



Module 2: Event Planning and Management cont.

EVENT VENUE PREPARATION

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EVENT VENUE PREPARATION cont.

3. Prepare event setting proposal



事件概念可视化

Event concept visualization



Event Experience Design & How to visualize ideas

Concept of the event should be linked to the purpose. It should be compatible with guest/audience needs and consistent in all aspects. Most event adopt a colour scheme that is repeated on all items produced for the event such as ticket, programs, uniforms, decor, poster and merchandise.

Potential themes are endless, limited only by your imagination and customer's pocket. Some examples:

- Historical
- Artistic
- Musical

事件的概念应与目的联系在一起。它应该与来宾/观众需求兼容，并且在各个方面都保持一致。大多数活动采用一种配色方案，该颜色会在该活动产生的所有物品上重复使用，例如门票，节目，制服，装饰，海报和商品。潜在的主题是无止境的，仅受您的想象力和客户财力的限制。一些例子：
历史，艺术性，音乐剧





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Special

EVENT

MIGF 2011
Festival Gala Launch
ChasingFoodDreams

Event costing

Events costs will depend on the scale and type of event. Not all the categories stated in the tables will apply to every event. Event costs will include **direct and indirect costs**.

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.

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.

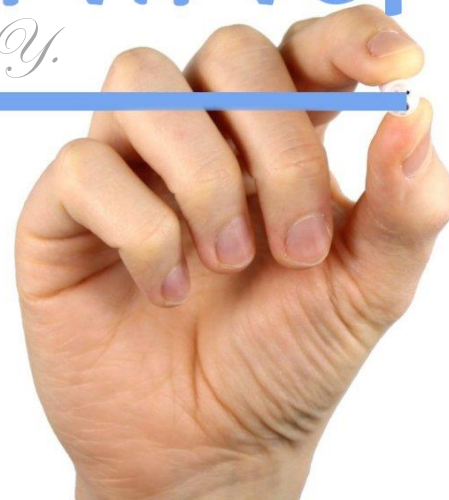


Event material requirement planning

The features and attributes of an event site include appearance, furnishings, equipment, and amenities. Every site or venue has particular capabilities and constraints (限制). 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

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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.

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.

Types of Logistics Coordinators

Events coordinator

They need to considering the time and date of the event, the location, the level of formality, and the number of guests. He or she may have to arrange for refreshments, furniture or any other necessary items. An events coordinator may also be required to provide audio or visual equipment, select decorations, hire guest speakers and manage the guest list.



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



Shipping and receiving coordinators may be responsible for assembling and arranging for the shipment of merchandise and materials.

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Event logistics coordination

1. Determine the best date and time to meet
2. Select and schedule the best location to meet
3. Contact and confirm all contracts
4. Plan and map out the program schedule
5. Coordinate and oversee the selection of a theme, the design, production and distribution printed items
6. Arrange to have essential meeting supplies available on site
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!

