



Module 2 Event Planning and Management
2.2 EVENT FACILITIES AND TECHNICAL PREPARATION COORDINATION

IDENTIFY EVENT FACILITIES AND TECHNICAL REQUIREMENT

Types of Event


| Types of Event | Illustration |
|---|--------------|
| <p>Meeting, incentive, Convention, Exhibition (MICE)</p> <ul style="list-style-type: none"> 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.

Official Event

- 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



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| <p>to coordinate various activities, and attention to detail.</p> | |
| <p>Festival</p> <ul style="list-style-type: none"> • 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. |  <p>Prepared by: Cheryl Y.</p> |
| <p>Leisure</p> <ul style="list-style-type: none"> • 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 hold 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



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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.



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- 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.



Event Facilities and Technical Requirement

| Meeting, incentive, Convention, Exhibition (MICE) | |
|---|--|
| Event Facilities | Technical Requirement |
| <ul style="list-style-type: none"> ✓ Backdrop on paper printing size 120x160 cm ✓ Flip chart with papers ✓ White board / makers / eraser ✓ Registration table ✓ Laser pointer ✓ Free use of wireless internet in function room ✓ Tea break buffet line. ✓ Flower arrangement for meeting session. ✓ Drinking water per person for the meeting session. ✓ Facsimiles transmission ✓ Foreign exchange service ✓ Scanner/ copy machine | <ul style="list-style-type: none"> ✓ Audio-visual equipment ✓ LCD projector ✓ Wide screen ✓ DVD's player ✓ LCD television flat screen ✓ Wireless microphones ✓ 220 volt electrical outlets ✓ Engineering support ✓ Extension course adaptors ✓ Laser pointer |

| Official Event | |
|---|--|
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| Sports | |
|---|--|
| Event Facilities | Technical Requirement |
| <ul style="list-style-type: none"> ✓ Sufficient changing areas, showers, sauna, etc ✓ Kitchens, canteens and food serving areas | <ul style="list-style-type: none"> ✓ Audio-visual equipment ✓ LCD projector ✓ Wide screen ✓ DVD's player ✓ LCD television flat screen |

| | |
|--|--|
| <ul style="list-style-type: none"> ✓ Offices or meeting rooms for Media and the Event Staff ✓ Telecommunication facilities - telephone, fax, Internet ✓ Vending machine ✓ Water cooler ✓ Mist fans ✓ On-site or mobile hospital ✓ First aid kit ✓ Basic life support | <ul style="list-style-type: none"> ✓ Wireless microphones ✓ 220 volt electrical outlets ✓ Engineering support ✓ Extension course adaptors ✓ Laser pointer |
|--|--|

Prepared by: Cheryl Y.

| Leisure | |
|--|--|
| Event Facilities | Technical Requirement |
| <ul style="list-style-type: none"> ✓ Sports halls with courts for badminton, basketball, volleyball and netball ✓ Olympic size outdoor Volleyball court ✓ Top of the range fitness suites ✓ Fitness and dance studios ✓ Sufficient changing areas, showers, sauna, etc ✓ Stages ✓ Water cooler ✓ Vending machine ✓ Spot-light ✓ Air-blower | <ul style="list-style-type: none"> ✓ Audio-visual equipment ✓ LCD projector ✓ Wide screen ✓ DVD's player ✓ LCD television flat screen ✓ Wireless microphones ✓ 220 volt electrical outlets ✓ Engineering support ✓ Extension course adaptors ✓ Laser pointer |

