Index

A
Access credentials, 138–139
Accessibility
  legislation, compliance, 85–87
  site inspection, 458
  specifications, 49
Accessories, detailing, 175
Accommodations, identification/reserve, 146
Accreditation, 138–141
  checklist, 139f
  credential distribution, 140
  definition, 138
  media credentials, 140–141
  security issues, 139–140
  zones of need, 139–140
Action, behavioral cognition, 161–162
Action plans
  integration, 337–338
  logistics, 81
ActiveWorlds, MUVE example, 69
Activity, 17–21, 219
  chart styles, 49f
  elements, checklist, 18f, 234
  event design, 454–455
  identification, 47
  list, 48
  occurrence, problem, 48
  path, ensuring, 48
  plans, 255
  sequencing, 48
  workable space, 67
Administrative space, requirement, 64
Admissions, 135–138
  arrival/departure modes, 136
  control strategies, 135–136
  dump mode, 136
  points, individuals (screening), 356–357
  rates, application, 135
  ticketing, 136–137
Admittance system, control point, 135–136
Adoption and adapt method, usage, 165
Adult learning dynamics, 162–163
Adventures, 260
Aerial effects, 210
Age-appropriate activity plans, 255
Agendas
  arrangement, 225–226
  development, 19–20
  usage, 18
Air circulation, ventilation systems
  (usage), 113
Albuquerque Civic Plaza
  architectural rendering, 79f
  site plan diagram, 80f
Alcohol
  awareness, 297
  costs, management, 298–299
  cost-saving measures, 299
  management, 296–299
  purpose/procedure, confirmation, 296
  public events, private events (contrast), 299
  removal, 297
  serving, 23
Alcohol Beverage Commission (ABC), regulation, 297
Alcoholic beverages, gifts, 315–316
Alcohol service
  policy, catering contract component, 286
  risk management strategies, 297–298
  training, 297
Ambient lighting, checking, 347
Amenities, 24–27, 277
  detailing, 175–176
  elements, checklist, 25f
  event design, 455
  legacy items, 25–26
  meaning, addition, 315
  walk-away value, 25
American Pyrotechnics Association, 213
Americans with Disabilities Act (ADA), 85, 182
Ancillary events, 251f
  energizers, impact, 266
  main event, event coordinator merger, 253
  provider, selection, 261
Ancillary programs, 249
Andragogy, 162
Annual events, liability insurance requirement, 339
Anticipation, 9–10, 121
elements, checklist, 9f
event design, 453
APEX/ASTM Environmentally Sustainable Meeting Standards, 428
Appetite, 21–24, 277
elements, checklist, 21f
event design, 454
Architectural features, décor, 170
Archives, 419–421
importance, 420–421
Armstrong, James S., 66
Arrival, 11–14, 121
departure, relationship, 14
elements, checklist, 11f
event design, 453
facilities, evaluation, 11
meeting/greeting, 12
mode, 136
navigation/directional signs, 12
patterns, accounting, 11
schedules, analysis, 11
welcoming entrances, 12–13
Assigned seating, 141, 142
Assistive listening headsets, 85
Atmosphere, 14–17, 155
audible atmosphere, 202
control, 113
elements, checklist, 14f
event design, 454
Attendance, 62
increase, 222
locale, impact, 66
Attendees, 124
accreditation, 138–141
admissions, 135–138
advice, 98
arrival
expectations, 11
mode, 136
behavior (control), incentives (usage), 132
comments/questions, 231
departure mode, 136
eyear bird rate, 132
encounter, determination, 11
excitement, building, 127
experience, care (showing), 26
focus, direction/redirect, 18
ground transportation, consideration, 11–12
housing issues, 145–146
image, capture/incorporation, 26
in-the-hallway interaction, 160–161
needs, meeting, 305–306
online registration, encouragement, 132
on-site meals, 22
out-of-town attendees, event coordinator consideration, 95

physical needs
attention, 22
event coordinator consideration, 15
registration, 130–135
user-friendly layouts, creation, 133–134
restrictions, attention, 22
safety/security, consideration, 103
services, 144–147
targeting, 127
trickle mode, 136
Auctions, 317–318
