

## MODULE 2

# EVENT PLANNING AND MANAGEMENT



### Event Venue Preparation

Knowing how to prepare a venue for an event is one of the key points in event planning. Choosing a venue for an event is also one of the first negotiation points as well. The rest of the preparation process will depend on the decision made about the venue. If you're lucky, the event market will offer a variety of good venues. Your task is to examine the pitfalls, consider the pros and cons, and choose the best venue for your event that fits with your set criteria and budget.

### Types of Events

Budget, sponsorship, venue, and accessibility - there are lots of things event creators need to consider when planning an event. But let's take it back to the basics. The very first thing to decide on is the kind of function you want to hold. Recently, virtual and hybrid events have become hugely popular, and many types of live events can be taken online. So what event ideas are there? From virtual and corporate to fundraisers and festivals, here's the lowdown on the most common categories.

## Corporate events

We hear the term "corporate event" all the time, but what does it actually mean? Put simply, a **corporate event** is an activity that's organized by a business and is intended for employees, clients, stakeholders, a charity, or the public.

The intended audience usually depends

on what the aim of the event is - for example, to launch a new product or service, to celebrate the achievements of staff members, or to demonstrate expertise within a specific field. Some types of corporate events will be held quarterly or annually, while others might be a one-off activity - perhaps to coincide with an important announcement or to present an award.



### 1. Seminars

A seminar is organized with a specific target audience in mind and aims to convey highly relevant information. This type of event can be held at a community space, your company headquarters, or even online via a platform like Zoom or Vimeo. It's typical for a **single speaker, or a small number of speakers**, to address the audience, so researching speakers and approaching potential sponsors should be high on your seminar planning checklist.

### 2. Conferences

Conferences tend to be much more complex events with multiple speakers and sessions across a number of spaces within one or more venues. With the aim of encouraging conversations and offering people a platform to share their expertise, conferences are one of the most fruitful types of business networking events, usually beginning with a keynote session before moving to interviews, roundtables, and panel discussions. Preparing to welcome your guests can seem like a huge task, but the **Eventbrite Organizer app** can help with contact-free check-in and sales.

### 3. Trade shows

Trade shows offer a chance to showcase your latest product and introduce your brand to other businesses or the general public. As the focus is on displaying or exhibiting products, trade shows usually take place in spacious venues with room

for lots of vendors. As a result, they present a great opportunity to generate sales leads.

#### 4. Workshops

While many business-to-business (B2B) events will fall into one of the three categories above, it's important to consider the value of workshops and training sessions, too, as they can help businesses connect with both staff and the public. Whether you want to bring together employees to brainstorm ideas or help your target audience to better understand your product, these types of corporate events offer the equivalent of a collaborative classroom where the emphasis is firmly on learning.

#### Social events

There are plenty of reasons to get a group of people together away from a business or workplace environment, be it an anniversary or a team-building night out. Social events should speak to people's personal interests and tend to revolve around the likes of eating and entertainment.

##### 1. Reunions

From a get-together with old classmates to an event that marks an important anniversary, reunions are often highly personal occasions. It can include things like speeches, a DJ playing songs everyone used to dance to, a slideshow of old photos - essentially, the event should help people reminisce. Hiring a photographer and videographer will help to record the new memories being made. And if invitees are living in destinations across the world, making your reunion a virtual one will give everyone the opportunity to attend.



##### 2. Themed parties

A great event creator will always find an excuse to celebrate, and hosting a **themed party** can really help when it comes to making decisions around the types of event marketing, decorating, and catering that you opt for. From intimate gatherings to larger online events, a creative idea could be timeless - think *Alice in Wonderland*, superheroes, a murder mystery - or align with a particular date or fun occasion like Eurovision.

## Virtual events

Virtual events take place online, where attendees are able to join in from the comfort of their own homes. A growing (and necessary) event type in recent times, [online events are here to stay](#) as an ideal way to boost your business. One of the biggest advantages of online events is the ability to reach a larger audience, as you're not restricted by geography. There are also budgetary benefits such as not having to pay for venue rental or catering, along with fewer concerns about physical accessibility.



