duct tape.

Bring any medication you may yourself need, and anything else that will help you.
Wear comfortable shoes or multiple changes of shoes to help you get through the weekend.

Section 3: If you want to bid to run a Kingdom/Principality event.

Step 1

You can check the Drachenwald Calendar page for rotating events that are still looking for bids. You want to look for the ones that are scheduled to be held in the ID region. The deadline to receive these is usually at least 6 months in advance, so you can bid from quite a long time out. The bid list will also include ID events that require hosting. The bid list also specifies the dates these events need to be held on.

The Seneschal might also bring up a potential event the Barony could bid for at a meeting.

Consider whether you already have a venue in mind that would suit the type of event the Barony wants to bid for.

A good event site must:

- Have the space you need for the type of Event you want to run, e.g. classrooms/Large Hall/Outdoor space for Archery shoots/combat listfields etc.
- Have adequate kitchens if the event is being catered
- Have availability for the dates you want – check if the site will be shared with other groups or not (e.g. Scout Centres).
- Supply basic things you need like tables, chairs etc.
- Have enough crash space/camping/accommodation for the numbers you expect/plan for.
- Be within an affordable budget that you can safely expect people to pay.
- Be reasonably accessible both for people with mobility issues, and people who may have to rely on public transport.
- Supply deposit and payment information
- Be happy to pencil in your dates and hold them pending confirmation from you.

Step 2

Start putting your bid proposal and team together.

First contact the venue and check availability on the dates in question. If the site is free, ask them to make a provisional booking and you will confirm if your bid is successful.

Part of your bid proposal should include information about your event team – so start putting your staff together as well. Get the members of your team to give you a small bio about themselves for the proposal. The aim is to show the service and experience your team has and how competent they are.

Kingdom and Principality events tend to be big affairs that attract a larger number of people, so your team will typically have to match that in order to ensure the event runs smoothly. The following is not an exhaustive list, but shows the options of staff members that you might need.

Reservations Steward – supervising bookings, accommodation allocation and dissemination of relevant booking data to other staff members (e.g. food allergy list to the Head cook, Loaner gear requests to Gold key etc.). At the event, the reservation steward runs the registration table for people signing in once they arrive on site, the handing out of event tokens, and taking any payment at the door.

Head Cook – supervises the cooking team and handles the food budget. May or may not do any actual cooking – their choice. They are also responsible for ensuring the group's platters, pots and other kitchen apparatus, make it to the event and back. Their remit includes making arrangements for servers for meals if necessary. They can also delegate this to their Team.

Cooks for other meals such as Lunch, breakfasts, feast and traveller's fare. Finding these people can also be the responsibility of the Head Cook and working with them on menus and budgets definitely is.

Marshal-in-charge for supervising combat activities. Also responsible for related equipment getting to and from the event (listfield markers, archery butts etc.) Also responsible for putting together a team of combat marshals to run the various combat activities and any list minister required to run tournaments. Should also liaise with any Royalty under whose aegis tournaments are happening, to ensure their consent to/choice of formats and arrangements.

Herald-in-charge – supervising all voice heraldry activities (court, listfield etc.) and putting together a team to do so. Should also liaise with any Royalty's designated Court Herald, or supply one if the Royalty does not already have one.

Hall Steward – in charge of the team doing setup/takedown of Hall decorations, arranging seating for Court and/or meals at the appropriate times. In charge of banner boxes, candlesticks and tablecloths getting to and from the event.

Deputy/Day Steward – if the event is large enough, you might want to have an actual Stewarding Team with people alternating or delegating the daily supervisory needs of the event (e.g. Replenishing toilet paper through to conflict resolution)

A&S Steward – supervising getting teachers for and timetabling classes, setting up the spaces onsite, and any signage and information to enable people to find and attend the classes. Also responsible for arranging any A&S displays, bardic performances, judging and prizes.

Royal Liaison – contact person on the event team for any/all visiting Royalty to ensure their needs and requirements are met. Also responsible for gathering and scheduling royal attendants/retinue and ensuring thrones, banners and cushions and other royal paraphernalia make it to the event. They should liaise with the Royalty's Chamberlain, if there is one.

Gold Key – person in charge of supplying (either from their own supply or putting a call out for loans from others), all required loaner gear requested on the booking list wherever possible.

Vibe – if your event needs it, you could have a person in charge of creating a general desired 'feel' to an event, either through decorations or activities not already covered by any other team member (e.g. Markets, taverns, games etc.)

