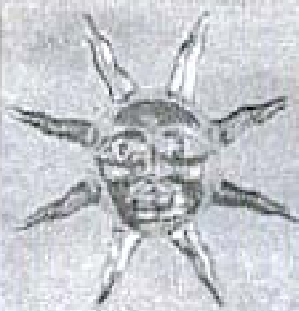# Phases of Event Management

Five Steps to Success

Needs Assessment (phase 1)

* Why are we running the event? (benefits)
    - Profit, Publicity, Personal
* Who are we running it for? (client)
    - Municipality, Non Profit, Corporate, Individual/Group
* Who is involved in it? (stakeholders)
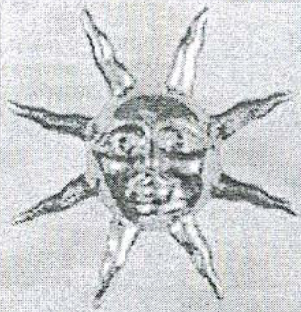   - Sponsors, Participants, Vendors/Suppliers, Client, Organizers, Staff/Volunteers

Needs Assessment- Definition

* An organized and planned process for identifying event needs

* Assists the event planner in developing event Goals & Objectives

"TOP TEN" Questions

1. Why is the event being held?

Identify needs/benefits that the event will fulfill

2. What type of event is being held?
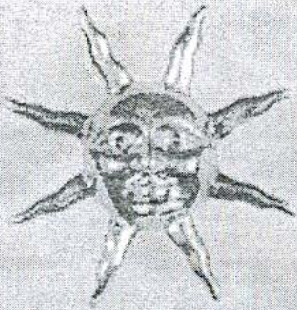
Concert, Dinner, Competition, Rally, Conference, etc.

3. Who is the event for?

Target market- description/ characteristics of the attendees

4. When will the event be held?

Calendar Time, Program Time, Competition Time, Planning Time

"TOP TEN" Questions

5. Where will the event be held?

Location- matching the site to the event "A good fit"

6. How much does it cost and how will it be funded?
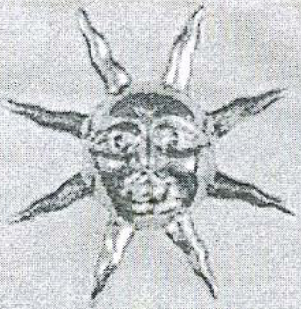
Types of expenses Sources for revenue

7. Is sponsorship involved?

Who will sponsor and in what way (Cash, In-Kind)

8. Who manages or produces the event?

Management structure- roles & responsibilities, committees, staff/volunteers
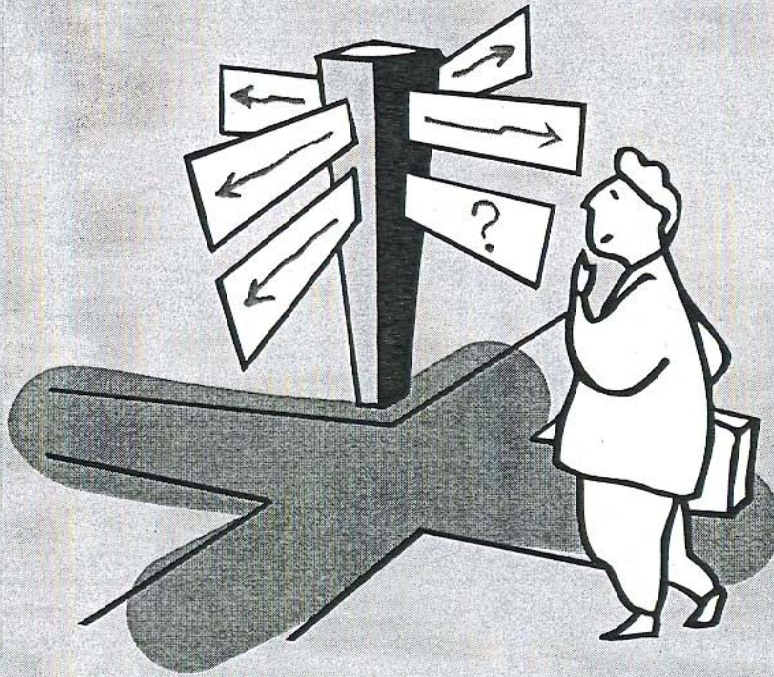
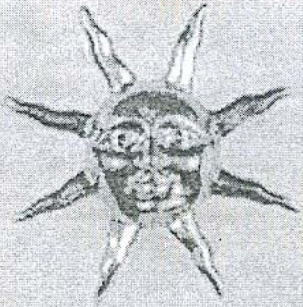# "TOP TEN" Questions

