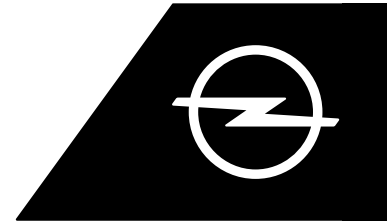


Checklist for Club Gatherings

This 18-point plan is intended to help you organize events.
Compiled by Opel Automobile GmbH and Opel Fan Club Representatives .

1. Goal defined
2. Arrival routes/parking area identified/marked
3. Opel club representatives informed
4. Scheduling completed
5. Event location selected
6. Venue reserved
7. service organized
8. Camping facilities/rooms reserved
9. Press/radio informed/invited
10. Print materials ordered
11. Invitations/registrations sent
12. Posters hung up/flyers distributed
13. Community authorities/medical services/police informed
14. Sanitary facilities rented
15. Offers for catering received
16. Program prepared
17. Clean-up organized
18. Evaluation and contact follow-up completed



1. Preparation

Goal definition:

What do you want to achieve with this get-together?

This is the first question that must be answered before you go any further. Once your goal is agreed, it's important to decide 'who does what'. If you're planning an extended club evening, for example, the organization required is quite straightforward and uncomplicated. However, for larger events, you should establish an organizing committee with clearly defined tasks, e.g. one person responsible for invitations and participant lists, one for activities during the gathering (music, competitions, etc.), one as a contact for the community representatives (police, medical services), one as liaison and support for media representatives.

Who do you want to address?

Do you just want to invite club members by model (Ascona, Manta, etc), or is the vehicle secondary in terms of importance?

Who do you want to invite?

Should it be a gathering only for club members, or also for partner clubs, regional or national Opel groups?

2. Scheduling

Inform Opel club representatives

To avoid the possibility of overlapping with other events, you should inform Opel club representatives of the date you've chosen. This is the only way to ensure gatherings do not compete with each other. In addition, we can decide about further Opel support only after receiving this information.

Select a suitable date

There are a number of issues to be considered. During winter months, for example, ice and snow on the roads can endanger the success of a gathering. You may also be restricted to holding the event in covered or enclosed spaces. These are unnecessary risk factors, particularly for large events. During vacation months many club members may be absent and the roads are often congested with traffic jams, so it could be difficult to plan good arrival routes.

How long should the gathering last?

Long weekends are suitable for both large and small events. However, gatherings involving more than one overnight stay require much more organization. Suitable entertainment and activities for participants must be provided as boredom can lead to increased alcohol consumption, together with undesirable excesses and behavior.

How many guests do you expect?

The number of guests involved dictates the organization of the event from beginning to end. It is essential to provide sufficient seating and parking spaces, as well as overnight accommodation if required.



3. Select event location

Regional Opel dealers

Opel dealers in the vicinity of your chosen location are often prepared to support gatherings. Some may even offer a venue for the event. Dealers can also ensure the gathering gets local publicity, for instance by displaying posters.

Public buildings and halls

Community associations and local sports club sometimes offer their halls or gyms for use. In such cases, the question of liability must be clearly defined, and it may be advisable to take out an insurance policy!

Restaurants

If no hall or similar venue is available, restaurants may not be suitable alternatives for larger gatherings because there is generally not enough space. And many restaurant owners also prefer to sell alcoholic drinks... In addition, restaurant owners are usually focused on their own profits, while the club goes away empty-handed. Experience has shown that some restaurateurs shamelessly take advantage of their monopoly position.

Open-air events

Open-air events should, of course, be restricted to the summer months. Even then, the weather may not always be co-operative. So to make sure your festivities don't get washed out, you should always have a covered event venue available as an alternative.

Attention: Any possibility of noise disturbance and site damage at open-air events should be eliminated prior to the event!

Tents and lawns

Marquees and large tents must be booked well in advance as they are difficult to get in summer due to many outdoor fairs and events taking place. Contact information for marquee rental companies can be found via the internet or Yellow Pages telephone directories. Locations for erecting large tents must, of course, be suitable. Farmers or community associations may be of assistance here in making fairground areas available. And remember, if your gathering takes place without any problems, communities will certainly be amenable to hosting your event again!