Volunteer wrangler – someone who supervises the list of people who volunteered for jobs like cleanup, kitchen helper, kitchen cleaner etc. And makes sure they know when their time slot is and that they show up for it.

Apart from your team and their bios, your bid proposal should list:

- Information about the venue and its facilities: Hall size, number of bedrooms, other rooms and their potential usage, what bedding if any is provided, outside space, accessibility both to and within the site.
- Travel options to the site from major transport hubs like Airports, Ferry Terminals and Train Stations.
- Budget breakdown for the event showing costs, food budget and proposed ticket prices per category and break-even point. Also how many Royals you can comp.

The way to calculate what to charge:

At this time (2025) the minimum amount per head that is acceptable is around €12/€15. This will give a sufficiency of (unelaborate) food without testing the Cooks too badly. Your total food budget is the amount per head x maximum attendance (what the site can accommodate). Add that to the cost of your venue and that will be your maximum outlay.

Divide that by the same number of people to get your cost per head. You cannot charge below that. If that number is low enough, consider adjusting to increase your food budget.

You need to think and perhaps chat to a few people about how many people you can expect to attend the event. If you expect around 100 people at the maximum, your safe break-even point should be around 60 people = that is the point at which your income matches your outgoings and the Barony doesn't lose any money.

You really want that break-even point to be a realistically achievable one in order to be safe from making an expensive loss on the event.

Remember that any profits from a Kingdom/Principality event need to be shared 50/50 with Kingdom or Principality.

To work out your break-even point:

Decide on your main ticket price – the one that most people will buy (usually Adult Member full event) make sure to make it affordable. Divide your total cost by it. That will give you the number of people you will need to pay that price, to get your costs covered. Check if that seems achievable. If not, simply adjust your ticket price upwards and calculate again.

Children aged 13 or 14 and over are usually charged as Adults because they consume a similar amount of food and will be using the same accommodation. Younger children usually have a lower price as they consume less food and the Under 5s are usually free. Daytrip tickets need to cover the cost of food plus a small markup. Camping tickets need to reflect food costs, any venue charge for camping, plus a markup. You might also have considerations to make such as a venue still charging you for a bed even if it is occupied by a nominally 'free' child. Remember to calculate Member and non-member tickets. Non-members cost us €4 per day for insurance coverage.

If the budget allows it, consider options such as:

- Making all kids under 12 free
- A family cap amount
- Complementary tickets for Royalty

Run your final plan past the Seneschal and Exchequer to double check that it looks good.

Put your proposal together in an attractive document with title page etc. And send it to the Seneschal and Royalty relevant to the event you are bidding for, copying in the Baronial Seneschal and Exchequer.

Step 3

Make sure you stay on top of any correspondence and queries from Kingdom/Principality about your bid. Get an idea from them on the time frame within which you can expect a response.

If your bid is successful, the first thing to do is to get the event on the Calendar. Events are not official unless they have been published in the Kingdom Dragon's Tale newsletter before the event is held.

To do this, fill out the [Drachenwald Calendar Event Registration Form](#) even though you may not have all the information you need yet – you can always go back and edit or add to the listing.

The Form will ask you for all the important particulars about your event like dates, prices, location etc. It will also ask you for your contact information, so make sure you list how you want to be contacted by anyone looking to attend the event. It will also ask you for a short paragraph about the event itself, so make it sound interesting and fun.

Filling in the Drachenwald Calendar form will get your event automatically listed on the Drachenwald calendar on the Kingdom website (which filters down to Principality level too). It will initially be a grey entry, pending official approval. A grey listing means that it is either a) still waiting checking and approval from the Kingdom Chronicler, or b) still waiting for additional information from you in order to be approved.

Once the Kingdom Chronicler is satisfied all information has been provided, the calendar listing turns white and your event is then published in the next Dragon's Tale newsletter.

You can fill in the Drachenwald calendar form even if you don't have all the info yet (No need to wait for the webpage to be created etc.), ie do it as soon as you know your bid has been successful. Once you fill it in, you will get an automated reply which includes the link to use when you go back to edit/add missing info to your entry AND a handy list of all the information that you are still missing in order for the listing to be made official.

N.B. Submit the Kingdom form in plenty of time (minimum 2 months before the event). The Dragon's Tale closes submissions for any given month, a whole other month in advance. So for example, if you need to have the event published in the Dragon's Tale for the month of October, you need to submit the listing complete with all the info to the calendar in early August. Ideally you want the event to be listed in several issues in order to give people plenty of notice. So submit as soon as you can.