9. What is the event marketing strategy?

What is your message, how is it communicated

10. How will the event be preserved and evaluated?

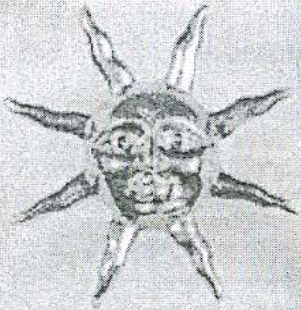Preservation- what is to be saved

Evaluation- who and how

How are Timelines Organized?

* Time/Date
* Activity/Task
* Personnel Assigned
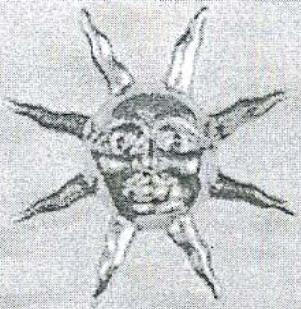
Event Timelines

* A detailed outline of all activities and tasks required to produce an event
* Deadlines for each action
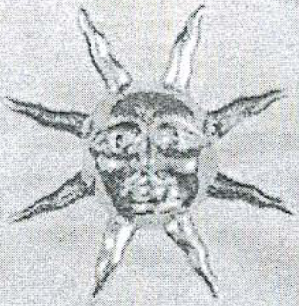* Assignments to the individual, department, or committee responsible for specific acts

Importance of Timelines?

* Keeps group on track and on time

* Ensures that all elements of the event are accounted for

* Reduces stress and panic

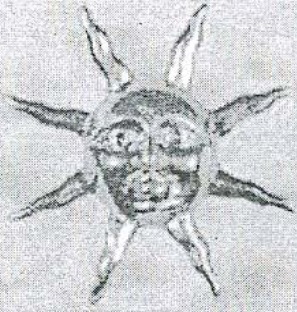* Creates accountability to the group and event organizers/clients

When to use this Process?

* For starting a new event
* Adding a new element to an existing event
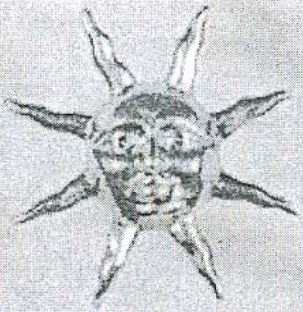* Changing/redefining an existing event or event element

Creative Development (phase 2)

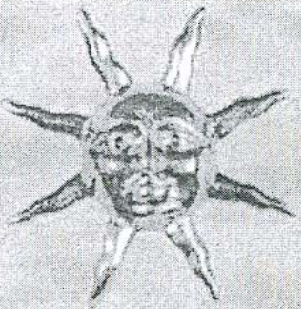* EVERY special event requires a **variety** of components to fulfill the goals and make the event happen.

The 10 Event Components

* Site
* Theme
* Hospitality
* Décor
* Entertainment
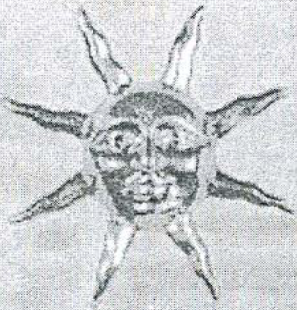
* Graphics
* Technical
* Operations
* Health & Safety
* Legal

SITE

"The event should fit the site and the site should fit the event"

* Identify a site that meets or exceeds event needs.
* Need to review:
  - SIZE, DIMENSIONS, CAPACITY, LAYOUT, ADAPTABILITY, AMBIANCE and COST
* EXAMPLES: Permanent or Temporary Structures ,Grounds – Parks, Beaches
* Ships, Planes or Trains