### 1. Webinars

A webinar involves an online presentation to a virtual audience around a specific topic, whether it be academic, like a historical event, or business-focused, like a sales master class. And there's usually time for a handy Q&A at the end. Often, there's just one person presenting at a time, which makes the format especially suited to educational talks. There are [plenty of great platforms](#) for running a webinar, including Vimeo and YouTube.

### 2. Classes

From twerking to wine tasting, there's an online class for almost everything. Extra points to consider for a virtual class are whether you need to send out samples (for food or drink tastings), if your students need any special tools (for a cookery or pottery class), and [how well your technology works](#). For example, you may need to invest in higher-quality audio devices so that attendees can clearly hear you.

### 3. Interactive performances

Enterprising performers have found new ways to hold plays and other performances live. Stand-up comedy gigs can be hosted online, with people paying extra for a VIP ticket which allows them access to the virtual audience (and the opportunity to be "picked on" by the host) while everyone else watches in safety from a livestream. Another successful event type is a [virtual murder mystery](#), with creators offering online challenges and the audience helping to solve the crime.

## 4. Summits

This collaborative event type is similar to an in-person conference, except it takes place online. Tickets give the attendees access to numerous talks, interviews, and presentations, all following a similar theme. There are usually interactive aspects, too, such as "breakout rooms" for mastermind sessions and networking.

### Fundraising events

As the name suggests, the goal for these events is to **generate funding** for an organization. So it's no surprise that they're often used by charities, non-profits, and school sports clubs.



#### 1. Auctions

Fundraising bidding wars can often result in items selling for a higher price, which gives charities the chance to benefit. Providing a catalogue of items in advance of the auction gives people time to decide what they're going to bid on. If they get attached enough to the item, they're more likely to bid higher on the day. You can host auctions online or in-person. As well as classic items like artworks, you could also auction off services such as personal training sessions or dinner at a renowned restaurant.

#### 2. Sponsored sporting events

Another popular way to raise money is by posing a challenge such as running a race and having contestants raise sponsorship money from their friends and family. Examples of events include relay races, long-distance walks, and triathlons - and in recent years, obstacle courses like Tough Mudder and Iron Man have gained popularity. **Virtual runs** are also becoming more common, as they're easier to organize. You don't need to apply for road closures, and people can do the race in their own time, using tracking apps to show their progress.

#### 3. Sales

Setting up a stall and selling baked goods, seedlings, or bric-a-brac is a tried-and-tested fundraising method. You can transform it into a community event by allowing other people to set up a stall in exchange for a pitch fee or monetary donation.

#### 4. Gala dinners

These often glamorous events usually feature a fancy meal along with entertainment. Attendees pay for a seat at a table and, once they arrive, are encouraged to give generously via an auction, raffle, or competition. For these events, it's often worth asking suppliers to become sponsors by reducing or waiving their fees in exchange for the opportunity to align themselves with a good cause.

### Festivals

In its simplest definition, a festival is an organized series of events or performances surrounding the same theme - for example music, food, or comedy. It can either take place in one space, such as a field or park, or it can be spaced throughout different venues in a city or area. Festivals usually last for one day or more, while some span a whole month, so [you'll need to be extra prepared](#).



#### 1. Music festivals

To host a successful music festival, it's best to curate acts in related genres, as this helps you to narrow down your audience and target them appropriately. Consider hiring other acts like comedians, too, for variety. Although in-person music events can require a big space and a hefty budget, virtual ones are often much more accessible. Performers can pre-record their performances to be streamed on the day, or they can perform live via the likes of Facebook or Zoom. There are also [immersive platforms like Sansar](#) to give attendees a more realistic festival experience.

#### 2. Food festivals

Food festivals involve a combination of food trucks, live demonstrations, and tents selling foodie goodies like innovative ingredients or the latest kitchen tools. They're often focused on a certain theme, such as vegan food or international cuisine, and are a great way to bring a local community together. You can even hold a food festival virtually by asking attendees to pay for personalized meal boxes

that are delivered straight to their door, and using a video hosting platform for meal and vendor chats.



### Community events

Community events are designed to bring people together, **create positive change**, and build relationships between people in your town or neighbourhood.