chance auctions
(Chinese auctions), 318
live auctions, 318
Audible atmosphere, 202
Audience. See Event audience
Attention, 350–351
welfare services, 351–352
Audio basics, 199–201
Audio signs, requirement, 182
Audiovisual (AV) equipment
checklist, 200f
Audiovisual (AV) provider, interaction, 205
Audiovisual (AV) requirements, 232
Audiovisual (AV) sound support, 199–202
Audiovisual (AV) visual support, 202–206
Authority having jurisdiction (AHJ), contact, 212
Automated teller machines (ATMs), usage, 113
Avatar-based interaction features, 69–70
Awards, 304
presentation, 312–313
purpose, overview, 309f
recipients
predetermination, 311
selection, 309
selection/customization, 312
Awards ceremonies, 308–313
program logistics, identification, 310–311
purpose/scope, determination, 308–309
selection criteria/judging, 311–312
B
Baby-changing stations, usage, 106
Background, décor, 169–170
Back of house (BOH)
personnel, scheduling, 295
staff/hours, 285
Back-of-the-house tours, 260
Backstage tours, 260
Backyard barbecue, caterer provision, 23
Badger2Match, electronic badge technology, 266
Baker, D.C., 267–268
Ball, Corbin, 42
technology categories, 43f–44f
Balloons, usage, 229
Bandura, Albert, 162
Banquet, caterer provision, 23
Banquet Event Order (BEO), 284
BarCamp, event usage, 232
Bar code production, 129–130
Bars, focal points, 172
Behavioral cognition, 161–162, 223
action, 161–612
direction, 161
structure, 161
time/space, 161
Bend Unplugged, 267–268
Between-meal refreshments, addition, 282
Beverages
environmentally friendly operations, 293
impact, 21
locations, focal points, 172
operations, 279
selection, catering contract component, 285
serving, 23
style, 23–24
Biback, Sandy, 70
Bids, solicitation, 373–374
Biohazard waste, control, 104–105
Blackberry, ability, 130
Blagg, Dorian J., 213–214
Bleachers, construction, 83
Blind auction (mystery box), 318
Blood alcohol concentration (BAC)
toxication measurement, 297
stages, model, 298f
Board games, usage, 266
Borsum, Deborah, 165, 416, 438
Bottlenecks, recognition, 50
Boundaries, inclusion, 160
Box office sales system, establishment, 137
Braille signs, requirement, 182
Brain, BAC effect (stages), 298f
Branding, 128–129
Briefing meetings, 341, 343–344
Brought-in food policies, catering contract component, 286
Brown, Steve, 168
Bruno, Marc, 289–291
Budget, 453
planning tool, 45
Buffets, focal points, 172
Buoyancy, law, 391
Bus companies, selection, 96
Business events, 5f
C
Call-in webinar, 69
Cancellation policies, catering contract component, 286
Index

Candles, usage, 175
Capabilities, consideration, 39–40
Cardiopulmonary resuscitation (CPR), 362
Career paths/credentials, 440–442
Carnival/casino-style games, 19
Case studies, presentation, 231
Cash deposits, security procedures, 135
Caterers
provisions, 23
selection/contracting, 284–286
U.S. Yellow Pages listing, 284
Catering, 22–23
contract, components, 284–286
operations, 281–287
types/scopes, 283
site inspection, 460
Causation events, 5f
Ceilings, décor, 170
Cellular phones, usage, 129
Center for Exhibition Industry Research (CEIR), 264
Centerpieces, detailing, 175
Ceremonial events, 150
Chairs, furnishings, 173
Challenges, identification, 412–413
Chance auctions
(Chinese auctions), 318
Change controls, 55
Change order form, sample, 456
Charitable projects, 265
Change order form, sample, 456
Change controls, 55
Cash deposits, security procedures, 135
Case studies, presentation, 231
Cash deposits, security procedures, 135
Check-in counters, usage, 174
Child Abuse Record Information, background check, 255
Children’s areas, designation, 351–352
Children’s programs, 255
Clients
concerns, 262
interview form, sample, 449–455
listening, importance, 165
profile, 449–450
Climatic atmosphere, control, 112–113
Closed-circuit television (CCTV), surveillance equipment, 357
Closed-ended questions, 413
Close-proximity pyrotechnics, 207
