

**CHAPTER 10**  
**EVENT PROJECT MANAGEMENT AND SET UP ISSUES**

Use with Shone, A. and Parry, B. (2010) Successful Event Management: A Practical Handbook. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3. ISBN © 2010 Cengage Learning EMEA

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**CHAPTER AIMS**

- To provide a framework for managing event projects
- To consider issues in relation to staffing an event
- To consider issues relating to setting up events
- To provide an overview of the preparation activities that may take place prior to an event

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**FIGURE 11.7** Factors influencing the number of staff required

- The size of the event, numbers attending, likely demand
- The balance between types of staff: paid, full-time, part-time, casual, volunteer
- The layout and components of the event
- The method by which the services are provided
- What functions are carried out 'in house' or contracted out
- The demand patterns and scheduling of staff, number of staff per activity
- The expertise required for the event

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**FIGURE 10.1** Event and Project Management Activities



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## Exercise

- In your groups identify the categories of staff which you will require to operate your event and the skills sets that they will need.
- Where will you source your staff?

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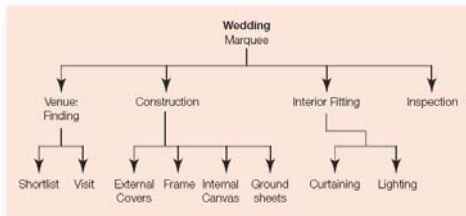
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**FIGURE 10.2** Work Breakdown Structure for a Wedding Marquee



Source: adapted from Nickson and Siddons, 1997

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## Gantt Charts

- See Book page 190



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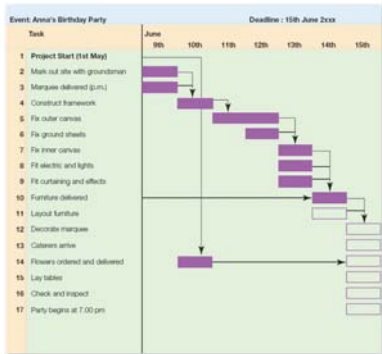
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FIGURE 10.3 Example of a Gantt chart



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## Exercise

- In your groups design a Gantt Chart for your event



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**FIGURE 10.4** Ticket design – information to include on a ticket

- Name of the event (and/or organization)
- Date and start time
- Sequential number
- Price and type of ticket
- Conditions or disclaimers
- Site map (if applicable)
- Contact phone numbers or web address
- Security imprint (if applicable)
- Colour coding (if applicable)

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**FIGURE 10.5** Pre-Operations on the day

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      A[Breakfast / drink / check weather and travel reports] --> B[Correspondence, message and schedules check at organizers office]
      B --> C[Morning pre-con meeting]
      C --> D[Receive deliveries / allocate staff to receive deliveries and direct to proper locations]
      D --> E[Check signs, parking, emergency access routes, progress of load-in and rehearsals]
      E --> F[Briefing meetings with stewards, ushers, volunteers, greeters and ticket desk staff and anyone else (must include emergency procedures)]
      F --> G[Walk through your site as a visitor would (continued in chapter 11, figure 11.1.1)]
  
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**FIGURE 10.6** Pre-event briefing meeting for all staff

**Agenda: (Give out staff briefing and emergency sheets)**

- 1 The purpose of the event, type of visitors, likely numbers
- 2 Opening and closedown times, the programme, facilities and services, time check
- 3 Parking and access, facilities for the mobility impaired
- 4 Who you report to and arrangements for staff refreshment
- 5 Emergency contacts, systems and procedures, checking emergency routes and exits are clear
- 6 Who to direct the media to
- 7 Questions and answers

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**CASE STUDY 28 Site layout issues: the Wirksworth Wapentake**  
**Page 203**

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**FIGURE 10.7**  
 Example of the component elements at a quiz dinner

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**FIGURE 11.11**  
 Activities on the day

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