#### 1. Street parties

One of the most popular ways to get your neighbours together is to throw a street party, whether that's a traditional long table setup or a doorstep drinks scenario. People often do this for special events, such as Royal Jubilees. But there are some rules and regulations to abide by. For example, you'll usually need to get in touch with your local council to ask for a road closure.

#### 2. Swap shops

A fun way to get to know each other - and reduce waste - is to host a neighbourhood swap shop for second-hand goods. Everyone has a table or stall and fills it with things they no longer need. Unlike a car boot sale, nobody has to pay for what they take and leftovers can often be donated to a local charity shop.

#### 3. Litter-picking and more

Nothing says "community" like getting together to actively make yours better. Organize a day to improve a space in your local area by picking litter, raking leaves, or doing some guerrilla gardening. You could also knock on doors and offer to help elderly neighbours with their weeding or planting.



### Hybrid events

**Hybrid events** are a fantastic option in the current climate, where some attendees are itching to return to live events and others may still feel apprehensive. Essentially, this type of event involves both in-person and virtual elements. The key to success here is making sure that the needs of both types of attendees are met. For instance, are there

food or drink samples you can send virtual guests to make them feel like they're at the real-life event? Or can you give them access to the merchandise that will be for sale on the day? Here are some hybrid event examples.

## 1. Festivals

Perhaps you're organizing music performances with a live crowd that can also be streamed to fans across the world. Or maybe it's a film festival that showcases new and upcoming talent with a series of screenings. These could be watched in-person at the event or virtually. If your budget can stretch to it, creating an immersive [virtual venue](#) can make online attendees feel like they're really at the festival.

## 2. Conferences

Even before the pandemic, some conference creators opted to host hybrid events. For instance, events that bring together leading industry experts to share their knowledge could be held in-person at a conference centre while being livestreamed to virtual attendees. This enables you to reach a wider audience and increase the capacity of your event. To help ensure all attendees can enjoy the social aspect, incorporate interactive tools like chat boxes and breakout rooms into Q&As and networking sessions.

## Pop-up events

Our list of events wouldn't be complete without pop-ups making an appearance. A pop-up is a one-off event that lasts for a short period of time. This could be for one night only or a month-long residency. Pop-up event examples include foodie creators looking to expand their reach with a temporary restaurant or product businesses driving excitement in advance of a full launch.

### 1. Boutique shops

Pop-up shops work best when they have a theme - for example, celebrating local sellers, vintage fashion, or a current homeware trend. When you're sourcing your products, remember that you only have a limited amount of time to sell everything. Another way to [host a pop-up shop](#) is to organize it like a market, and have the artists host their stalls themselves to interact directly with attendees.



## 2. Food collaborations

Inject some spice into your local food scene by working with a popular restaurant to build a unique takeaway experience. By working with other admired businesses, you'll have the opportunity to cross-market on their social media accounts and hopefully attract some of their loyal customers. Ask people to direct message you for a menu and delivery slot to create a feeling of exclusivity.

## 3. Exercise classes

If you're a personal trainer, you can get a feel for whether people would sign up long-term by renting studio space and holding your classes for a short period of time. This works best if you've already built a name for yourself as an instructor, either from previous work at a gym or by hosting virtual classes.

## Event site layout plan information

### Location

You have an event you want to have, chosen a date, now what about a venue? There are so many options these days, from conference centres, hotels, to outdoor venues. It really all depends on what type of event you will have, but below are some major factors to think about when picking a location.

#### 1. Size

The number one factor is the size of the location and the number of people you expect to have at your event. If you have 15 attendees, then you will not want a huge banquet hall. If you are expecting 500 people, then you will definitely need a large facility.

#### 2. Catering

If you plan on having catering at an event, you should find out whether a venue has an on-site caterer or if all catering must be done through an outside vendor. Before choosing a venue, consider which option is more convenient for you.

#### 3. Budget

Before looking at venues, set up a budget of what you can afford. There are different price ranges depending on the location. If you have a price point set up

ahead of time, you will automatically narrow down your selection. When compiling a budget, consider fees such as rental, service, audio/visual, catering, decorations as well as the cost of additional vendors, entertainment or presenters.

