

Module 2: Event Planning and Management

EVENT VENUE PREPARATION cont.



Prepare event setting proposal

An extraordinary idea makes your event unforgettable and firmly anchors your brand in the minds of your target group. To develop the perfect idea for your concept,

experts from all areas work together - with a close look at your budget and feasibility.

Event concept visualization

Visualization has become an increasingly important tool to support exploration and analysis of the large volumes of data we are facing today. However, interests and needs of users are still not being considered sufficiently.

The goal of this work is to shift the user into the focus. To that end, we apply the concept of event-based visualization that combines event-based methodology and visualization technology.

Previous approaches that make use of events are mostly specific to a particular application case, and hence, can not be applied otherwise.

We introduce a novel general model of event-based visualization that comprises three fundamental stages.

- (1) Users are enabled to specify what their interests are.
- (2) During visualization, matches of these interests are sought in the data.
- (3) It is then possible to automatically adjust visual representations according to the detected matches.

This way, it is possible to generate visual representations that better reflect what users need for their task at hand. The model's generality allows its application in many visualization contexts. We substantiate the general model with specific data-

driven events that focus on relational data so prevalent in today's visualization scenarios. We show how the developed methods and concepts can be implemented in an interactive event-based visualization framework, which includes event-enhanced visualizations for temporal and spatio-temporal data.

Event costing

Events costs will depend on the scale and type of event. Not all the categories stated in the tables below will apply to every event. Event costs will include direct and indirect costs. The cost criteria include not only the rates of rent facility, but the costs of getting and staying there for the attendees. Hotel room rates, travel distance and transportation cost, parking fees, and numerous other expenses will affect the desirability of an event site or destination. The amount of site development or improvement will also have budgetary impact. The facility or site may be beautiful and capable of accommodating the events' guests' activities, but there are may be insufficient parking areas, unsuitable toilet facilities, or inadequate kitchens or foods preparation areas. Such conditions can necessitate securing additional equipment and services to bring the site up to your standards.

When considering use of a property open to the public, such as museum or historical site, note that the setup time may be restricted to a period after the facility closes to the public, and this can entail additional installation labour to ensure that the event is ready on time.

Direct Costs

Direct costs are those costs that are easy to identify and measure as belonging to the event. The cost of trophies and medals is a typical example.

Categories of Event Costs (Direct)	
Travel and Accommodation	Costs associated with officials needed to run the event may have to be borne by the event organisers. Event participants are generally responsible for their own travel and accommodation costs. In minor or local events travel and accommodation costs are unlikely.
Trophies, Awards	The cost of medals, trophies and other awards requires detailed knowledge about the number of competitors, the categories of divisions of the competition and the format of the competition.
Salaries	Cost of salaries directly attributable to the event e.g. event manager, event staff
Telephones	The cost of telephones can only be directly attributed to the event, if the phone is dedicated to a person who works on the event full-time. Otherwise the phone(s) would be treated as an indirect cost.
Stationery	Special event stationery may be printed
Medical Fees	Events require persons with at least First Aid training to be in attendance. Larger events may also warrant the employment of a doctor and physiotherapists.
Venue Hire	A critically important aspect of the budget. Information about the probable cost of the venue needs to be obtained as early as possible. Beware that there some hidden costs such as security and supervision costs, and heating and lighting costs.
Insurance	Additional insurance can be taken out to cover risks of injury and/or financial losses associated with events.
Printing	Event programmes, posters, fliers and other promotional documents may need to be printed - especially where quality and colour is required.
Promotion	Expenditure on promotion may be considerable where a significant proportion of the event revenue is likely to be earned through spectators. Promotion covers items such as advertising, giveaways, costs associated with promotional events and sponsors' signage .

Equipment Hire	Includes equipment directly used by participants in the event and also any equipment used by the event management staff including sound systems, computers, mobile phones, two way radios, etc.
Transport	Includes costs of transporting equipment and hire of buses.
Volunteers	Event volunteers will likely need training and some costs may be incurred in this regard. Other volunteer costs might include food and clothing.