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| <ul style="list-style-type: none"> ✓ Mist fans ✓ On-site or mobile hospital ✓ First aid kit ✓ Basic life support | |
|--|--|

| Festival | |
|--|---|
| Event Facilities | Technical Requirement |
| <ul style="list-style-type: none"> ✓ Sufficient changing areas, showers, sauna, etc ✓ Kitchens, canteens and food serving areas ✓ Offices or meeting rooms for Media and the Event Staff ✓ Telecommunication facilities - telephone, fax, Internet ✓ Mist fans ✓ Stages ✓ Spot-light ✓ On-site or mobile hospital ✓ First aid kit ✓ Basic life support | <ul style="list-style-type: none"> ✓ Audio-visual equipment ✓ LCD projector ✓ Wide screen ✓ DVD's player ✓ LCD television flat screen ✓ Wireless microphones ✓ 220 volt electrical outlets ✓ Engineering support ✓ Extension course adaptors ✓ Laser pointer <p style="text-align: right; font-size: small; color: #cccccc;">Prepared by: Cheryl Y.</p> |

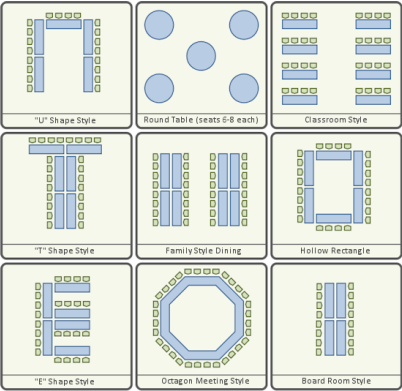
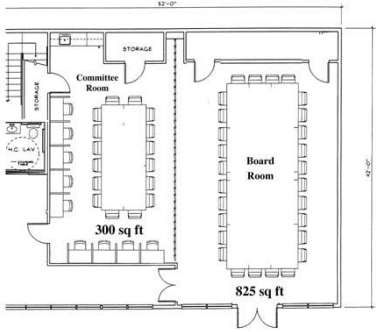
| Entertainment | |
|----------------------|-----------------------|
| Event Facilities | Technical Requirement |
| | |

- ✓ Sufficient changing areas, showers, sauna, etc
- ✓ Kitchens, canteens and food serving areas
- ✓ Offices or meeting rooms for Media and the Event Staff
- ✓ Telecommunication facilities - telephone, fax, Internet
- ✓ Mist fans
- ✓ Stages
- ✓ Spot-light
- ✓ On-site or mobile hospital
- ✓ First aid kit
- ✓ Basic life support


- ✓ Audio-visual equipment
- ✓ LCD projector
- ✓ Wide screen
- ✓ DVD's player
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- ✓ Wireless microphones
- ✓ 220 volt electrical outlets
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- ✓ Extension course adaptors
- ✓ Laser pointer

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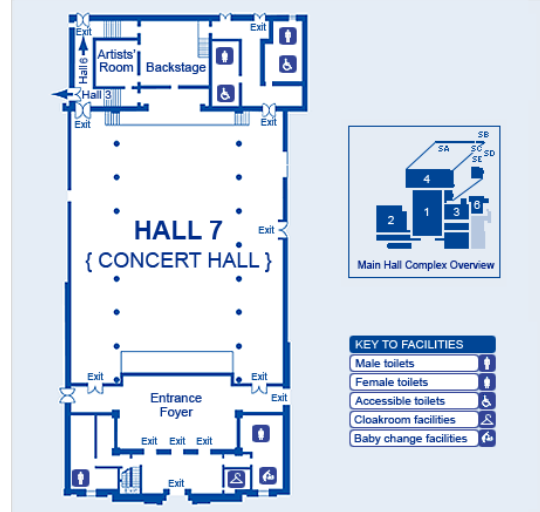
Event venue specifications

| Meeting, incentive, Convention, Exhibition (MICE)/ Official Event | |
|--|---|
| Venue Specification | |
| <ul style="list-style-type: none"> ○ Venue Capacity | <ul style="list-style-type: none"> ○ Is the seating capacity suitable? ○ Are the rooms large enough to provide a comfortable experience for those attending? ○ Are the rooms well laid out? Do they allow for good views of the speaker without any obstructions? ○ Does the venue allow attendees to move around without bottlenecks and delays? |
| <ul style="list-style-type: none"> ○ Location | <ul style="list-style-type: none"> ○ Is the venue easily accessible to those attending? ○ Does the location offer the necessary road/rail/air links? ○ Is the venue location suitable for any extra events/shows/excursions that have been planned? ○ Is the location quiet, close enough to accommodation if require and in a safe area? |
| <ul style="list-style-type: none"> ○ Layout plan |  |
| <ul style="list-style-type: none"> ○ Floor plan |  |

