



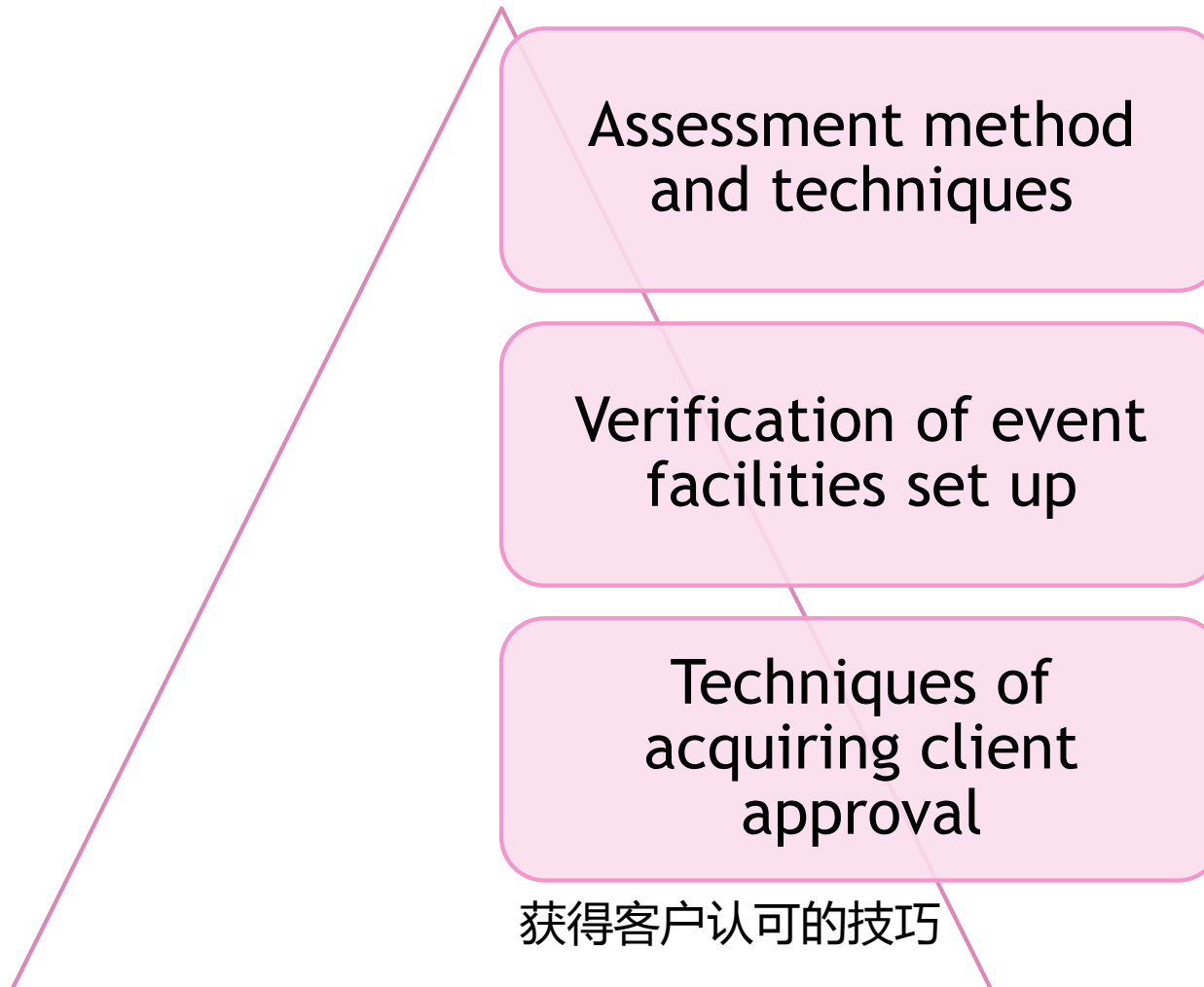
Prepared by: Cheryl Y.

Module 2 Event Planning and Management

2.2 EVENT FACILITIES AND TECHNICAL PREPARATION COORDINATION cont.

EVENT FACILITIES AND TECHNICAL PREPARATION COORDINATION cont.

5. *Confirm event venue and facilities set up*



To recap(回顾一下)

Now you know why you need a guide to evaluating events. There's a lot to think about!

To recap, here is what you need to do:

- Use SMART goals
- Compare your event to relevant competitors
- Make observations during the event
- Ask for feedback from your guests on the day
- Follow up with a feedback survey
- Look out for media mentions
- Analyze social media data
- Calculate how many people attended
- Add up the numbers on your event budget
- Get feedback from your team

Tick all those boxes, and you will have a detailed analysis of how well your event did.