Indirect Costs

Indirect costs are costs that cannot be directly attributed to the event. The staging of the event increases these types of costs but the increase cannot be measured accurately. Instead, the amount of indirect cost attributable to the event is estimated.

Categories of Event Costs (Indirect)	
Salaries	Cost of salaries of organisation staff that assist with the event. This indirect cost could be allocated on the basis of how much time organisation staff spend on the event.
Office Expenses	Office expenses include cost of phones, photocopiers, computers, printers, postage, stationery and office rent that cannot be directly costed to the event. An estimate has to be made of what proportion of these costs are charged to the event as indirect costs.
Facility Maintenance	Some proportion of the cost of facility maintenance should be allocated to the event
Electricity	In most cases the amount of electricity used by an event can only be estimated and therefore an indirect cost.

Event material requirement planning

The features and attributes of an event site include appearance, furnishings, equipment, and amenities. Every site or venue has particular capabilities and constraints. The professional event coordinator should consider the public areas, the décor, the equipment, service available, cleanliness, and congested areas.

Other physical considerations include elevators, kitchen facilities, public toilet facilities, recreational facilities, loading docks and storage facilities, safety and security features, plus electrical and heating, ventilation and air-conditioning (HVAC) capabilities.

PLANNING

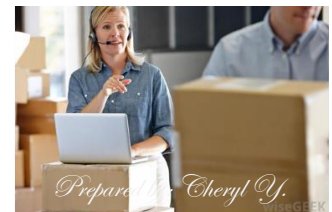
Prepared by: Cheryl Y.



Event Logistics Coordinator

What is a Logistics Coordinator?

What logistics coordinators do can vary greatly, but generally, they are responsible for overseeing entire events or projects that typically have many facets (问题、形势等的) 方面. A logistics coordinator might, for example, oversee the patient care logistics in a hospital including patient logistics, drug and lab management, and the disposal of hazardous waste. Alternatively, he or she might coordinate an event such as an awards ceremony. A variety of organizations and firms, from manufacturing companies to retail stores to schools, may employ logistics coordinators and task them with incredibly different responsibilities. Despite the varied nature of the specific job, most all logistics coordinators need a skill set that includes **the ability to understand the breadth of the task, as well as communicate, negotiate, and track and analyze data well.**



Overseeing shipment of packages is a task that may be assigned to a logistics coordinator at a manufacturer.

Events Logistics coordinator

Accessibility issues have logistical implications, and this does not apply exclusively to accommodating persons with disabilities. Logistics is the systems of applying of the principles of logic and reasoning. In its original



Preparing refreshments may fall under the duties of a logistics coordinator for an event.

milieu logistics was the military science of procurement, distribution, and transportation of troops and material. The professional event coordinator must scan the event site and its environment to ensure that goods and services can be transported and delivered efficiently and effectively.

Food service logistics, from replenishing buffet stations to waste disposal, must be anticipated and mapped into the site layout. Décor and equipment may require maintenance during the event. Entertainment and entertainers may have numerous vehicles and huge crews that must move through the event site. Speakers or athlete may require special access, special areas, or special equipment delivered.

Load-in, load-out, loading docks and loading zones must be plotted and often planned meticulously. Load-in usually arrange with the largest items going in first, followed by the smaller ones, and load-out usually in reverse. However depending on the type of event, the products or vendors, and the venue, this may or may not be the case. The point is that the event site must be designed to provide accessibility for all those needing it- to all areas, activities and aspects.

Ten Logistics Steps For Event Coordination

To be successful, you should assign one individual responsibility for directing the coordination of your events. While you focus on establishing value-added content, your event coordinator (the meeting logistics expert) will focus on the details! You can use a team approach dividing the work among team members, assigning tasks

with target due-dates; however, the event coordinator is the one in charge, running the show and keeping an eye on the entire operation.

The selection of an event coordinator is a smart move. Even through you remain involved in the event planning process loop, you will be free to tend to business as usual!