#### 4. Venue Location

Location of a venue is a big factor. It needs to be easy for attendees to find and be sure that there is enough parking for your guests. If you are not providing catering for your event, then consider the proximity to restaurants.

#### 5. Atmosphere

Are you looking for a professional environment? A casual environment? Or perhaps a party environment? Each event venue has its own atmosphere, so be sure to pick the right one for your event. Also, pick a location where the staffs are friendly and readily available to assist you.

#### 6. Special Needs

If you need any audio/visual equipment, be sure that the venue has any of these available, and if that is an additional cost. If you will have attendees register, be sure that the location has a registration area large enough to accommodate your needs.

Ultimately, choose a venue that fits all of your needs. Every event is different, as is every location.

### **Layout**

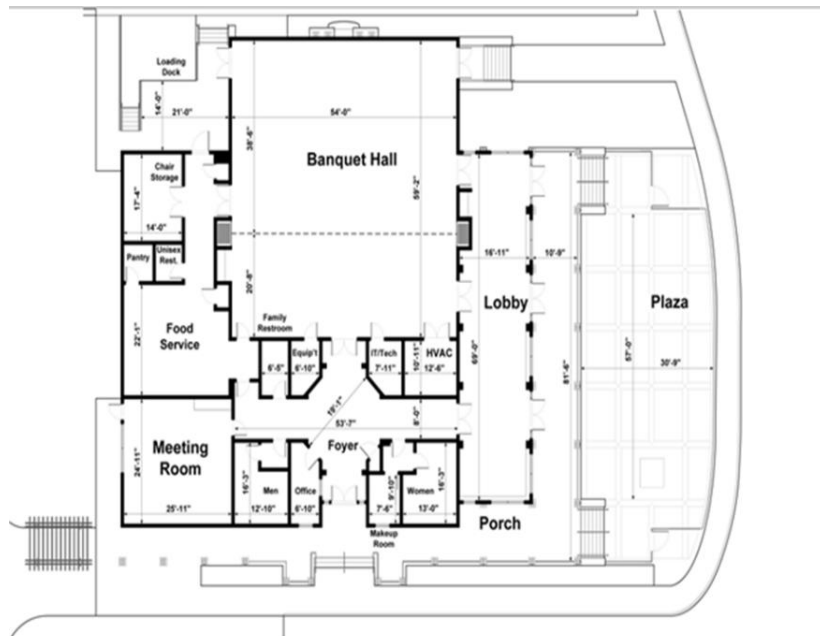
Event planner need to consider many factors to maximize layout effectiveness. The flow of movement is important. The facility design should reflect a recognition of the importance of smooth process flow. The flow layout can be either straight line or parallel flows, U-shaped patterns, or even zigzag. However, backtracking is to be avoided in whatever pattern is chosen.

## Floor Plan

Floor plans are required for all exhibitions, special events, registration builds and entrance features. Scaled floor plan templates for all spaces within your event venue are available from the event venue manager. These plans include clear zones, n build zones, entrance ways, fire egresses and fire exits.

A number of considerations need to be taken into account when designing floor plans and event layouts. When submitting a floor plan, please ensure the following information is included:

- Event name and dates
- Indication of the number or persons expected to use the room or space
- Aisles/ egress and exit doors indicated
- Aisle dimensions
- Clear zones ad no build zones
- Exhibition stand numbers and dimensions
- Layout of plenary space including seating arrangement (i.e. theatre style, classroom style, banquet style, cocktail style)
- Buffet stations and tea and coffee stations are in their correct designated space.



*Prepared by: Cheryl W.*

## Event venue capacity/volume

It is important to accurately determine the number of attendees you can legally and safely allow in your event's venue. Find the right event space. The venue must have an appropriate space for the type of event an organization plans to hold.

- Does the event venue meet the special criteria of your program?
- Can the venue accommodate your production, entertainment, A/V, sound, and other technical needs?
- Does the condition of the facility reflect the high standards of your organization?

## Types of event venue facilities

### Indoor

#### Banquet Hall

A function hall, reception hall, or banquet hall is a room or building for the purpose of hosting a party, banquet, wedding or other reception, or other social event.

The size and the features of a Banquet hall is varying in different organization. As an event organizer, you should find the suitable size of banquet hall according to your total number of participant.