Festival, Leisure, Sport and Entertainment

| | |
|--|--|
| <p>Venue Specification</p> | |
| <ul style="list-style-type: none"> o Venue Capacity | <ul style="list-style-type: none"> o Is the seating capacity suitable? o Are the indoor/ outdoor spaces large enough to provide a comfortable experience for those attending? o Are the space well laid out? Do they allow for good views of the speaker without any obstructions? o Does the venue allow attendees to move around without bottlenecks and delays? |
| <ul style="list-style-type: none"> o Location | <ul style="list-style-type: none"> o Is the venue easily accessible to those attending? o Does the location offer the necessary road/rail/air links? o Is the venue location suitable for any extra events/shows/excursions that have been planned? o Is the location quiet, close enough to accommodation if require and in a safe area? |
| <ul style="list-style-type: none"> o Layout plan |  <p style="text-align: center;">Walt Disney Concert Hall Los Angeles, CA</p> |

- Floor plan



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Event Execution Technical Check List Preparation

Guest profiling and protocol

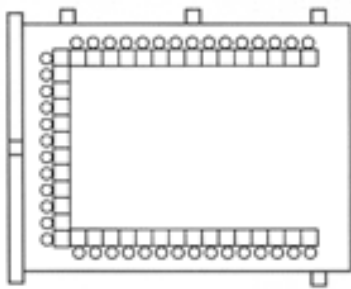
- Protocol covers such areas as procedures for official visits, symbols (flags and other visual emblems, anthems, and uniform), verbal and written forms of address and salutations. Order of Precedence tables, seating arrangements, ceremonial procedures and guidelines for hospitality. But protocol does 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 |

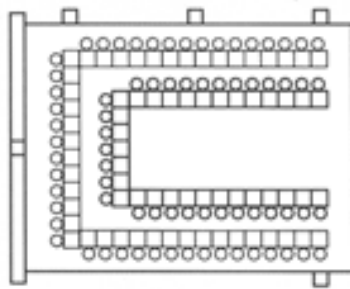
Seating arrangement

Seating and ushering plans are based on the purpose of the event, politics, pricing, and protocol and proximity requirements. The purpose of an event may dictate that attendees be able to see and interact with each other or that they all need excellent sight lines to a main stage.

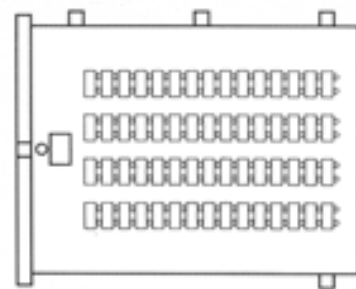
Banquet Seating Arrangement



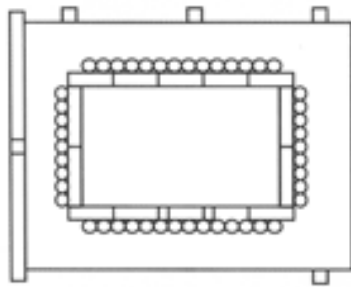
"U" SHAPE



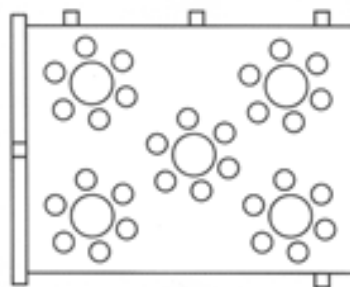
DOUBLE "U" SHAPE



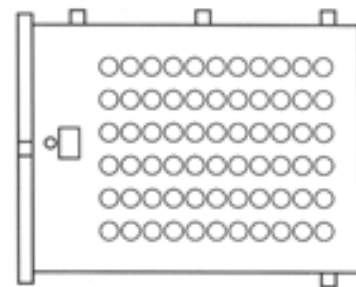
CLASS ROOM



RECTANGLE



SYNDICATE



THEATRE ROOM

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Traffic control

The event coordinator will work with the appropriate authorities to arrange the proper traffic management and control services and strategies. The purpose of traffic control plan is to inform, control and guide road users and protect the safety of all events participants, spectators, police, marshals and volunteers.