Your event's ultimate success is directly linked to the coordinator's ability to pay attention to the details! Your event coordinator will map a strategy utilizing **TOP TEN - LOGISTIC STEPS**:

1. Determine the best date and time to meet (verify potential dates, times, and schedules; and then communicate with vendors, presenters, attendees and special guests)
2. Select and schedule the best location to meet (consider your budget plus options for on-site, off-site, conference center, private dining room, etc.)
3. Contact and confirm all contracts (including venue, speakers, presenters, entertainment, sponsors, etc.; and communicate frequently with all regarding their role in the upcoming event)
4. Plan and map out the program schedule (including general sessions, meeting rooms, break times, break-out sessions, refreshments, meals, the press room, and other special needs)
5. Coordinate and oversee the selection of a theme, the design, production and distribution printed items (i.e., invitations, agendas, brochures, special materials, and related mailings)
6. Arrange to have essential meeting supplies available on site (i.e., handouts, evaluation forms, flip charts, markers, sticky notes, etc.)



7. Identify each presenter's equipment needs and establish: Who? Needs What? Where? Then, verify technical infrastructure, accommodations, and arrange for on-site support
8. Verify room lay-out requirements; arrange for support to complete set-up tear-down
9. Anticipate needs! Arrange for adequate host support available throughout the event.
10. Communicate! Communicate! Communicate! (with vendors, presenters, attendees and guests).

Having this kind of talent (a detail-oriented arranger/organizer/leader) on staff is very expensive for many businesses. If you or someone on your staff do not have the time, ability, and desire to dedicate to focusing on the logistical details required for hosting a successful business event, consider tapping into qualified resources from the Virtual Assistance (VA) industry to assist you. With advances in technology and use of the Internet, business owners can outsource event planning and coordination, as well as many other administrative duties to a VA.

You may wonder, "What is Virtual Assistance?" It is a working method which came about thanks to the Internet and information technology. A practicing professional within the Virtual Assistance industry is called a Virtual Assistant (VA). Typically, VA's provide administrative, organization, secretarial, special project support and other niche services off-site with the use of the Internet, software, office equipment, and other current technologies. Typically, VAs contract work from their home offices and follow an established Code of Ethics and Confidentiality. VAs work to establish long term associations with their clients and remain invested in your organization's success.



Prepared by: Cheryl Y.

Don't let the thought of your next business occasion fill you with dread!



When you hire a Virtual Assistant specializing in Event Coordination, you may look forward to hosting your next event with confidence! Ask a VA to pay attention to the details so you don't have to! Remember your success is in the details!