The features of a banquet hall might be like follows:-

- Theatre-style seating for 740 people and 500 for banquets
- Permanent rear projection and screens with portable stage
- Technologically-advanced audio visual and stage lighting
- Under-floor trunking system connecting to utility and telecommunication services
- 9m ceiling heights with vaulted ceilings above and vehicle access via the ballroom
- View of the park from the foyer pre-function area

- A series of rigging or banner hanging points in the hall and pre-function areas



Theatre Seating Banquet Hall

### Convention Centre

A convention centre is a large building that is designed to hold a convention, where individuals and groups gather to promote and share common interests. The general specifications for common convention centre, they supposed to have:-

- Sound system
- Built-in screen and white board
- Hanging points
- Overhead projector or slide projector
- Flip chart
- V-clip system on walls and hanging rail
- Entry foyer built-in LCD (text & graphic) signage for each room



Kuala Lumpur Convention Centre

## **Auditorium**

Auditorium is the part of a theatre, concert hall, or other public building in which the audience sits or it is a large building or hall used for public gatherings, typically speeches or stage performances.



Auditorium

## **Outdoor**

### **Stadium**

Stadium is an athletic or sports ground with tiers of seats for spectators. There are Multi-purpose stadiums. Multi -purpose stadiums are a type of stadium designed to be easily used by multiple types of events. While any stadium could potentially host more than one type of sport or event, this concept usually refers to a specific design philosophy that stresses multi-functionality over specificity.

## **Garden**

Garden function will create interesting and unique moments as it is very pleasing. The green environment will exculpate the minds of audience. There are few criteria of a garden to hold an event. The stunning building with private landscaped garden and paved courtyard will attract event organizer. On the other hand, a private garden and terrace are perfect for intimate dinners, lunches and al fresco cocktail functions. A private location surrounded by an abundance of roses, manicured lawns and garden will be a focal point.



Garden Theme Function



## Perform Event Site Preparation

### Existing facilities inspection

Other venues have restrictions on decor or other aspects of the event itself. Some questions to ask include:

- Does this venue offer good parking options or valet?
- Does this venue offer security?
- Does this venue offer additional services like catering, floral arrangements, linen and table rentals, etc.?
- Does this venue have a setup and clean up crew?
- Does this venue restrict what other vendors you work with?
- Does this venue have food and beverage minimums?

Types of event venue facilities that we also need to be consider:

- Fencing around your event
- Lighting and wiring in and around your event space
- Protecting campus grounds from crowds, weather, and grills
- Stages and platforms
- Tent rental
- Toilet provision
- Waste & Recycling facilities
- Electricity supply
- Water supply





- Fencing required
- Parking facilities
- Public transport

Decide if you need anything else to cater for the audience you hope to attract, but please remember that anything you hire will become your responsibility once it is on site and must be covered by your insurance. You need to think about these aspects early on so that you can arrange for services to be provided.

Existing facilities inspection can be checked by using tool kit. The tool is designed to identify the areas that are need of repair based upon a visual inspection of the site. Facilities inspection can be done by using following tool. It may vary from different events.

	Not Satisfactory	Corrective Action
<p><b>Administrative:</b></p> <ol style="list-style-type: none"> <li>1. Written safety rules/safe job procedures in place</li> <li>2. OSHA log updated/safety posters displayed</li> <li>3. Management Safety Policy in place</li> <li>4. All planned safety activities preformed (meetings, inspections, training)</li> <li>5. Effective new employee safety orientation</li> </ol> <p><b>Life Safety Issues:</b></p> <ol style="list-style-type: none"> <li>1. Walkways maintained, aisles defined, uncluttered</li> <li>2. Emergency exits clearly identified, adequate number</li> <li>3. Egress routes marked and accessible</li> <li>4. Unapproved doors clearly marked "NOT AN EXIT"</li> <li>5. Stairs/aisle ways free from material storage and debris</li> </ol> <p><b>Emergency Medical:</b></p> <ol style="list-style-type: none"> <li>1. Emergency contact information posted</li> </ol>		