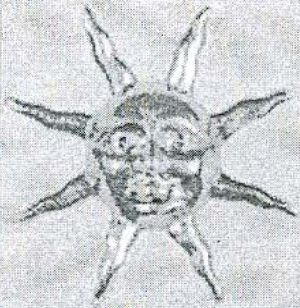# THEME

* Help satisfy event goals, **visual enhancements** or to **convey** a particular **image, message or philosophy**.
* **unify or enhance** event components or activities
* Can apply to invitations, menu, entertainment
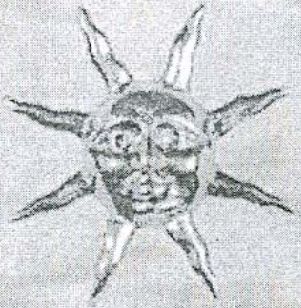* Communicates an environment – "Tropical"

HOSPITALITY

- **FOOD & BEVERAGE**
  - Used in majority of special events
- **ACCOMMODATIONS**
  - Lodging or other facilities provided OR included in event.
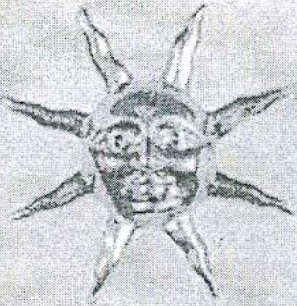- **AMENITIES** – "Added Touch" or "Value-Added" features. (Valet parking, Party favours, Child care, etc.)

DECOR

* Goes Hand-in-hand with THEME
* Physically enhances entire event or part of it
* Centerpieces, food, graphic elements, entertainment
* Simple or Elaborate

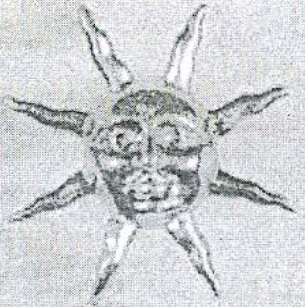# ENTERTAINMENT

- Event Goal **and** Component
- Enhances event experience
- Effective in communicating specific messages, images or philosophies to target market
- Includes speakers, interactive activities, games, etc.

GRAPHICS

* **Printed Materials**
  - Name tags, seating charts, guest lists, production schedules

* **Support Docs**
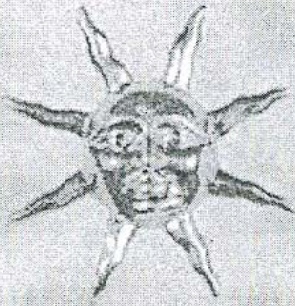 - Handouts, Instruction sheets, maps, program schedules

* **Marketing Material**
  - Items that promote events
  - Invitations, banners, posters, flier, brochures, programs

* **Signage**
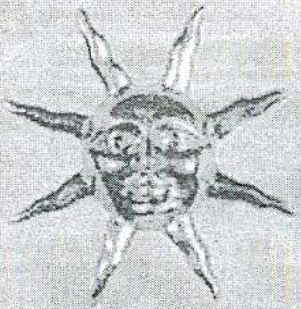 - informs or directs, enforce rules, policies

TECHNICAL

Elements that serve many purposes like Décor, theme, entertainment…

ESSENTIAL for event activities related to sight and sound

* SOUND
* LIGHTING
* SPECIAL EFFECTS
* AUDIO-VISUAL

"People can't hear what they can't see".

OPERATIONS

* Includes all aspects of people management and event management.

Personnel (Staff & Volunteers)

Vendors and Suppliers

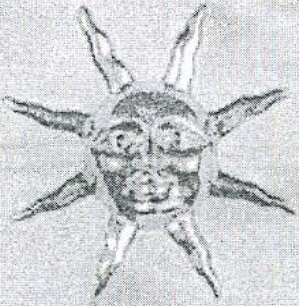Financial Management

Policies and Procedures

Contingencies

Asset Management
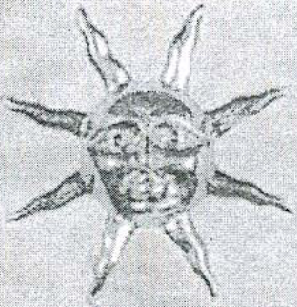
Inventory Control

Operations Manual

HEALTH & SAFETY

* Include all elements that ENSURE safe and legal special event production, operation and execution.