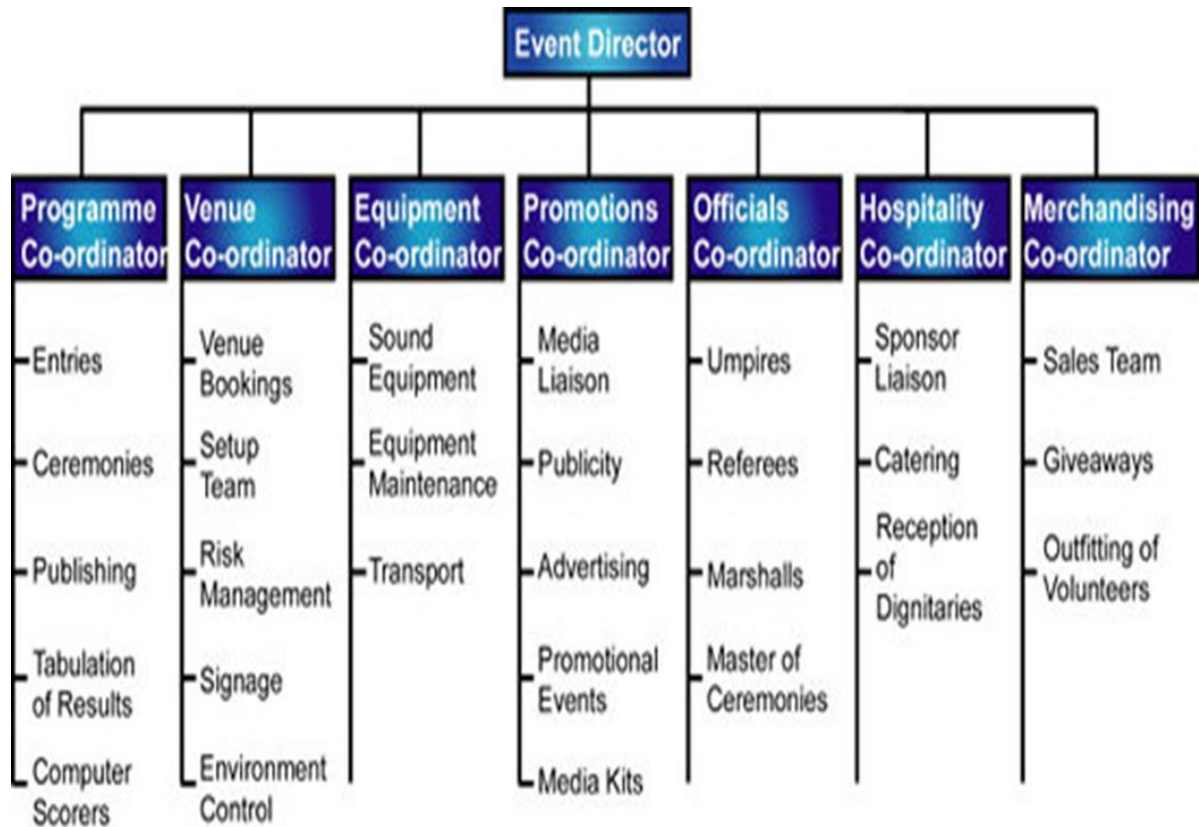
Event manpower management

Structure of an event management team

The work involved in planning, organising and conducting a major event can be sufficiently great to require the recruitment of a large team of people. Members of the team may be involved on a full-time, part-time, contractor, casual and voluntary basis. At the head of the team is the Event Director whose job it is to keep everyone working together for a considerable period of time.

Organisation Chart

The organisation chart below indicates the magnitude and diversity of the team needed to run a major sporting event such as a National or State Championships. Smaller events will obviously require a much smaller team, and individuals in the team may be able to take on more than one role.



The example organisation chart above has "department" for Programme, Venue, Equipment Promotions, Officials, hospitality and merchandising. Furthermore, with small modifications, the same organisation structure could be applicable to running a different type of event such as conference, wedding, seminar and etc.

An important aspect of the above model is that each department has a coordinator. As exceptionally important people in the event management team, they should be identified and recruited as early as possible. Coordinators should be a part of the organising committee and collectively they will share in decision making processes with the Event Director.

Steps in Manpower Planning

1. **Analysing the current manpower inventory-** Before a manager makes forecast of future manpower, the current manpower status has to be analysed. For this the following things have to be noted-

- Type of event
- Number of departments
- Number and quantity of such departments
- Employees in these work units



Once these factors are registered by a manager, he goes for the future forecasting.

2. **Making future manpower forecasts-** Once the factors affecting the future manpower forecasts are known, planning can be done for the future manpower requirements in several work units.

The Manpower forecasting techniques commonly employed by the organizations are as follows:

- i. **Expert Forecasts:** This includes informal decisions, formal expert surveys and Delphi technique (a method of group decision-making and forecasting that involves successively collating the judgments of experts.) .
- ii. **Trend Analysis:** Manpower needs can be projected through extrapolation (projecting past trends), indexation (using base year as basis), and statistical analysis (central tendency measure).
- iii. **Work Load Analysis:** It is dependent upon the nature of work load in a department, in a branch or in a division.
- iv. **Work Force Analysis:** Whenever production and time period has to be analysed, due allowances have to be made for getting net manpower requirements.

- v. **Other methods:** Several Mathematical models, with the aid of computers are used to forecast manpower needs, like budget and planning analysis, regression, new venture analysis.
- 3. **Developing employment programmes-** Once the current inventory is compared with future forecasts, the employment programmes can be framed and developed accordingly, which will include recruitment, selection procedures and placement plans.
- 4. **Design training programmes-** These will be based upon extent of diversification, expansion plans, development programmes, etc. Training programmes depend upon the extent of improvement in technology and advancement to take place. It is also done to improve upon the skills, capabilities, knowledge of the workers.