confetti/streamers, contrast, 209
Coaching, 390–391
Cognition
behavioral cognition, 161–162
influence, 169
spatial cognition, 159–161
Cognitive load, 162
Collateral materials, 126
attendee service, 145
branding, 128–129
design elements, checklist, 128f
distribution, counters (usage), 174
excitement, building, 127
graphic design, 128–129
invitations, creation, 129
logo/design, policies, 128–129
printing, scheduling, 128–129
proofing, importance, 128–129
usage, 127
Collectable experiences, 18
Collier, Kendall, 24
Color
connotations, 171
décor, 170–171
impact, 197
lighting dimension, 197–198
palettes, 170
visibility, 171
Command center, establishment, 344
Commercial general liability (CGL), 338–339
Committed, Helpful, Adaptable, Respectful, Gracious, Enjoy (CHARGE), 386
Communications, 10, 340–346
appropriateness, 127
chain, 358
channels, structuring, 341
collateral materials, usage, 126
ensuring, auxiliary aids (usage), 85
infrastructure, 129–130
invitations, usage, 129
modes/types, 345f
success, 381–383
Communications Media Management Association (CMMA), 213
Community
connection, 443–444
consideration, 430
cultural differences, 39
infrastructure, sanitation system, 103
Companion programs, 250–256
children’s programs, 255
destination, showcasing, 254–255
enrichment programs/activities, 254
example, 251
indulgences, 256
offerings, 253
options, 252f
packaging, 253
pricing/marketing factors, 253–254
special services, 256
variety/balance/safety, 256
Competitions, 40, 269–270
Complimentary passes, procedures, 135
Computer-aided design (CAD)
floor plan diagramming software, usage, 406
programs, usage, 78, 198
Computer-generated tickets, 137
Computer software, usage, 406f
Concept, development, 8
Conceptual icons, universality, 167
Concessionaires, food services, 283
Concessions, 22–23
Concierge desk, arrangement, 147
Concierge services, 146–147
Concurrent events, plot/explanation/control, 48
Conferences, presentations (open call), 231
Confetti
blasters/geysers, 209
close-proximity pyrotechnics, contrast, 209
Conflict resolution, 393–395
strategies, 393–394
Congestion, event coordinator, anticipation, 76
Connection, high/low technology (usage), 344
Conner, Marcia, 162–163
Conservation, importance, 107–108
Content
control, 226
delivery
formats, variation, 231
specialists, 230
Contests, 316
coordination factors, 317f
Continuing education, advantage, 443
Continuing education units (CEUs), 254
Contracts, 236–237
issuance/management, 375
negotiation, 298–299
riders, 238–239
requirements, checklist, 239f
technical portion, inclusion, 238–239
Controlled waste, issues, 104–105
Convention Industry Council, practices, 293
Convention program, features/activities, 38
Conventions
events, 5f
presentations, open call, 231
Conveyances, checklist, 96f
Coordinator, term (usage), 4
Corporate events, 5f
Corporate social responsibility (CSR), 428
Could-you-just syndrome, 35
Counters, furnishings, 174
Courtesy cars, organization, 94–95
Courtesies counter, usage, 134
Covey, Stephen, 46
Creative conveyances checklist, 96f
Creativity, impact, 164–165
Credentials
access, indication, 140
distribution, 140
establishment, 138–139
options, 140
issuance, 138–139
Crockery, options, 175
Crowd
communication, 345–346
management practices, application, 351
sourcing techniques, 231
Cultural biases, 182
Cultural differences, 39
Cultural etiquette, 148
Cultural icons
domains, 166f
usage, 166–167
Customer relations management (CRM)
software, usage, 251
Customers, 124
knowledge, 37–39
profile
creation, 38–39
development, 251–252
examination, 18
targeting, 127
Cyvent, Web-based service, 132
Cybercafés, usage, 146–147
D
Daly, Jr., John J., 171
Dams, Colja M., 210–211, 374
Dance floors, usage, 177
Dancers, requirements, 178
Data analysis charts, example, 418f
Data management system, streamlining, 132
Data mining, evaluations (usage), 392