Access, Egress & Flow

The access, egress and flow of the audience, staff, equipment and the entertainment require careful consideration. A range of issues are required to be taken into account. These include:

- The venue may have existing or natural points of access/egress. If you have chosen an existing indoor venue, then its access and egress points (which will have helped determine the capacity) are likely to be fixed. However, if you are utilising an open- plan outdoor site you will have to determine where the best possible access and egress points should be for the audience, staff and equipment. The exit requirements depend on capacity and the acceptable time taken to exit the venue. Seek advice from the local authority and the Fire Brigade when calculating number and width of exits.
 - Spectator flows at sports events, *i.e.* access and egress during sessions, should be considered.
- You must also check that any large equipment that is being brought to the event can fit through the access/egress and there is suitable turning space for large vehicles to enter and exit the venue.
- Do not mix pedestrian and vehicular access/egress if at all possible. Similarly, try to keep public, staff and performer/participant access/egress separate from each other.
- Ensure all access points have suitable gathering/queuing spaces for the audience expected and all egress points have safe exit potential.
- Individual or specially created access for the disabled may be required.
- Consideration must also be given to the emergency services. It is likely you will require the presence of first aid facilities at the event but in the event of a more serious incident arising, *e.g.* someone requires hospital attention or a fire tender needs access, clear access into the site, passage around the site and egress from the site is necessary. If appropriate, representatives from

the emergency services should be able to advise on this point and may recommend sterile access routes or pathways for their use.

- To avoid the audience making their own paths, create clearly defined routes around the site that are wide enough to accommodate the amount of footfall that is anticipated.
- Ensure there is enough space for people to gather or queue at concession or entertainment areas without impeding the paths or access/egress routes.
- Avoid building dead ends into the layout at all costs as these could be detrimental to health and safety.
- The siting of entertainment should encourage a steady movement of the audience around the event site/venue. In other words, if there is multiple entertainment on offer, it should not be concentrated in the one area. This will help minimise the risk of 'hot spots' and bottlenecks building up. Avoid a haphazard or cluttered layout as this can impede flow.



Prepared by: Cheryl Y.

Parking

It is important to analyse the expected numbers and types of vehicles likely to arrive, as well as evaluate the capacity and quality of space available for parking. You may be using a venue that has sufficient parking on the property, or you may need to identify remote, adjacent or creative parking alternatives.



Signage

The professional event coordinator must also consider the installation requirements and restrictions of the signage selected. Most venues prohibit attaching signs to walls or doors with tape or tacks. Directional, informational, decorative and safety signage is placed to facilitate the event's attendee's comfort, enjoyment and welfare. Signs must be visible, easy to read and understand and must communicate the right information at the right time. They may direct or control flow, identify important facilities or features, and impart educational content. They should be carefully considered in developing the site plan and theme concept so that they will constitute an integrated component of the overall event experience.

Regardless of how well-considered the layout is, if you do not have the appropriate signage to direct people around the site/venue (or to follow in the event of an incident) the space could be rendered ineffective, crowd management issues may result and health and safety compromised. For further information on safety signage legislation see HSE's The Health & Safety (Safety Signs and Signals) Regulations 1996 at www.hse.gov.uk

You may require a range of signage to perform various functions:

- **Directional signage** - *e.g.* to direct people to the nearest exit, toilet, bar, etc.
- **Information signage** - *e.g.* to tell people where they are in the venue/on the site, to show people where facilities are on the site, the running order of the entertainment, etc.
- **Safety signage** - *e.g.* showing the location of emergency exits, fire fighting equipment, and danger zones, etc.