Also remember to send the same information to the Baronial Webminister and Chronicler, so that a webpage for the event can be created and the Fienta online payment portal can be created. In fact as and when you finalise information, activities, schedules, menus etc. You will want to liaise with the Webminister closely so that the webpage stays up to date with all the information.

Step 4

Time to consider your marketing. You want people to come to this event, so you need to advertise it. The best way is Social Media. You will need to create a Facebook event anyway, as part of the Drachenwald listing requirements to make it official. Use this as a starting point.

Typically you want to post about the event in several places: in various groups on Facebook depending on how far and wide the information needs to be broadcast.

You will also want to make sure your posts go on Discord in any of the relevant servers as well as any other communication mediums you may be part of, such as WhatsApp. If the event warrants it you could also create a Discord server just for people coming to event.

The event will automatically get marketed to the Baronial mailing list by the Baronial Chronicler.

Bear in mind that people usually need to see information about an event several times before they decide whether they want to come or not. So you need to build the PR profile of the event in as many ways as possible. Consider making a campaign plan, e.g. A series of weekly posts publicising different fun/cool/exciting aspects of the upcoming event. Create a buzz around the event – consider getting your team members to write about cool things they are doing in their areas.

Images speak louder than words, so either post pics of prep-work, finished items etc. Or use associated stock images regarding the subject you will be posting on (Cool aspects of the menu, fun novel activities, banner-making projects etc.)

Around 4 weeks out, if you are not already full, increase the frequency of the posts to 1 post every 2 days and build urgency into the posts (e.g. Booking closes in X days; only Y beds/spaces left) to increase FOMO.

Step 5

The following is a list of things to remember during the planning of your event and the run up to the event itself. Not all may apply to your event and the list is not exhaustive.

Decide what form the event tokens will take. These are small items given to everyone as they arrive on-site, to commemorate the event. Make this decision early, as they may take time to acquire or make. There could be budgetary considerations you have to make. Ensure they get to site in time for opening so that they can be handed out at registration.

On your regular team meetings, make sure everyone knows where the equipment they need for their roles is currently stored, how it is getting to the event and who will take it back from the event.

If the event is hosting any competitions, you may need to decide how any winners are chosen, if the process is not already prescribed. If these need prizes, you and your A&S Steward need to decide on what they are to be and if that requires any budgetary consideration.

Remember to swiftly deal with any queries and correspondence from attendees to the event. If you have a reservations steward you can delegate this, but you need to stay informed.

Establish what time team members are getting to site, what they are bringing and what they need to do once they get there.

Make sure all Royalty are up to date with lists of names booked in order that they know who will be there to receive awards or act as retinue.

Find out from the venue whether heating will be switched on with sufficient notice to make the site warm, any special access requirements and whether access closes at any time of the night preventing people getting in or leaving. Do they have a local person who can come over at short notice to fix a problem?

Consider having a team visit the site once a certain stage of planning has been reached, in order to ensure implementation of the plans and any changes that may be needed.

For a Royalty-heavy event, make sure you have all the thrones that you need, or that you know who is bringing them.

Make a list of what you need to take with you at least a week in advance and pack a day or two before the event if possible. Print off all signage required.

Make sure you get to site early or at the time you need to be there to have plenty of time to set things up. Things always take longer than you expect and there is usually one or two people who have other emergencies that will mean their delay or cancellation.

Make sure you, or your reservation steward has the list of booked attendees printed out and ready to use together with their Paid status listed and what rooms they have been allocated to, if required.

Make sure whoever of your team handles loaner gear, has whatever they need or has sourced it and will be able to supply all of it.

With regards to volunteers helping out on site – consider adding this as a required choice on the online booking form. That way you will have lists of names for every job be it kitchen clean up or Hall rearranging. If these will be big jobs (as they usually are for a Kingdom or Principality event) consider actually scheduling people for specific times to make sure you always have someone on hand to help with the work, and not nobody, or worse – the same person that did it before!

For Royalty-heavy events make sure you pass on the list of retinue volunteers to your Royal Liaison Team member, so that they know who to call on for retinue duty.

Keep you or your reservation steward keeps the cooking team up to date with dietary choices and food allergies as the bookings come in.

Make sure you have downloaded and printed any sign-in sheet for members that may be required by insurance.

Prepare a cash float in order to give change, if you have anyone coming who has booked to pay cash at the door.

Bring any printed signs you need to have, such as the Code of Conduct post, or room names posted up around the site – and don't forget the blue-tack or other non-damaging way to fix them to a surface. Useful things to post around are: Lists of Volunteers, Schedules, Gear storage areas etc.

Bring spare paper, pens, markers, scissors, string, Duct tape.