Davis, Marian L., 165
Debriefing meetings, 341, 343–344
Decibels (dB), range, 199–200
Decision-point placements, 183
Decoders, 85
Décor
architectural features, 170
background, 169
balloons, usage, 209
ceilings, 170
color, 170–171
detailing, 175–176
fabrics, 172–173
floors, 170
focal points, 171–172
furnishings, 173–174
layers, 169–176
lighting, 174
usage, 77
walls, 170
Decorations, usage, 12–13
Decorative lighting, 174, 191
Decorative signage, 184
Delaney, Patrick, 33, 147
Delegates, 124
free time, 252
free time, schedule, 252
Delegation/direction, resources, 46
DeLoach, David, 148
Departure, 14
mode, 136
Deposit policies/dates, catering contract component, 286
Detailing
accessories, 175
amenities, 175–176
centerpieces, 175
décor, 175–176
floral arrangements, 175
merchandising, relationship, 175
place settings, 175
tables, 175
Diagonal stage layout, 177f
Diamond Vision systems, 203
Dietary restrictions, 288–289
Digital light processing (DLP)
projection, 203
Digital technology, infrastructure, 129–130
Digital videos, posting, 130
Direction, behavioral cognition, 161
Directional signage, 184
Directional signs, 12
Directions, collection, 48–49
Disability Discrimination Acts, 85
Disasters, 363f
Discipline, 393
integration, 427
measures, 394
Displays, furnishings, 174
Disposable camera, provision, 27
Districts, regions/zones, 160
Diversion, recreation (contrast), 21
Documentation, 419–421
procedures, 419–420
purpose, 419
Documents
organization, 401
Doran, George, 34
Downstream performance, 410–411
Dramatic shadows, creation, 174
Dramatic structure, timing (relationship), 227
Dramaturgy, 161, 223
Drape draping panels, clipping, 179
Draperies, fabrics, 172–173
Drapes, LED lights (integration), 198
Draping, usage, 77
Drayage, usage, 116
Dream, delivery, 8–9
Dressing rooms, requirement, 64
Drinking water, availability, 112
Drink service, counters (usage), 174
Dump mode, 136
Dynamics CRM (Microsoft), 251
E
Eat-n-Greet, 267
Eco-audit, usage, 431
Eco-friendly practices, 431–434
Ecological certification programs/organizations, 433f
Economic criteria (sustainable product/service criteria), 428
Economic viability, 438–439
Eco Serendib Villa and Spa, environmental responsibility, 433–434
Edges, components, 160
Education
definition, 20
entertainment, contrast, 20
Educational programming, design, 20
Edutainment, 20
Effects. See Special effects entertainment, 209–210
Egress, unobstruction, 350
Eisenstodt, Joan, 306–307
Electronic cords, taping, 179
Electronic load sheets, preparation/collection, 111
Electrical power, usage, 109–110
Electronic mediums, availability, 129
E-mail, collection, 146–147
Emblems, impact, 148
Emergency, 363f
action plan, 331
procedures, 358
response, 363–364
services, 359–365
site access/egress, 364–365
Emergency action plan (EAP)
creation, 363–364
preparation, 365
Emotional learning factor, 163
Employee manual/volunteer handbook content, comparison, 387f–388f
Employment prospects, improvement, 440–441
Enrichment programs/activities, 254
En-route traveler information, 97
Entertainer
appearance, value (addition), 240
client approval, 237
contracts, 236–237
rider requirements
checklist, 239f
riders, 238–239
hidden costs, 238–239
needs, logistics (integration), 239–240
preview, importance, 236
protocols/ethics, understanding (absence), 242
requirements, 238–239
resources, sample, 235f
value, evaluation, 240–241
Entertainment
agenda, outline, 226
agents/agencies, interaction, 236–237
attraction, attention, 240
booking, 234–241
contracts, 236–237
rider requirements checklist, 239f
riders, 238–239
costs, range, 234
education, contrast, 20
elements, outline, 226
events, 5f
group, consideration, 239–240
hidden costs, 238–239
inclusion, 224
live animals, attention, 240
needs
assessment, 234, 236
logistics, integration, 239–240
options, 236
orientation program, inclusion, 253
preview, importance, 236