*Prepared by Cheryl Y.*

<p>2. First aid responders available</p> <p>3. First aid supplies adequate and available</p> <p>5. Transportation available for injured workers/plan in place</p> <p><b>Fire Safety:</b></p> <p>1. Portable fire extinguishers of proper type are mounted properly, accessible, and inspected</p> <p>2. Approved safety containers are used for flammable liquids</p> <p>3. Bonding and grounding used with storage of flammable materials</p> <p>4. Combustible debris disposed of regularly</p> <p>5. "No Smoking" areas designated</p> <p>6. Sprinkler system functional/inspected/documented</p> <p>7. Smoke/heat detectors functional and inspected</p> <p>8. Minimum 18" clearance below sprinkler heads</p> <p>9. Sprinkler valves locked open</p> <p><b>Electrical Hazards:</b></p> <p>1. Machinery and equipment are grounded</p> <p>2. Electrical panels have clear access</p> <p>3. Electrical panels clearly marked</p> <p>4. Outlets, switches and boxes have covers</p> <p>5. Permanent wiring in place – no extension cords</p> <p>6. Exposure of overhead electrical lines controlled</p> <p>7. Emergency stops and critical electrical controls are identified</p> <p>8. Appropriate electrical systems designed for hazardous locations have been installed in spray booths and flammable liquid storage rooms.</p> <p><b>Machinery:</b></p>		
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<ol style="list-style-type: none"> <li>1. Lockout/tag out program in place, locks available, employees trained</li> <li>2. Hazardous areas painted bright colors</li> <li>3. Guards are provided for “point-of-operation” of machinery</li> <li>4. Clothing and hair restrictions in place to prevent entanglement in machinery</li> <li>5. Power transmission guards are in place</li> <li>6. Noise exposures adequately addressed</li> <li>7. Warnings displayed in obvious locations</li> <li>8. Air hoses provided with safety latch to prevent accidental disconnect</li> <li>10. Welding equipment in good condition</li> <li>11. Compressed gas cylinders are and secured to prevent falling</li> </ol>		
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## Event venue access point and risk element

### Existing venue access point and risk element assessment

The event and site must be accessible to all those invited to attend (guests, delegates, attendees, or audience), those required to attend (staff and suppliers), and those expected to attend (participants, performers and volunteers). It must accommodate people with special needs, something 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 sights impairments, and language or literacy limitations, as well as to the accommodations each disabled person requires to fully function within the event or environment.

## What is risk?

Risk is an uncertain event or condition in which if it occurs could affect a process either negatively or positively. Risk management process is an integral part of the health and safety management system. It helps to put projects in the right health and safety perspective.

A good risk management process will:

1. Help prevent identified risk
2. Mitigate the effect of the risk.
3. Guide on the preparation of a contingency plan to react to the risk.

## Sign of event hazards inspection

Hazard means a source or a situation with a potential for harm in terms of human injury or ill health, damage to property, damage to the environment or a combination of these.

Hazard control means the process of implementing measures to reduce the risk associated with a hazard. Hierarchy of control means the established priority order for the types of measures to be used to control risks.

Hazard identification means the identification of undesired events that lead to the materialisation of the hazard and the mechanism by which those undesired events could occur.

Risk means a combination of the likelihood of an occurrence of a hazardous event with specified period or in specified circumstances and the severity of injury or



*Prepared by: Cheryl Y.*

damage to the health of people, property, environment or any combination of these caused by the event.

Risk assessment means the process of evaluating the risks to safety and health arising from hazards at work.

Risk management means the total procedure associated with identifying a hazard, assessing the risk, putting in place control measures, and reviewing the outcomes.

## Risk Assessment

Potential Hazards when selecting a site, especially for an outdoor event, do a "Risk Assessment" for any potential hazards in the area. Hazards may include:

- Slip, trips and falls
- terrain - small holes that can twist ankles
- proximity to water bodies;
- wildlife/fauna including insects and snakes;
- Bushfire potential;
- high winds;
- extremes of temperature;
- fit outs within buildings and structures; and
- Chemicals stored on site; and structures.

This list is not exhaustive. The event manager must ensure that all hazards appropriate to the event have been addressed. List the identified hazards at the selected site and the action taken to minimise the risk

