

MOA East Coast Guidance for Event Organisers

A crib sheet to assist Event Organisers

INTRODUCTION

This is an aide memoire and suggestions for all those hosting events, particularly if you are new to the role.

SETTING THE DATE

The key considerations are a date suitable to you, a date when the venue is available and a date which fits with other events on the branch and the MOA national programme. This takes place during October of the previous year with a draft programme being agreed at a Committee meeting held on the morning of the Laying up Lunch with the “final” version agreed in November. It is led by the Branch Captain and managed through e-mails and phone calls.

VENUE

- Book the venue as early as practicable ideally as soon as the date for your event is agreed and ideally before the 1 December of the previous year
- Book a place to eat if required
- Arrange food/drinks etc. a limited budget is available, please consult with the Branch Treasurer.
- Timings and costs of any events you may plan – Visits/games/activities
- Organise to obtain the MOA flag. – Speak to any committee member to borrow a flag and please remember to return it after the event.

PUBLICITY

- Provide The Webmaster with a brief event description and a photo of the venue by the end of the December of the previous year for the Events calendar page of the website. See the current Events Calendar page for examples: <https://www.moodyowners.org/branches/east-coast/>
- Create an events info page for your event providing more details such as pilotage notes, menus. For examples see Events Info pages linked to from the Events Calendar Page above. Include an offer to facilitate sailing in Company, particularly for beginners. Include a note that responsibility for navigation and safety lies entirely with the master of each vessel.

INVITE

Write an invite and send to the Branch Webmaster at least 5 weeks before the event starts. The Webmaster will see that it is sent to all Branch members about 4 weeks before the event and a reminder about 2 weeks before, but the replies will all come to you.

The invitation should make clear:

- Timing and costs of any activities
- Arrangements for booking meals
- Arrangements for booking Berths
- Any special notes for arrivals such as inform Host and/or Marina for berthing instructions
- Instructions/parking/access codes for anyone arriving by Car

Previous organisers have found it helpful to prepare the invite as an e-mail with a tick box / fill in the blanks type of reply built in for an example, see *****. This is not mandatory.

Participants will need to provide you with:

- Names and numbers of those attending under each reply
- Name, model, LOA, beam and draft of boat if berth required
- Nights berth required for
- How many of their group wish to attend each activity
- Whether they wish to join the WhatsApp group for the event and, if so, their mobile phone number.
- Any meal choices/Allergies

WHATSAPP GROUP

For events afloat, we have found it helpful to set up a WhatsApp group so participants can communicate as they make their way to/from the venue. It also helps for sharing photos and this is aided if users choose a high resolution setting for any photos they attach to their posts. The MOA has issued guidance for use of WhatsApp within the Association to ensure we remain compliant with GDPR and you should adhere to this:

<https://www.moodyowners.info/resources/gdpr-guidance-for-moa-use-of-whatsapp-groups.1878/>

For East Coast Branch Events, the group name should be the same as the event name on our Events Calendar. The Event Organiser should be the first Admin of the group and the Branch Events Coordinator should be the second admin. Both the Branch Webmaster and the Branch Captain should be members of the Group, whether or not they are participating in the event. It is essential that everyone joining the group has given their written consent to join.

SUPPORT

- Often a subsidy is available for funding part of the event – Refer to our Branch Treasurer
- Organise how meals etc will be paid – refer to our Branch Treasurer for support/advice
- Keep our Branch Events Coordinator informed of your progress
- All the East Coast Committee Members are willing to advise you on how to do this.

FOLLOW UP

Good reporting of your event will hopefully encourage attendance of members on future events.

- Please organise someone in advance to take photographs of the event. (A picture paints a thousand words.) Pictures should be as high a resolution as possible (we can always reduce quality if needed). It is suggested that the organisers delegate this task as it usually proves difficult to host and take interesting photos at the same time.
- Please write a report of the event 1 page or so. This is used for publicity and having numerous styles helps give variety to the reports. Previous reports can be seen on the website <https://moodyowners.org/branches/east-coast/>
- Please make a separate note of the wind strength and weather forecast for the weekend and the number of boats, attendees and Cars that attend.
- Please send your report, photos and the above note to both the EC Webmaster and the EC Captain within 4 weeks of the event finishing.

DATED: 30 May 2026