requirements, 238–239
resources
assessment, 234, 236
sample, 235f
selection, 234–241
stages, 172
value, evaluation, 240–241
Entertainment Services and Technology
Association (ESTA), 213
Entrances, focal points, 171–172
Envelopes, stuffing, 377
Environmental controls, 112–113
Environmental criteria (sustainable
product/service criteria), 428
Environmental management, 439–440
Environmental psychology, 159
Environmental social governance
(ESG), 428
Environments
coordination, 157
decoration, 158
enhancement, 222
inevitable environment, 169–170
learning environments, 162–164
Equipment
checklist, 461
communication modes/types, 345f
hiring list, 181f
needs, 198–199
Estrin, Robert, 177, 202, 212, 343
Evacuation plans, development, 349–350
Evaluation
criteria, 391
instruments, 413–416
measurements, 413f
methods, 414f
strategy, development, 7–8
surveys, 413
techniques, 413, 414f
uses, 414f
Evaluations, 410–416
challenges, identification, 412–413
reviews, 412
success, measurement, 412–413
Event audience
accommodation, 123–124
admissions, 135–138
attraction, 125–130
behavior (control), incentives (usage), 132
profile, 452
registration, 130–135
response systems, 203
Event Bucks, 390
Event coordinator
administration, 6
complexity, 27
approach, 6
correctional software, usage, 406f
design, 6
job titles, 4
marketing, 6
matrix, 41f
operations, 6
profession, complexity, 5–7
risk, 6
role/scope, 4–9
theme development,
comparison, 165
Event coordinator
congestion anticipation, 76
personnel consideration, 65
sequential system, usage, 6
teamwork, 46
venue search, 61
Event elements
activities, options, 264
arrangement, 50
identification/prioritization, 36
installation/implementation
requirements, 49
sequencing, 46–47
Event experience
choreography, 14–15
considerations, 40, 42
dimensions, 19
overview, 47f
layers, 19
participation, facilitation, 10
personalization, 26–27
senses, usage, 22
visualization, 47
Event goals, 32–35
defining, 33–34
determination process, 35
measurability, 34
statements, Specific Measurable
Assessable Realistic Time-related
(SMART), 34
Event Management International
Competency Standards (EMICS),
development, 441–442
Event merchandise marketing mix, four
Ps, 319
Event objectives, 32–35, 451–452
defining, 33–34
determination process, 35
list, 33f
measurability, 34
statements, Specific Measurable
Assessable Realistic Time-related
(SMART), 34
Event plan
checkpoints, 56
conceptualization, overview, 33f
creation, 31
Events
activities, workable space, 67
anatomy, 3
announcement, 9
anticipation, 9–10
budget, 453
calendar, hyperlink (addition), 259
capabilities, consideration, 39–40
charitable component, inclusion, 265
checkpoints, 27–28
choreography, 223–225
dimension/diversity/diversion, 224
experience, construction, 223
choreography/flow, food service
(impact), 24
collateral materials, 125f
purpose, 126
competition, 40
Events (Continued)

- cost, 63–64
- creation, collateral (usage), 128
- days/dates, catering contract component, 284
- defining, 32–35
- delivery, needs (defining), 36
- design, 19, 453–455
- development process, 37
- dimensions, 8–9
- directions, collection, 48–49
- elements, 62
- entirety, consideration, 19–20
- environment, nonverbal communication, 158–159
- ephemeral aspect, 25
- evaluation measurements, 413f
- event-specific assessment, 335
- expectations, communication, 241–242
- facilities, 64–65
- function, fulfilling, 15–16
- future, 427–429
- genres, 5f
- greenness, creation, 107–108
- guest profiler, 38f
- industry certification programs, 442f
- infrastructure overview, 93f
- provision, 91
- intent/extent/content, 32
- layout, 14–15
- spatial considerations, 143f
- legal/regulatory constraints, 39
- legibility, 158–162
  - behavioral cognition, 161–162
  - spatial cognition, 159–161
- legs/legacy, impact, 307–308
- location, 63
  - catering contract component, 284
