Appendix

# Chapter 6: Event operations, logistics and marketing

*Table 6.1: Items to list in the venue report, following on from the site inspection*

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| **Local transport access:**   * Public Transport links * Parking: * Spaces for cars and coaches * Shuttle buses * Disabled access * Costs   **Signage: external and internal:**   * What the venue has * What is needed for the event? * Any Restrictions * Can company branding be used – for example banners and pop-up stands   **Temperature:**   * Is this on a central control? * Can each room operate its own temperature? * Does every room have air-conditioning?   **Sound/Noise/Smell/Obstructions:**   * Are rooms sound-proofed? * Will this affect use of rooms? * Are any of the rooms near the kitchen – will this affect the use of rooms? * Are there pillars and recesses in the room which may affect vision?   **Get-in/get-out:**   * Access time to set up (get-in) – time allowed in contract * Access time to de-rig (get-out) – time allowed in contract * Access for trucks and parking   **Meeting Rooms:**   * Location * Delegate flow to and from * Are stewards/hostesses needed to direct? * Consider signage – what the venue has, what you need? * Furniture included in hire or what to be brought in?   **Offices:**   * Production/logistics area to work, set up * Equipment, preferably near to conference area   **Storage:**   * Where to leave boxes, gifts, flight cases? |

*Table 6.2: On-site resource elements*

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| *Crowd Management*   * Barriers/Ropes/fencing * Floor covering * Entranceways * Signage   *Furniture*:   * Reception/registration desks * Dining Tables; Chairs/Sofas/Cocktail tables   *Decorative:*   * Scenery * Theming Props * Floral and Decoration elements   *Catering:*   * Catering Units * Mobile Bars * Catering Equipment * Catering Storage   *Technical equipment:*   * Lighting and lighting rigs * Public Address (PA) and speaker systems * Mixing Desks * Power Supply   *Public Facilities:*   * Toilets; Entry/Exits |

*Table 6.3: Sample roles for an event taking place at the Sydney Opera House*

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| **The Venue** | **Suppliers** |
| Venue Manager | * Musicians/artists |
| Head of Production | * Stilt walkers |
| Production Manager | * Disc Jockey (DJ) |
| Production Office Manager | * Florist/ Flower arrangers |
| Production Crew | * Theming/prop company |
| Event Director | * Health & Safety consultant |
| Event Manager | * Entertainers |
| Marketing Director | * Table magicians |
| Marketing Manager | * Volunteers |
| Logistics Manager | * Backstage crew |
| Catering Manager | * Riggers |
| Front of House Manager | * Hostesses (agency) |
| Security Manager | * Security Company/security guards |
| VIP /Press manager | * Stewards/ Car park marshals |
| Waiting staff | * Master of Ceremonies |
| Bar staff | * Cleaners |
| Cloakroom staff | * Litter pickers |
| Porters | * Runners |