Verification of event facilities set up



*Prepared by: Cheryl Y.
Supervisor: Grant M.*

Sample of facilities inspection form		Not Satisfactory	Corrective Action
Administrative: <ol style="list-style-type: none"> 1. Written safety rules/safe job procedures in place 2. OSHA log updated / safety posters displayed 3. Management Safety Policy in place 4. All planned safety activities preformed (meetings, inspections, training) 5. Effective new employee safety orientation 			
Life Safety Issues: <ol style="list-style-type: none"> 1. Walkways maintained, aisles defined, uncluttered 2. Emergency exits clearly identified, adequate number 3. Egress routes marked and accessible 4. Unapproved doors clearly marked "NOT AN EXIT" 5. Stairs / aisle ways free from material torage and debris 			
Emergency Medical: <ol style="list-style-type: none"> 1. Emergency contact information posted 2. First aid responders available 3. First aid supplies adequate and available 5. Transportation available for injured workers / plan in place 			
Fire Safety: <ol style="list-style-type: none"> 1. Portable fire extinguishers of proptype are mounted properly, accessible, and inspected 2. Approved safety containers are used for flammable liquids 3. Bonding and grounding used with storage of flammable materials 4. Combustible debris disposed of regularly 5. "No Smoking"areas designated 6. Sprinkler system functional / inspected / documented 7. Smoke / heat detectors functional and inspected 8. Minimum 18" clearance below sprinkler heads 9. Sprinkler valves locked open 			

Prepared by: Cheryl N.
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Electrical Hazards:

1. Machinery and equipment are grounded
2. Electrical panels have clear access
3. Electrical panels clearly marked
4. Outlets, switches and boxes have covers
5. Permanent wiring in place - no extension cords
6. Exposure of overhead electrical lines controlled
7. Emergency stops and critical electrical controls are identified
8. Appropriate electrical systems designed for hazardous location have been installed in spray booths and flammable liquid storage rooms.

Machinery:

1. Lockout / tag out program in place, locks available, employees trained
2. Hazardous areas painted bright colors
3. Guards are provided for "point-of -operation" of machinery
4. Clothing and hair restrictions in place to prevent entanglement in machinery
5. Power transmission guards are in place
6. Noise exposures adequately addressed
7. Warnings displayed in obvious locations
8. Air hoses provided with safety latch to prevent accidental disconnect
10. Welding equipment in good condition
11. Compressed gas cylinders are and secured to prevent falling

Prepared by: Cheryl N.
Supervisor: Cheryl N.

Sample of facilities inspection form

Techniques of acquiring client approval



Costs 62% Less
than traditional marketing



Per dollar spent, content marketing generates
approximately 3 times
as many leads as traditional marketing

Market Segmentation



Geographics

Country
City
Density
Language
Climate
Area
Population



Demographics

Age
Gender
Income
Education
Social Status
Family
Life Stage
Occupation



Psychographics

Lifestyle
AIO: Activity,
Interest, Opinion
Concerns
Personality
Values
Attitudes



Behavioral

Benefits Sought
Purchase
Usage
Intent
Occasion
Buyer Stage
User Status
Life Cycle Stage
Engagement

Why Use SOCi?

- ✓ The first platform to score the social web.
- ✓ Increase your engagement rate on social.
- ✓ Reach more fans of your business.
- ✓ Be 4x more efficient with SOCi over other social media management tools.
- ✓ Get results from social and increase ROI





Reach your audience at scale with our all-in-one enterprise social media solution.



CONTENT CENTER

Let SOCI's scoring engine show you what's engaging audiences at the national or local level. Create libraries of brand approved content.



SEARCHABLE LIBRARIES

SOCI's searchable content libraries empower local managers to easily find brand-approved content and instantly post.



SMART SCHEDULER

SOCI's Grouping, Mass-Scheduling & Peak Traffic Tools help you deploy messages to multiple pages at peak times.



REPORTING SUITE

SOCI's analytics and reporting capabilities allow you to monitor the performance, demographics and ranking of your locations, groups and entire organization.

*Prepared by: Cheryl Y.
Business Unit: Growth M.*

Hear what our customers have to say about Infegy Atlas



"Atlas allows me to get insights that no one else is coming up with."

Jason Carrigan

Sr. Director of Digital Marketing

Sonic Drive-In



"If you're looking for a social listening tool, stop looking. This one's it."

Evan Dunn

Digital Marketing Practice Lead

Transform Digital



"Exceptional tool that continues to surprise me."

James O'Brien

Sr. Analyst, Customer Insights (VOC)

JetBlue

READ MORE REVIEWS ON  **G2 CROWD**

*Prepared by: Cheryl Y.
Supervisory Analyst: Cheryl Y.*



A Rakuten Company



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Double Cash Back Stores

Hot Deals ▾

In-Store Cash Back

Travel & Vacations

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spend at least \$25.



You'll get \$25, and
they'll get \$10.

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Plus, you could win \$50,000



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Invite Your Friends by Email

*Prepared by: Cheryl N.
Business gal: Cheryl N.*

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A/B test

Prepared by: Cheryl Y.