

This guide covers the logistical side of planning events as part of the Doors Open Days festival.

If there is anything not covered or you would like more information please get in touch via dod@scottishcivictrust.org.uk

Visitor Messaging

- make sure you include a strong call to action for visitors in your event description and promotion
- what is included, levels of access, is it self-led or are there guided tours, is pre-booking required or can they sign up for tours and events on the day
- how accessible is your venue or event? include all information in the application form
- use signs, posters, banners and other promotional materials to both raise awareness of your event in advance and as signposting on the day

Organised and supported by:



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Capacity

- how many people can your space accommodate at one time?
- is this accurately reflected in your risk assessment?
- make sure you have enough staff/volunteers to monitor visitor numbers when you're open

Opening Days and Times

- clearly state which days and times you will be open
- will access be limited to booked tours at specific times?
- if you are doing a combination of self-guided access and tours ensure that is fully communicated to visitors

Self-guided Access

- consider providing leaflets, guides or signage to allow self-guided tours
- ensure inaccessible or private areas are clearly marked

Guided Tours

- is there a limit to group size, is there an age limit, is it an accessible tour?
- will there be leaflets or guides available alongside the guided tour
- if you have both guided tours and self-guided access make sure this is clearly communicated

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Booking Systems

- if your event, tour, or venue has limited capacity we recommend requiring visitors to pre-book either through a booking system, or by emailing / phoning a specific person
- we recommend Eventbrite as an easy-to-use and free booking system
- you can also ask people to email or phone to put their name on a list
- regardless of which option you choose, ensure this is clearly communicated in your event page (on the Doors Open Days website and your own promotion)
- consider having a waitlist if you are fully booked

Changes to event or venue

- if you need to make changes to the information you've provided in the application form let your regional coordinator know as soon as possible
- this includes changes to opening times, updating booking links, informing us of fully booked tours, changes to access eg lift currently not working
- your venue page on the Doors Open Days website can be updated at any time but we do go live to the public on July 31st so ensure the important information is correct by mid-July