Bring any medication you may yourself need, and anything else that will help you. Wear comfortable shoes or multiple changes of shoes to help you get through the weekend.

Section 4: If you want to setup a local practice or gathering

Step 1

So you have a bunch of people within a reasonable geographical area that are all interested in occasional get togethers for the purposes of specific activities. These could be combat activities, or A&S or both!

While it is entirely possible for someone to volunteer their own home for a regular "stitch & bitch" or armouring if the tools are available there, sometimes it works better for a larger group, or one that you intend to use to increase local interest, to have a more public venue.

Your first consideration is how often and for how long you want these gatherings. Your second is what sort of venue do you need to have for your activities.

A site for combat activities must have:

- Indoor or outdoor space with sufficient space that both participants and the venue won't suffer in any way. Indoor space = gym or large sports centre. Height is a big consideration. For Archery you will need to consider the space that will go behind the targets – Will you need a net to protect and catch stray arrows?
- Does the site have toilets and a small kitchen for teas/coffees and heating up any food? Is this even necessary?
- If considering fully public spaces like parks, then you will need to apply for permission to conduct combat activities (Archery cannot be done in public spaces)

A site for A&S activities must have:

- Indoor space with sufficient shelter for the crafts being practiced, preferably with tables and chairs.
- Toilets and a small kitchen for teas/coffees and heating up food.
- Be affordable for the amount of time you want to hire the space (full or half day)

Step 2

Talk to the Seneschal about your proposed gatherings. They will need to be costed and a price of attendance set in a sensible way that will cover the hiring costs.

Once you get the ok from the Seneschal and the Exchequer, you are free to start scheduling your gathering. This also gives you permission to transact with the venue you are hiring.

Small local gatherings and practices do not need to go onto the Kingdom and ID calendar and therefore there is no onus on them not to clash with other events in the same way. Obviously you will want to take into account events happening locally or ones where there is a reasonable chance that your attendees will want to go to. Local regular gatherings are also flexible in that they can change to suit the needs of the participants.

You will want to list them on the Baronial website though, so that people in your group can find the information and attend whenever they can. The important thing is to make it easy for them to do so. So having that info easily found, and the ability to book also easily done, is vital.

Therefore you should fill in the event request form on the Eplaheimr website for every gathering you intend to hold. This may sound like a boring repetitive job, but it is important for several reasons:

- A. It ensures every gathering is sanctioned and therefore covered by insurance
- B. The webminister will receive a copy and be able to update the website without you having to write to them separately.
- C. The Fienta (online payment system) will be created and give the ability for people to prebook online.

Step 3

Start holding and advertising your gatherings.

People won't know its happening if you don't talk about it at every opportunity and on every Social Media platform. It takes a lot to create the momentum necessary for a local activity to gather steam. And you have to be prepared that some occasions you will have more people and other times less. But you will have to put the work in to increase attendance.

A local gathering is a great opportunity for newcomers to be introduced to what the SCA does, so you should consider also using it in this way.

A local gathering can also be themed or have "special occasions" to vary up the routine. So an A&S day may have guest teachers, or themed crafts like a "Lets make garb day". Use upcoming big events for this too: e.g. A camping event is coming up, so have a day when everyone makes a cloak, or makes candles, or tries Medieval cooking over an open fire.

Similarly a combat-focussed gathering can have a special day on unit-fighting or melées, or perhaps a high-level fighter is in the area and can be invited to come teach a class. Archery doesn't just have to be round bosses with targets printed. You can vary it up with clout shoots and other formats.

Step 4

What do you need on the admin side to run your gatherings? The answer is: not much.

Ideally people will use the prebooking function so that you will know how many are coming and not have to handle cash. But the reality is that some people will not always know if they are able to attend before the day in question. So make sure you are able to handle cash from walk-ins.

All non-members HAVE to prebook. This is so that insurance can be arranged for them for the day. The cut-off is 3 days before the gathering.

Members can just walk-in. You will then have to print off a member sign-in sheet (downloadable from the Eplaheimr website) to be filled in by all members present at the gathering. A pic of this, or scan or whatever is easiest, should be emailed to the address on the sheet, after the gathering to be kept as a record.

You should have a chat with the Baronial Exchequer (or your canton officers if you live in an official canton) about how the money is handled ie. whether you pay the venue and get reimbursed, or whether the exchequer deals with that side directly. Remember to keep receipts for all and every expenditure like Tea & Coffee and Biscuits to ensure reimbursement.

Publishing Record:

First Draft: Melisende January 2025