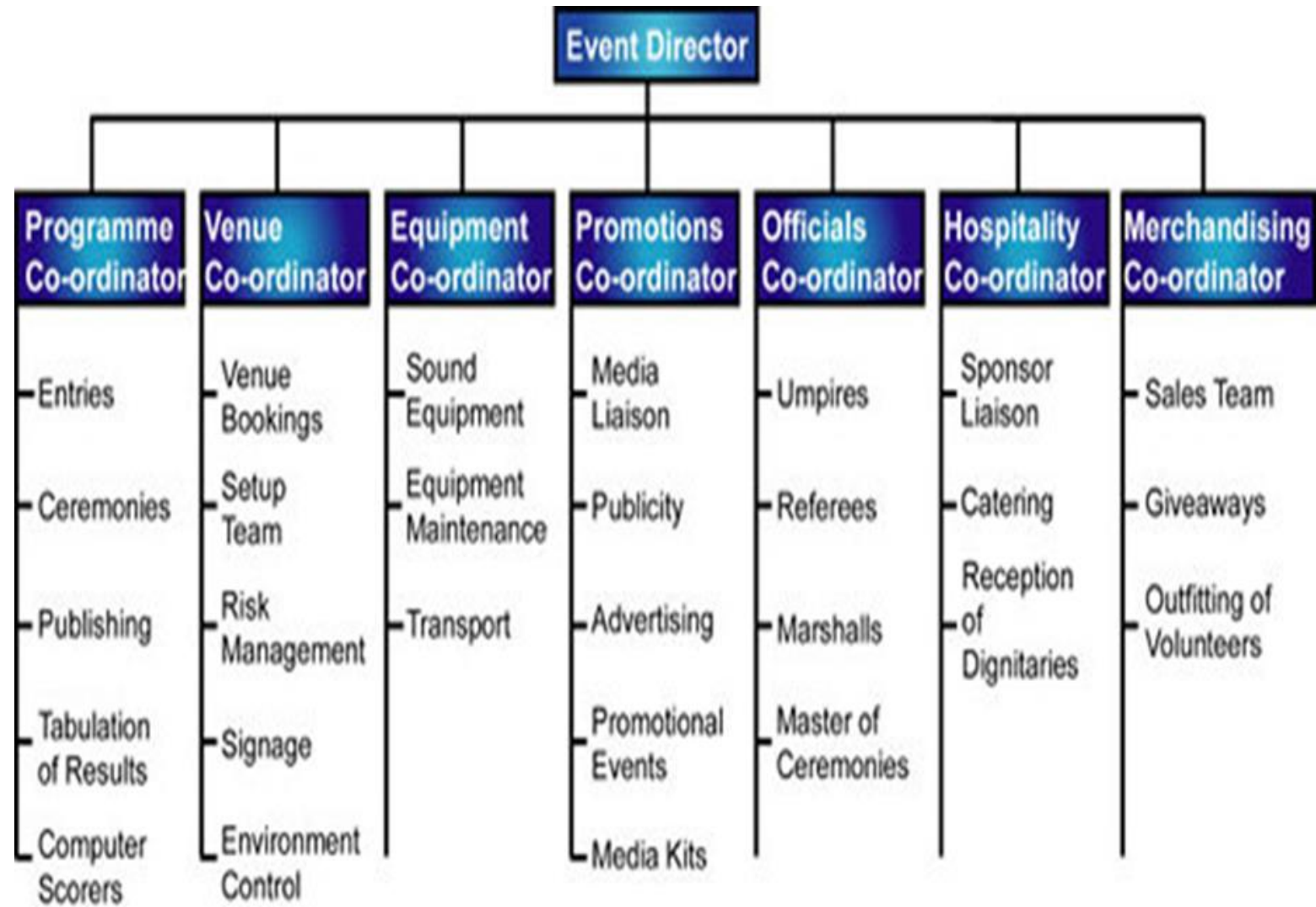


Event manpower management

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.





Event manpower management

Manpower Planning

Manpower Planning which is also called as Human Resource Planning consists of putting right number of people, right kind of people at the right place, right time, doing the right things for which they are suited for the achievement of goals of the event. Human Resource Planning has got an important place in the arena of industrialization. Human Resource Planning has to be a systems approach and is carried out in a set procedure. The procedure is as follows:

1. Analysing the current manpower inventory
2. Making future manpower forecasts
3. Developing employment programmes
4. Design training programmes



Event administration activities

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: 重要的是要确保在建议的Event时间表内具有一定程度的灵活性，以考虑到可能需要添加的任何更改或改编。例如：

- 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.

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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

- keep track of what the rental company
- 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

Event legal documentation

- The actual laws relating to events and their management are different for each country.
- There are some common principles.
- contract is the documentation of the relationship between the event and the various stakeholders.
- Establishing an appropriate legal structure for an event management company is an exercise in liability minimization.