Security and Loss Prevention

Medical Services

Fire prevention and services

Communication

Sanitation

Utilities

Parking and Transportation
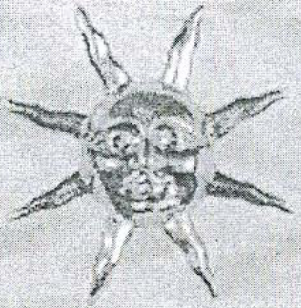
Policies and Procedures

LEGAL

EVERY event must have Insurance Coverage AND comply with legal statutes, laws, rules, regulations and policies and procedures.

* Insurance Coverage
* Permits
* Licenses
* Rules and Regulations
* Policies and Procedures
* Risk Management

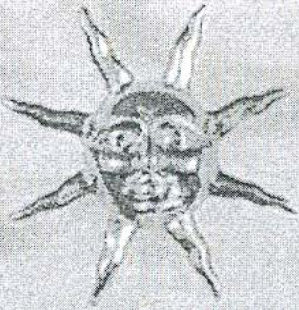# Production (phase 3)

* Asset acquisition & management
* Inventory control
* Event personnel
* Vendors & suppliers
* Production meetings & timelines
* Legal compliance
* Budget management
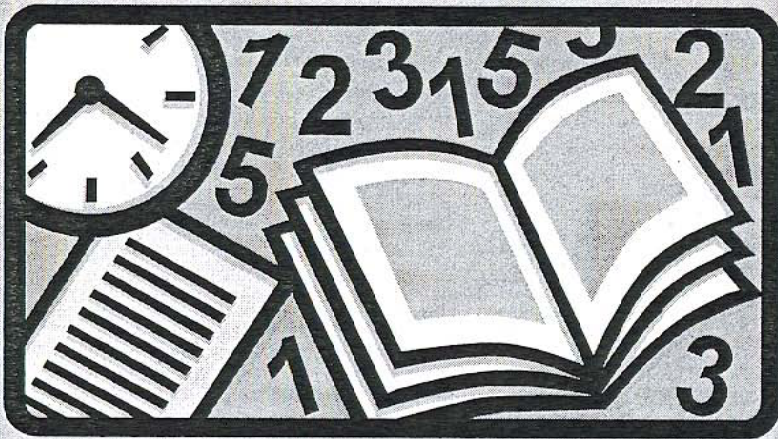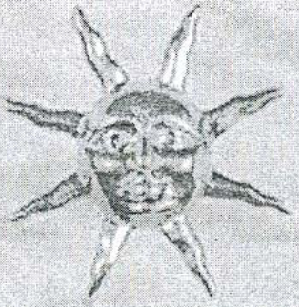
Production (phase 3)

* **Evaluation Material**
* Process
  - What's evaluate
  - When's it done
  - When's it needed
  - How's it done
  - Who evaluates
  - Type of data
  - Use of data
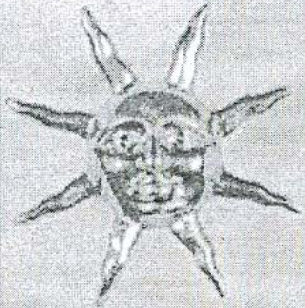 - Resources needed

Production Schedule

* A detailed listing of all elements, activities and occurrences encompassed in the execution phase of the event