*Table 6.4: Sample on-site schedule*

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| 15.00 | David and Simon collect costumes from QEII centre reception. |
| 16.00 | Design team arrive at Painted Hall and commence rig |
| 17.00 | Catering – tea, coffee, soft drinks available |
| 17:00 | Artistes arrive:  Lord Nelson x 1 (Dean Decca) arrives by foot  Stones Statues (Jules and Jon) arrive by car – reg TM12 MMA  Design team to provide drapes and mirror to make up dressing room in King William Hall.  Agree performance spaces with artistes.  Suggested:  Nelson 1st position at top of stairs of lower level to hall  Nelson will then move to lower hall to entertain guests as they go to cloaks and photo moment  Stones Statues x 2 (Jules and Jon): preferably still use top of stairs into upper hall (space needed 6ft x 4ft) – sort on site as numbers have risen dramatically and not sure where best place will be. |
| 17.30 | Three singers arrive: agree positions and sound check as soon as poss. 3 x handheld radio mics. They will have out costumes, but venue should also supply black Neru jackets. |
| 17.30 | Charlie & Pete arrive at Trinity Buoy Pier to board boats to change and go upstream to Westminster. The two boats – *Cyclone* and *Typhoon* |
| 18.30 | 12 Sea Cadets arrive - sandwiches, crisps and soft drinks |
| 19.00 | Meal available for performers and crew (running buffet so they can visit when they can and this should be kept going until 21.00, as Stones Statues and Nelson will eat after they have performed)  4 x sound by design, Desmond  6 x artistes (one celiac and one lactose intolerant)  3 x Loose TV |
| 19.30 | 12 Sea Cadets in position (4 quayside to meet and greet – two for each boat and lead to the Hall: 8 lining the route)  Flambeaux lit  Lighting and sound checks to be completed and ready to stand by |
| 19.40 | First boat (200 pax.) to arrive and be led by Sea Cadet and Naval Guide (Charlie) to Painted Hall main entrance |
|  | Nelson (top of entrance stairs in Painted Hall) and Stone Statues (top of stairs to upper hall) in position  Background music playing – *Sound by design* providing light jazz and some classical music (low level as people will be talking)  NB; Delegates will be served sparkling wine as arrive. |
| 19.50 approx. | Guests start to enter hall and take seats: Nelson performs intermittently  Stone Statues are static and start performance around 20.10 when bulk of audience in the room – exit and depart at approx. 20.30  (NB: Nelson will move to lower hall entrance or foyer to King William Hall to entertain people when move down to cloakroom.) |
|  | Master of Ceremonies (MC)to make  various announcements re. taking seats |
| 20.30 | MC to thank performers and introduces Minister. |
|  | Minister speaks |
| 20.35 | Dinner is served |
| 21.45 | Coffee and *Ships of the line* dessert  When served MC to announce that ships are edible. |
|  | Incognito artists perform – wait till catering staff almost clear.  2 from sides of lower level of hall  1 via upper level of hall  Conclude on stairs – ensuring no backs to upper hall.  Répertoire : 15 mins. *La Donna E Mobile, Questa Quella, O Mio Babbino Caro*, *Libiamo, Nessun Dorma, Funiculi funicula* |
| 22.30 | Coach transport back to hotels – various MC announcements |
|  | David and Simon to come back on last coach and bring naval costumes back. |

*Table 6.5: Sample press release*

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| URGENT FOR IMMEDIATE RELEASE:  For further details contact: Pete Webster [+1 514-736-2713](javascript:void(0))  Montreal, Canada, October 10, 2017. The SPCA Charity’s 10th annual dinner danced, and silent auction will take place on Thursday 7th December 2017.This traditional dinner supports  the Quebec government’s recent introduction of [Bill 128](http://www.spca.com/?p=14330&lang=en), which includes province-wide Breed-Specific Legislation (BSL), the Montreal SPCA, supported by [Athletes for Animals](http://athletesforanimals.org/), has launched [My Dog My Family](http://www.mydogmyfamily.ca/), a campaign aiming to stop provincial BSL – a proven-to-fail measure that will needlessly sentence to death tens of thousands of innocent dogs and puppies.  The event will be supported by a united team of professional athletes with a shared passion for rescuing and protecting the welfare of homeless pets, Athletes for Animals who are supporting the fundraising event by underwriting the entire catering costs for the annual dinner dance.  The Montreal SPCA expects to be joined by other corporations, businesses and individuals who have previously funded and contributed to the silent auction at the SPCA’s annual dinner dance.  The dinner dance will be held in the grand ballroom of the *Sofitel Montreal Golden Mile*. The reception and silent auction to raise funds for the charity will commence at 19.00; dinner and dancing will commence at 20.00. Dress in formal attire, black tie and evening dress. Tickets are available at a cost of $175.00 per person.  For reservations, please call Barry Bridges, or Peter Webster at [+1 514-736-2713](javascript:void(0)) |