



Prepared by: Cheryl Y.

Module 3:
EVENT OPERATIONS, EXECUTION AND
COORDINATION

EVENT
EXECUTION
COORDINATION

1. Examine event program detail requirement

1.1 Types of event

Types of Event	Illustration
<p data-bbox="302 478 747 562">Meeting, incentive, Convention, Exhibition (MICE)</p> <ul data-bbox="347 590 747 1497" style="list-style-type: none"><li data-bbox="347 590 747 1497">• MICE is an acronym for the Meetings, Incentives, Conventions and Exhibitions tourism segment. This is therefore a business-oriented segment, involving obligatory (or non-discretionary) travel. The Incentives part of MICE is the odd one out – though it is related to business, as it is usually provided to employees or dealers/distributors as a reward, it tends to be leisure based.	
<p data-bbox="302 1526 488 1556">Official Event</p> <ul data-bbox="347 1583 747 1883" style="list-style-type: none"><li data-bbox="347 1583 747 1883">• Official event managers are employed by the company to plan and execute the details of meeting for the corporation's employees,	

management, and owners.

- The growing use of special events in the corporate arena created the need for positions dedicated to the planning and management to them.
- The corporate event planners engage in the following management activities.
- They are involved in the planning and organizing of events and they play a key leadership role.
- Additionally, the planner must possess the following skills: effective communication, ability to coordinate various activities, and attention to detail.

Festival

- When it comes to plan a festival, it's important to remember that there are hundreds of festivals being put on



every year and each of these festivals are planning their own amazing events that will reflect the unique cultures and energies of their individual visions.

- A festival or gala is an event ordinarily staged by a community, centring on and celebrating some unique aspect of that community and its traditions, often marked as a local or national holiday.

Leisure

- Leisure event is an event that gives excitement and leisure to the audience. The best example for event carnival is Hot Air Balloon event in Putrajaya that will be



held every year around March.

- Leisure event can be held either indoor or outdoor. As you are organizing an event, you need to consider few things. Consider:
 - Weather
 - Local attractions and restaurants
 - Parking and public transport
 - Other local events

Sport

- Sports events are an important and growing part of the event industry, encompassing the full spectrum of individual sports and multi-sport events such as Olympic, Commonwealth and Masters Games.
- Their ability to attract tourist visitors and to generate media



coverage and economic impacts has placed them at the fore of most government event strategies and destinations marketing programmes.

Entertainment

- Entertainment event can be in form of concerts or sports events. Concert promoters are an alternative career choice relating to special events.
- Many concerts are planned as fund-raisers, such as Live Aid, which raised millions of dollars to benefit starving people of Africa through a concert that included major rock performers. On a smaller scale, universities may provide a concert as a special event.



1.2 Event run down interpretation

Event order

Event order can be defined as a standard form setting out all the details needed for function and event operation. The event order is used by function staff. Everyone works off the same page so details are clear about key times and equipment needs. Also covers staff required and clients' details plus agreed costs and charges.

BANQUET EVENT ORDER (BEO) FORM

Department: _____ Date: _____

Contact Person: _____ Phone #: _____

E-mail: _____

Event Name: _____ Type of Event:
Breakfast
Lunch
Dinner
Reception
Other: _____

Location of Event: _____

Estimated number of Guests: _____

Set-up Time :
Event Start Time :
Event End Time :

List Menu Items:
List of Beverages:
List Equipment Needed:
List Miscellaneous Services Needed:

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Figure 1: Sample Event Order

Checklist

Checklist is a list of items required, things to be done, or points to be considered, used as a reminder.

Basically, there are two types of checklist.

1. DO-CONFIRM checklist

With the DO-CONFIRM checklist you do the job from your memory or your experience. But after a certain period, you stop. You pause, take the checklist and confirm everything was done as supposed. Using this type of reminder checklist is a great way to make sure everything is being done in the right order.

2. READ-DO checklist

What is a READ-DO checklist? It's the typical checklist when you first READ what you have to do, and then you do it and check you've done the task. Or read what you do, check the task and start doing it. You don't go through a series of tasks and then use the checklist to see if you've done those tasks in the proper order like with the DO-CONFIRM type of list.

Many checklists don't need to be done in the proper order. You can do the things you're supposed to do in random sequence. It really depends on your situation. But please know that the tasks on the checklist aren't always required to be done in their proper order.

<input type="checkbox"/> Speakers
Identify possible speakers
Draw up shortlist
Invite speakers
Confirm speakers
Obtain speaker biographies
Obtain and agree session abstracts
Circulate abstracts around speakers
<input type="checkbox"/> Venue
Identify candidate venues
Get venue quotes and availability
Agree venue
Agree date
Sign venue contract
Update Conference budget
Decide on menu
Check on AV requirements (projector, PA)

Figure 2: Sample of Checklist Event

Queue sheet

The queue sheet is a timeline of activities within the event (sessions, order of presenters, breaks) and should include any same day, pre-event requirements for the providers and presenters such as a technical orientation or time to download

presentations. The queue sheet should also list the key event staff and their contact information.

A cue sheet can be defined as a sequential list of changes running through a performance. It can be used to document lighting changes, sound changes, special effects and set movement. They are used by technicians to 'run' a show and get all the elements of the show in the correct order at the correct time. Large shows have a single cue sheet on which all the cues for all the elements are listed, along with the position in the script at which they happen. This is referred to as the book and is used by the stage manager to call the show, a process by which each cue is relayed back to the various operators running the show.

Example of a simple lighting cue sheet.

Cue Number	Act Scene	Cue Point	Page	Cue Description
LX 34	Ac I ScIII	The stage left door is shut	19	Hall light is dimmed to 30%
LX 35	AcI ScIII	Stuart says "Shall we go outside?"	20	Lights in lounge dim slowly and lights in bedroom go on.
LX 36	AcI ScIII	Music stops	20	All stage lights dim to black and audience lights come up.

Cue number - The number of the next cue. The prefix can be LX, SX, FX or Rail (used for fly cues).

Act/Scene - The act and scene in which the cue takes place.

Cue point - The specific point in the performance at which the cue will take place.

Page - Page number of the script.

Cue Description - Description of what changes will take place during the cue.

1.3 Event program special requirement

Protocol (协议)

Protocol covers such areas as procedures for official visits, symbols (flags and other visual emblems, anthems, and uniform), verbal and written forms of address and salutations. Order of Precedence tables, seating arrangements, ceremonial procedures and guidelines for hospitality. But protocol does not apply to official state visits and functions exclusively.

Protocol	Etiquette	Principles
<ul style="list-style-type: none">▪ Anthems▪ Ceremonies▪ Distinguished visits▪ Flags and Emblems▪ Introductions▪ Order of Precedence	<ul style="list-style-type: none">▪ Colour usage▪ Dining▪ Dress codes▪ Gestures▪ Gift Giving▪ Personal space▪ Touching	<ul style="list-style-type: none">▪ Courtesy▪ Cultural Tradition▪ Historical Custom▪ Politics▪ Priority▪ Religious Rites▪ Social or Diplomatic Rank

Special needs

People with special needs can be accommodated by providing special services, often by ensuring that all obstructions or barriers are minimized or eliminated. Consideration must be given to disabilities such as mobility or dexterity limitations, hearing or sight impairments, and language literacy limitations (in regard to those who speak a different language or cannot read), as well as to the accommodations each disabled person requires to fully function within the event or environment (e.g., wheelchairs or mechanical devices, service animals, and assistant or companions).