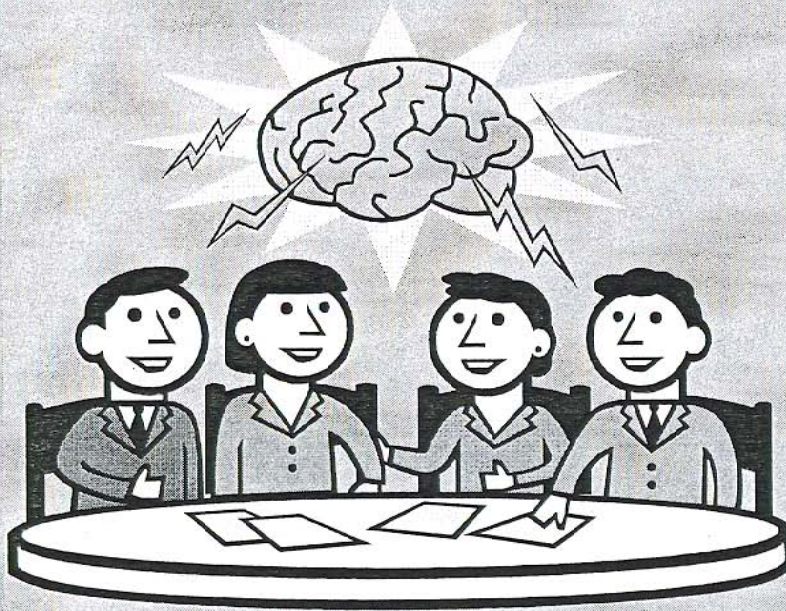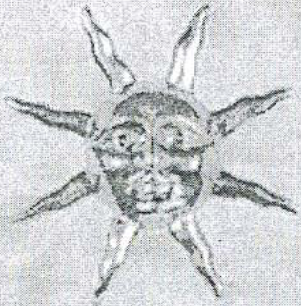* Always done in a chronological fashion
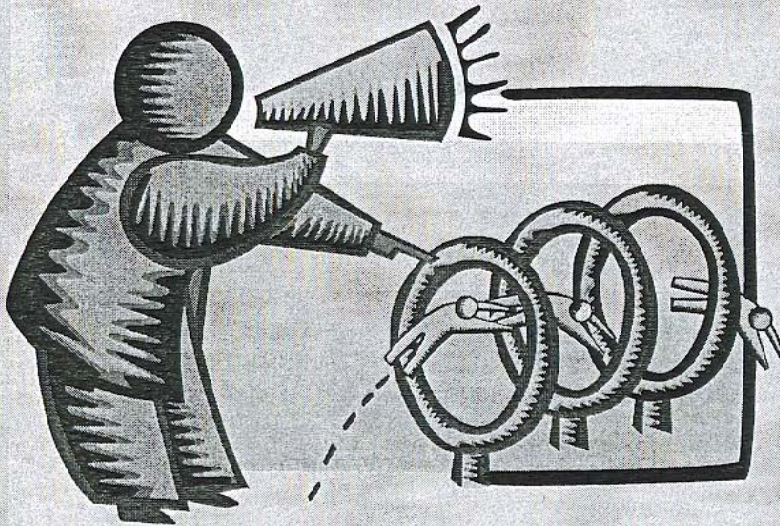 - Listing time, task, responsibility

Production Schedule

* The event planners "Bible" during the event

* A detailed production schedule helps you stay on track, allocate resources, deal with emergencies, develop clear communications & reduce your stress!
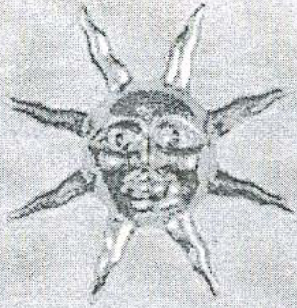
Execution (phase 4)

* Set up (prior to the start time of the event, hours – days)
  - Start of the production schedule
  - Establish command centre
  - Installation
  - Deliveries
  - Site set up
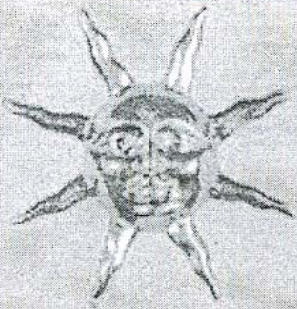 - Site "walk through"

Execution (phase 4)

* On Site Management (duration of the formally scheduled program)
  - Event supervision
  - Staff supervision
  - Customer service & liaison
  - Informal evaluation
  - Troubleshooting

* Take down (post event time, hours – days)
  - Pick ups & returns
  - Site clean up
  - Dismantling
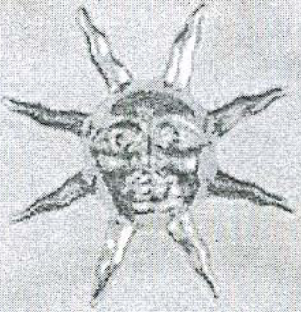 - Return site to original condition

Evaluation (phase 5)

* **Why we evaluate**
  - Did we fulfill our goals?
  - Was our event plan effective?
  - Were our components appropriate?
* **How we evaluate**
  - Interviews, surveys, observation, finances, attendance

Thank You & Good Luck

* David Veres, Professor Niagara College
* Event Management, Graduate Certificate Program
* (905)641-2252 ext. 4403
* dveres@niagarac.on.ca