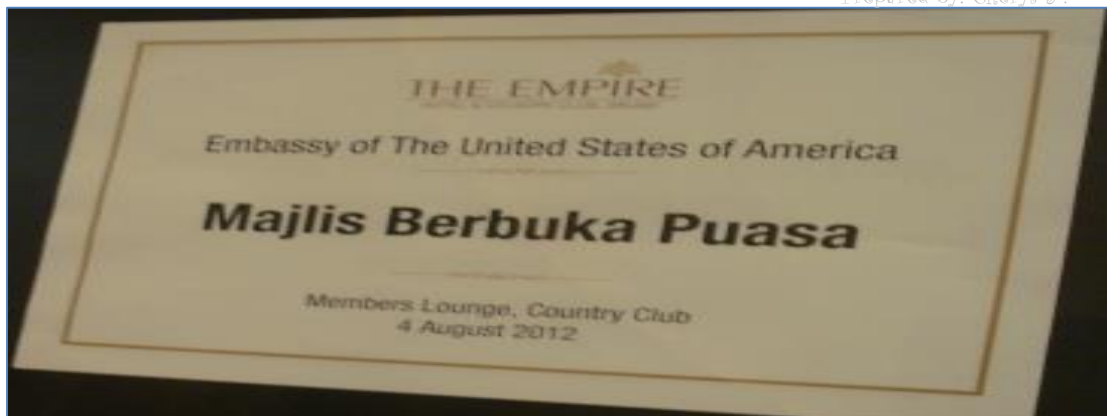
- **Welfare signage** - e.g. meeting point, baby change, lost persons, drinking water, first aid, etc.

Points to consider are:

- The location and timing of the event will dictate whether you need to light some of the signage (such as exit signage in marquees, indoor venues, night time events, etc).
- All signage should be of the correct dimensions and design and placed appropriately around the site/venue so as to be clearly visible.
- If your event is outdoors, ensure all signage is waterproof, wind permeable (as appropriate) and fastened securely.
- Make sure arrows are pointing in the right direction.
- Place sponsorship banners/signage in visible positions (agreed in advance with your sponsor - see Chapter 5) but ensure they do not impede audience sightlines or flow.
- Remember signage will be required for all areas of the event including back stage, production areas, media locations and dressing rooms as well as front of house where the audience is.
- Remember to think about how the audience will find the event. Ensure the event site is well signposted at access points coming into the town and at key junctions. Organising AA signs can be an inexpensive way to achieve this www.theaa.com
- It's worthwhile creating a 'signage plan' to address how, where, when and who will erect the required signs and banners - always ensure the appropriate permissions have been sought.



Prepared by: Cheryl Y.



11/21/2012 | 8:35 AM

WEDNESDAY'S EVENTS

| Group/Event | Room | Start/End |
|--|--------------|---------------------|
| USF President's Retreat Lunch | Swannee 19 | 12:30 PM 1:30 PM |
| Olin Winchester LUNCH | GARDEN A | 11:30 AM 2:00 PM |
| GENERAL ELECTRIC IMAGINATION AT WORK | BAYVIEW A | 1:00 PM 2:45 PM |
| Verizon Wireless Market Share Analysis | Pacific Room | 1:00 PM 3:00 PM |
| US Army Recruiting Command Future Soldiers Training Program | St Johns 27 | 8:00 AM 7:00 PM |

Wednesday
High: 71°
Low: 62°

Thursday
High: 73°
Low: 57°

Friday
High: 69°
Low: 56°

Saturday
High: 80°
Low: 62°

Sunday
High: 78°
Low: 66°

Risk

There are several categories of risk the professional event coordinator should examine; safety, security, capability, internal and external. Safety risks include physical harm, violence, sanitation issues, and health issues.

There are four ways to handle risk: avoidance, transference, mitigation and acceptance. Avoidance means you do not take the risk at all. Transferences means you transfer the risk through insurance, performance bonds, warranties, guarantees, or contractual liability.