Importance of Manpower Planning

- 1. **Key to managerial functions-** The four managerial functions, i.e., planning, organizing, directing and controlling are based upon the manpower. Human resources help in the implementation of all these managerial activities. Therefore, staffing becomes a key to all managerial functions.
- 2. **Efficient utilization-** Efficient management of personnels becomes an important function in the industrialization world of today. Setting of large scale enterprises require management of large scale manpower. It can be effectively done through staffing function.
- 3. **Motivation-** Staffing function not only includes putting right men on right job, but it also comprises of motivational programmes, i.e., incentive plans to be framed for further participation and employment of employees in a concern. Therefore, all types of incentive plans becomes an integral part of staffing function.
- 4. **Better human relations-** A concern can stabilize itself if human relations develop and are strong. Human relations become strong through effective control, clear communication, effective supervision and leadership in a concern. Staffing function also looks after training and development of the work force which leads to co-operation and better human relations.

5. **Higher productivity-** Productivity level increases when resources are utilized in best possible manner. Higher productivity is a result of minimum wastage of time, money, efforts and energies. This is possible through the staffing and its related activities (Performance appraisal, training and development, remuneration)

Need of Manpower Planning

Manpower Planning is a two-phased process because manpower planning not only analyses the current human resources but also makes manpower forecasts and thereby draw employment programmes. Manpower Planning is advantageous to firm in following manner:

1. Shortages and surpluses can be identified so that quick action can be taken wherever required.
2. All the recruitment and selection programmes are based on manpower planning.
3. It also helps to reduce the labour cost as excess staff can be identified and thereby overstaffing can be avoided.
4. It also helps to identify the available talents in a concern and accordingly training programmes can be chalked out to develop those talents.
5. It helps in growth and diversification of business. Through manpower planning, human resources can be readily available and they can be utilized in best manner.
6. It helps the organization to realize the importance of manpower management which ultimately helps in the stability of a concern.

Event administration activities

Event planning and administration

Budget

Organisers should be aware that some additional support arrangements will have cost implications and plan the event budget accordingly.

Planning the programme

It is important to ensure some degree of flexibility within a proposed event timetable to take into account any alterations or adaptations that may need to be added. For example:

- People with mobility issues may need added time to move between rooms and sessions.
- Support workers, such as British Sign Language Interpreters, may require regular breaks and changeovers to ensure they do not become fatigued.
- Diabetic delegates may require more frequent refreshment breaks.

Speakers, facilitators and exhibitors

- Provide guidance for speakers, facilitators and exhibitors outlining expectations prior to the event. For example, ensure the timing of submission deadlines to allow for provision of information in alternative formats, and check use of acceptable terminology.
- Make sure speakers are fully informed about event delivery methods and possible needs of participants. For example, the speaker may have to use a microphone connected to a loop system.
- Advise speakers to ensure that the content and meaning of slides is communicated to the audience orally, and they follow best practice guidelines for presenting. For example encourage speakers to always face the audience to ensure lip readers can understand their presentation.
- Check requirements of speakers and facilitators, they may themselves need additional arrangements to be made. For example, to speak through an interpreter, to use a personal assistant, or to have information provided in alternative formats

Rental of event equipment

Things to remember when renting equipment

- Make sure you keep track of what the rental company actually brings versus what you ordered, as well as what gets returned to the company.
- Make sure you get a copy of each and every vendor's Certificate of Insurance with the proper groups added as additional insured.
- Make sure you have a plan for how you are going to get the rental equipment returned, as well as getting it ready to be returned. Especially for many tables and chairs, make sure you have a plan for collecting all of the rented items.

Event legal documentation

Underpinning all aspects of an event are the legal issues. The actual laws relating to events and their management are different for each country. As events grow in number and importance to the economy, there will be more laws relating to them. There are some common principles.

The contract is the documentation of the relationship between the event and the various stakeholders. It is important, therefore, that event and festival management be familiar with the key terms used in the contract.

Establishing an appropriate legal structure for an event management company is an exercise in liability minimization. Several structures for an event management company is an exercise in liability minimization. Several structures are possible for an event company, which could operate as a sole trader, partnership, charitable trust, or a company limited liability.