  - event coordinator consideration, 144
- logo, appearance, 184
- medical incidents, 360f
- memories, making, 303, 304
- needs, communication, 241–242
- on-site consideration, 16–17
- operation, recycling opportunities, 107–108
- organization
  - communication tools, 382f
  - eco-system, balance/stability, 390
- participants, provision, 259–260
- perception, 1
- personnel, 65
- photographer/videographer, usage, 227–228
- physical reminders, usage, 307–308
- planning implications, 39
- preplanning, 50
- production, logistical requirements, 75
- program components, linkage, 222
- project complexity, 51
- management, differences, 44
- promotional events, 266
- purpose, 32–35
- records, 402f
- Return on Investment (ROI), calculation, 412–413
- risk, factor analysis, 331f–332f
- safety, 15
  - checklist, 334f
  - scheduling, 69
  - scope, misunderstanding, 5–6
- security, 15
- selection criteria, development, 63–65
- servicing, logistical requirements, 75
- signage, 182
- space, 64
- specifications, 450–451
- collection, 48–49
- establishment, 61–62
- survival kit, 464–465
- tasks
  - identification, 47
  - sequencing, 46–47
  - theater, comparison, 19
- type/style, impact, 22
- utilization, 382–383
- vendors, list, 371f
- venues
  - characteristics, 242, 244
  - utilization, approaches, 15
- Web site, portal, 259
- will-call windows, usage, 137

Event sites

- access, 97
- accessibility legislation, compliance, 85–87
- action plan logistics, 81
- amenities, 64
- appearance, 64
- attendance, 62
- availability, 61
- checkpoints, 87–88
- commissions, catering contract component, 286
- compilation, 71
- contract, facets, 73f
- cost, 63–64
- development, 59–61
- model, 60f
- documentation strategies, 84–85
- elements, 74f–75f
- environmental impact, 75–76
- equipment, 64
- facilities, 62, 64–65
- fire prevention, importance, 83
- fire safety issues, 83
- floor plans, 78–80
- elements, 74f–75f
- function type, 62
- furnishings, 64
- goods/supplies, transport, 95
- ingress/egress/access, 86
- inspection, 71–72
  - checklist, sample, 457
  - strategies, 71–72
  - visits, conducting, 72
  - layout, 73–80
  - lighting, requirement, 109
  - location, 61, 63
  - proximity/accessibility, 63
  - negotiation, 72
  - occupancy issues, 81–87
- on-site action plan, execution, 81
- parking, 97
- permits/permissions, 82
- personnel, 65
- planning, 73–80
- plans, 78–80
- marketing functions, usage, 79–80
- predetermination, 61
- procurement, 72
- proximity issues, 75
- rates, 62
- research, 65
- methods, 66
- safety, 63
  - codes, 83–84
  - issues, 67
- sanitation
  - codes, 83–84
  - issues, 67
- regulations, 106
- selection, 17, 60–61, 71–72
- criteria, development, 63–65
- sourcing, 61, 65–66
- space, 64
  - allocation, 73
  - creative usage, 77
  - negotiation, 64
- spatial requirements, identification, 74
- special effects, 84
  - considerations, 214–215
- specifications, 61–71
- structural impact, 75–76
- style/personality, 62
- traffic flow, 76–77
- undeveloped/underdeveloped sites, 114
- utilization, 103
- versions, creation, 78–79
- virtual metropolis, situation, 92–93
- web-based event sites, 69–70

Event Solutions magazine, 372
- Event-specific attire, usage, 355
Excitement
building, 127
timing, 206–207
Excursions, 260
Exhibitions, 5f
Exhibitors
leftover materials, financial penalties, 108
parking, designation, 101
Exhibit space, requirement, 64
Expectations
determination, 7–8
establishment, 126
Experience. See Event experience
collection, ability, 18
construction, 223
content, control, 226
design, 8
editing, 226
events, dimensions, 8–9
extension, 259
marketing, 10
pacing, 227
packaging, 168–169
participation, facilitation, 10
progression, logistics (understanding), 50
show time, 227–228
staging, 221
topics/formats, selection, 230–231
Experiential learning, 162
Explicit semiotic communications, 159
Expositions, 5f
functions, 264–265