No matter the type and size of your event, risk management is a critical issue in the planning process. Simply put, risk management is about foreseeing and identifying potential risks, evaluating them and putting in place a plan, control measure or contingency to reduce or neutralise the level of risk. A good event manager will incorporate risk management at all stages of the planning process. In terms of event production, the issue of risk management is of the utmost importance when making decisions that impact on those who have a chance of being affected or harmed by any aspect of the event. They could be:

- > Event staff and crew
- > Audience and others attending the event
- > Performers/competitors and their entourages > People/residents in the vicinity of the event

The event manager has a duty to identify and minimise these risks. The best way to do this is to undertake an effective risk assessment.

Risk Assessment

No one knows your event better than you and your key team. From this point of view, as the event management, you are best placed to undertake the assessment and each 'department' should carry out their own assessment to be consolidated into the final version. For larger or more complicated events, you may wish to seek the assistance of an independent risk assessor who is knowledgeable on your type of event. If appropriate, the event's Health and Safety Sub-Group should take an active role in the risk assessment process, agree to the control measures and take steps to implement any aspects for which they as individuals or their organisations have responsibility.

The Risk Assessment should be completed well in advance of the event. You should provide a copy to your insurance broker or underwriter and include a copy of it in the Event Manual. Ensure that all key staff and personnel are familiar with it and all safety measures are implemented before the event starts. Should any additional risks be identified prior to the event, a specific assessment should be carried out for each new risk.

Event Safety Procedure

The professional event coordinator incorporates safety procedures throughout the planning and production of an event, as well as communicating to and securing from everyone involved a commitment to the highest standards of safety throughout the operation. The scope of your prevention, contingency, and crisis plans will depend on the intent, extent, and content of the event being produced. As you examined the

event elements and components, you must evaluate the potential health and safety hazards of each.

Health and Safety is a high-priority area in event organisation. Effective health and safety has to be carefully planned, managed and controlled. As the event manager you must consider the health and safety of:

- Everyone working in your organisation and at the event
- Everyone performing at or taking part in the event
- Everyone attending the event
- Everyone who may be affected by the event

You also must ensure that everyone who is working on the event understands the importance of the health and safety issues and works together to achieve a safe event for all

| Typical Health and Safety Hazards | Safeguards | Protection Priority |
|--|--|--|
| <ul style="list-style-type: none"> ➤ Animal/ insects ➤ Activities ➤ Car parks ➤ Crowd capacity ➤ Fire ➤ Food contamination ➤ Noise level ➤ Slips and trips ➤ Special effects ➤ Violence/ crime ➤ Water/ drowning ➤ Weather ➤ Vehicles | <ul style="list-style-type: none"> ➤ Communication systems ➤ Crowd management ➤ Safety lighting ➤ Venue and site design ➤ Waste management ➤ Emergency services ➤ Transportation management ➤ Sanitary systems | <ul style="list-style-type: none"> ➤ People ➤ Property ➤ Reputation ➤ Revenues <p>An event's assets are:</p> <ul style="list-style-type: none"> People Equipment Finances |

Figure: Event Safety Checklist

Event Safety Memo

It's a good approach to produce an Event Safety Memo to be distributed to all those working at the event (preferably at the 'induction' or briefing meeting). This memo should give specific and easy-to-follow advice to all employees, volunteers, subcontractors, etc who are working at your event during the build, the live event and the 'get-out'. It should set out how you, as the Event Management, expect others to conduct themselves while on site or at the venue. It should highlight particular safety aspects they should be aware of such as fire controls, emergency exits, evacuation procedures, incident or emergency codes and procedures, personal protective equipment/clothing required, incident reporting procedures, hazards, etc.