Arrival routes

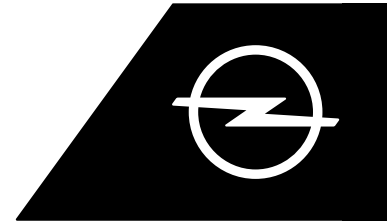
Directions to the event venue should be included in invitations, leaflets and posters. Even more helpful are signs posted on local access roads (inform the local authorities). When selecting arrival routes, local residents should be disturbed as little as possible to maintain your club's good reputation.

Parking spaces

Sufficient parking spaces should be available near the venue. Here it is again important to minimize any disturbances for residents. The parking area should be able to cope with heavy rain to prevent cars getting bogged down or damaging the ground.

Shuttle service

It's always a good idea to provide a shuttle service for attendees because when alcohol is served, unpleasant incidents and problems with the police can often occur. A shuttle



bus service to and from the venue and your guests' accommodation should be standard procedure for all responsible clubs.

Overnight accommodation

Approval from community authorities is required if you plan to set up a camp site. Established camping grounds and low-priced guesthouses are a better option. Reservation service should be offered in good time, especially near large cities as rooms can often be hard to find.

4. Publicize the gathering

Inform local and regional press

Provided enough information is available, you can ask Opel club representatives to write a press release. At the same time, media representatives should be invited to the gathering.

Inform regional radio stations

Public and commercial radio stations are usually happy to announce the date of an upcoming gathering. You can request relevant mailing details from Opel club representatives.

Printed materials

Leaflets, posters and flyers must be printed and distributed in good time, around six to eight weeks before an event. But only do so when you're absolutely sure the date and event location are set in stone! Leaflets and information are best distributed to the Opel fan club mailing list, so that you reach many interested parties, also via local filling stations and Opel dealerships.

Send invitation with RSVP

Providing a prepaid RSVP will guarantee a response in most cases, which will help you calculate the number of likely participants more accurately.

Costs

Most people understand that an attendance fee to cover costs is necessary. However, this should be kept within acceptable limits. Anyone who wants to make money out of a club gathering will fail. All attendance fees should be charged and paid in advance as reservations made free of charge are often not kept – which can lead to financial problems for the organizing club as fixed costs may not be covered.

Inform the community

Regardless of the size of a gathering, the local community should be informed about it beforehand. This often prevents possible complaints. The local police must also be notified as their presence will prevent unpleasant incidents. Often very interesting discussions between police officers and participants take place, which can lead to better mutual understanding.

Medical services

The presence of paramedics is legally required at larger events. Existing contacts may be used to reduce these costs.



5. Catering / Clean-up

Clean-up (Portable toilets)

Think about clean-up first! Insufficient sanitary facilities lead directly to issues with the authorities. Portable toilets can be rented (internet or Yellow Pages). And there must be plenty of garbage bins which are large enough to cope with the numbers attending. You can also buy disposable plates and cups which are 100% compostable, thus helping to ease the burden on the environment. Even better are mobile dish washing services that wash the dishes on site.

Environmental protection

Any activity which may damage the environment should be eliminated from the outset. Particularly undesirable are burn-outs or drag races. The sound of revving engines also damages your club's good image, as well as our brand. Charging deposits on bottles also prevents the likelihood of piles of broken glass. In short, you should leave the event location exactly as you found it.

Offers for catering

Catering is an area where money can be saved by requesting cost estimates from a number of potential suppliers. These may be butchers or the like who are usually willing to give discounts on large orders. Don't immediately accept the first estimates you receive – try to negotiate!

Activities

Sporting competitions, photo sessions, raffles and the like will provide entertainment. Boredom guarantees that your gathering will lack enthusiasm and end in failure.

6. Follow-up

Clean-up

After clean-up, it's time to evaluate. Was the gathering successful? Should it be repeated? What could have been done better? Opel fan club representatives request a short report on the event, as well as information about possible media coverage.

7. Legal aspects

The legal aspects of a gathering are very important. When a club invites members to an event where a serious accident occurs, the signer is liable, in most cases the club chairman. With associations, liability is generally limited to the association's assets, provided no gross negligence occurred.

Finally, we'd like to remind you that we at Opel are always open to suggestions for improvement or new ways of doing things. So please write us if you have any good ideas. In the meantime, we wish you lots of fun at your event!