Extended tournament, 270
External groups, food service requirement (determination), 282
Fabrics
décor, 172–173
linens/napery, 173
upholstery, 173
Facebook, social media platform, 130
Face-to-face meeting, 341, 343–344
Facilities
selection, 64–65
transformation, 15
types, 62
Factory tours, 260
Fairs, 5f
Federal Motor Carrier Safety Administration, 96
Feedback image, 204
Festival-goers, 124
Festivals, 5f
culture/location, association, 167
grounds, entrance decoration, 12–13
public relations/promotions calendar, impact, 127
scheduling, historic precedence, 225
seating, 141, 142
self-directed experience, 223
waste amount, 103–104
Field flame tests, 83
Filing systems, organization, 405
Fire prevention, importance, 83
Fire safety issues, 83
Fireworks. See Pyrotechnics
Fixed responses
alternatives, 413
types, 415f
Flags, handling/display, 148
Flickr, video sharing site, 130
Flooring
dance floors, usage, 177
staging, 177–178
temporary flooring, 177–178
Floor plans, 78–80
elements, 74f–75f
marketing functions, usage, 79–80
versions, creation, 78–79
Floors
décor, 170
installation, 180
equipment, installation, 180
Floral arrangements
counters, usage, 174
detailing, 175
Flowcharts, usage, 48
Flying effects, written procedures (provision), 210
Flying/floating performers, usage, 210
Focal points, 171–172
buffets/bars, 172
creation, 174
entrances, 171–172
scenic props, 172
stages, 172
Foliage, furnishings, 174
Food
budget parameters, establishment, 282
choices, basis, 24
cost, attention, 282
dietary restrictions, 288–289
effects, model, 288f
environmentally friendly operations, 293
impact, 21
legalities, 286–287
locations, focal points, 172
operations, 279
physical/medical concerns, 288
quality/quantity, 282
confirmation, 291–292
safety, 286–287
sanitation, 286–287
selection, catering contract component, 285
self-service styles, 293
serving times, catering contract component, 284
special needs, 288–289
terminology, confirmation, 291–292
trends, 292–293
list, 292f
Food service
comparison, absence, 293
counters, usage, 174
equipment considerations, 296
function
determination, 281–282
overview, 281f
functional needs, 280–281
impact, 24
logistics, 81
requirements, determination, 282
safety issues, 287f
stakeholder checklist, scope, 282f
styles, 23–24, 293–296
gallery, 294f–295f
For Independent Traveler (FIT), travel packages, 259
Form follows function (Sullivan), 15–16
Fraser, Neil, 202
Free speakers, usage, 232
FrogWare, usage, 78
Front of house (FOH)
personnel, scheduling, 295
staff/hours, 285
Functional lighting, 174
Function rooms, requirement, 64
Function space, 459–460
Fundraiser concert, 336–337
Fundraising events, 5f
Furnishings
chairs, 173
counters/displays, 174
décor, 173–174
furniture, 174
tables, 173
Gas, 112
availability, 92
Gatekeepers, 138
Getz, Donald, 92
Gifts, 304, 313–318
amenities, 315
fun/fair contests, 316
legal/ethical considerations, 316–317
motives, understanding, 313–314
propriety/suitability, confirmation, 314–315
Glassware, options, 175
Global economy, 435–436
Global reporting initiative (GRI), 428
Global vision, 434–436
local-to-global connection, 436
Gold, Andrea H., 233
Goldberg, Brad A., 335–336
GoldMine, 252
Goods, transport, 95
cost/quality, consideration, 291–292
Gorin, Eli, 62
Gorrell, Jerrold, 348
GotoMeeting, webinar service, 69
Government events, 5f
GPS scavenger hunt, coordination, 260
Graduation ceremonies, seating (limitation), 136
Grandstands, construction, 83
Graphical timeline formats, 52f
Graphic design, 128–129
Graphics software, usage, 78
Gratuities, catering contract component, 285
Green economics, 430–431
Green expectations, 430–434
Green rooms, requirement, 64
Greeting, execution, 12
Ground operators
retention, 95
selection, 96
Ground transportation, 95–97
Ground transportation, consideration, 11–12
Group transfers, 95
planning, factors, 96
Group travel packages, 259