Reporting Procedures

For every aspect of health and safety, you should have a procedure for reporting incidents and occurrences. It should be clear in the Event Safety Memo, how and to whom individual incidents should be reported. Each incident or occurrence should be written down and described in full. Ensure staff and volunteers are well briefed on how to report any incident. Reports will likely take the form of:

- Accident/Injury
- Lost/Damaged Property
- Incident
- Safety/System Failures
- Lost Persons

LIST OUT EVENT INTERNAL FACILITIES AVAILABILITY / INVENTORY

Event technical facilities availability/ inventory

| | |
|----------------------|---|
| Audio Visual Systems | <ul style="list-style-type: none">➤ Audience response system➤ Audio amplifiers➤ Audio delay system➤ Audio distribution➤ Audio effects equipment➤ Audio mixers➤ Audio playback equipment➤ Boom arm attachment➤ Boombox➤ Cables-power and connector➤ Carts, stands and racks➤ Carpeted podium➤ CD player➤ Computer equipment➤ Digital camera/ camcorder➤ DVD player➤ Electronic whiteboard➤ Equalizer➤ Flip chart, paper➤ Laser disk player➤ Lectern➤ Loudspeakers➤ Microphones➤ Portable PA systems➤ Projectors➤ Record player➤ Reel-to-reel tape recorder➤ Screens- front, rear, tripod, fast-fold, plasma, dress kits, screen stands and mounts➤ Sound console➤ TVs➤ Whiteboards |
| Electrical Systems | <ul style="list-style-type: none">➤ Appliances➤ AV equipment➤ Décor➤ Entertainment➤ HVAC systems |

| | |
|----------------------------|---|
| | <ul style="list-style-type: none"> ➤ Lighting-décor and safety ➤ Sound equipment |
| Lighting Systems | <ul style="list-style-type: none"> ➤ Beam ➤ Flood ➤ Focus ➤ Gel ➤ Gobo ➤ Intensity ➤ Iris ➤ Lamp ➤ Lens ➤ Luminaire ➤ Pan ➤ Reflector ➤ Shutter ➤ Spot ➤ Throw ➤ Tilt ➤ Lighting balloon ➤ Strip light ➤ Mirror ball ➤ Pin spot |
| Staging and Ground Support | <ul style="list-style-type: none"> ➤ Platforms ➤ Entertainment stages ➤ Distinctive displays ➤ Raised area |
| Fire and Rescue system | <ul style="list-style-type: none"> ➤ Fire extinguisher ➤ Emergency staircase ➤ Axe ➤ Fire alarm |
| Medical and aid equipment | <ul style="list-style-type: none"> ➤ First aid kit ➤ Basic first aid kit ➤ Basic life support ➤ Advanced life support ➤ On-site or mobile hospital |

Event-non technical facilities availability/ inventory

| | |
|--|--|
| Tentages | <ul style="list-style-type: none"> ➤ Archways ➤ AV screens/ stands ➤ Balconies/ verandas ➤ Bleachers/ grandstands ➤ Dance platform ➤ Fencing ➤ Flooring ➤ Light towers and trusses ➤ Overhead signage ➤ Roofs and ceiling décor ➤ Seating ➤ Stages ➤ Tents and marquees ➤ Towers and masts ➤ Viewing platform |
| Ecological facilities such as waste management | <ul style="list-style-type: none"> ➤ Bags ➤ Bins ➤ Cans/receptacles ➤ Front-end –loaders ➤ Roll-off containers ➤ Source separation ➤ Stationary compacters ➤ Wheeled carts |
| Food and beverage facilities | <ul style="list-style-type: none"> ➤ Beverages ➤ Bar setup and bartenders ➤ Buffet displays ➤ Coffee and energy breaks ➤ Concession equipment ➤ Dinners ➤ Disposable service ware ➤ Ice and ice sculptures ➤ Rental service ware ➤ Serving equipment ➤ Specialty foods ➤ Staffing/ labor ➤ Water stations |

Types of outsourcing event material

- Albums
- Arts and crafts
- Audio/ videotape
- Awards
- Badge holders
- Certificates
- Clothing items
- Conference binders
- Custom label beverages
- Flowers
- Food/ beverage items
- Imprinted items
- Logo merchandise
- Photographs
- Memorabilia
- Luggage tags
- Pillow gifts
- Prizes
- Programs
- Restroom
- Souvenir items
- Speaker gifts
- Tote bags
- T-shirts
- Welcome basket