Growth
approach, 436–440
meaning, 438
Guests, 124
accessibility, 67
accreditation, 138–141
charges, catering contract component, 285
dump mode, 136
experience, care (showing), 26
image, capture/incorporation, 26
minimum number, catering contract component, 285
number, catering contract component, 284
physical needs, event coordinator consideration, 15
rooms, checklist, 462
trickle mode, 136
welcoming, 132–133
H
Halbwirth, Sue, 420
Hallmark events, 97
Handcrafted invitations, sending, 10
Hands-on workshops, 254
Hand-washing stations, usage, 106
Hard tickets, 137
Hazard Analysis Critical Control Points (HACCP) system, 287
Hazardous crowd movements, 351f
Hazards
determination, 346–348
increase, 348
Heating, ventilation, and air conditioning (HVAC), 112–113
capabilities, 64
Herzberg, Frederick I., 390
High-definition plasma screens, 203
Holograms, usage, 210
Holographic telepresence technology, 69
Hospitality
functions, 264
suites, requirement, 64
tent, restrictions, 140
Host profile, 449–450
Hotel space, negotiation, 64
Hot spots, impact, 114
Household materials, hazard, 105
House lighting, checking, 347
Human arrows, usage, 182
Human capital, consideration, 435
Human nature, nutrition/nurturing (relationship), 21–22
Human resource management process, components, 390
Human resource management, circular model, 384f
Human traffic flow, management, 76
Hybrid events, combinations, 203
I
ICM ProfileManager, 252
Illusion, sustaining, 179
Images
incorporation, 184
magnification
live video, usage, 192
video, 199
protection, 322
I-Mag screen setup, 204f
I-Mag video production, 204
Implementation requirements, 49
Implicit semiotic communications, 159
Incentive events, 34
Incentive groups, concierge desk arrangement, 147
Incentive programs, 261–262
multi-tiered approach, 127
Incentives, usage, 132
Indemnification, catering contract component, 286
Indigenous icons, usage, 166–167
Indoor pyrotechnics, 207
discussion, avoidance, 208
Indulgences, 256
Inevitable environment, 169–170
Information
assessment/organization/control, 401
control, 404
directory, 410
evaluation, 410–416
legacy, 420–421
organization, 401, 404
protection, 405
resources, 402f
assessment, 401–402
retrieval, 404–405
system, analysis, 401–402
tracking, 404–405
verification, 410
visionary analysis, 416
Informational signage, 184
Information management, 400–408
Information stations, 145
Information technology (IT), utilization, 405–407
In-house catering operations, equipment, 283
In-house public address (PA) system, 199
In-room purchases, range, 146
Inspiration
impact, 164–165
initiation, 165
Installation requirements, 49
Instant fun, launching, 209
Institute feedback systems, 391
Instruction manuals/handbooks, 386
Insurance, 338–339
analysis, 339f–340f
catering contract component, 286
certificates, securing, 82
coverage, 355, 338–339
Intensity, lighting dimension, 196–197
Internal groups, food service requirement (determination), 282
International Communication Industry Association, 213
International EMBOK Model, 427
overview, 7f
phases, 6
International Organization for Standardization (ISO) 20121, 428, 436
International pictographic icons, 183f
International Special Events Society (ISES), 213, 372
Internet
access, 65
infrastructure, 129–130
In-the-hallway attendee interaction, 160–161
Intoxication, BAC measurement, 297
Intranet capability, 65
Invitations, creation, 129
iPhone, ability, 130

J
Jackson, Robert, 240
Job descriptions, creation, 377–378
Job site safety, 348–349
precaution checklist, 349f
Johnson, Bob, 204
JumboTron systems, 203

K
Kaatz, Ron, 317
Kemble, Steve, 283, 310
Kennedy, Cal, 201–202, 419
Kipling, Rudyard, 36
Kitchens
site inspection, 460–461
tents, requirements, 295
Knowles, Malcolm, 162
Kramer, Ginger, 283

L
Labor, 115–118
contracted workers, 115
costs, identification, 116–117
needs
event coordinator estimation, 116–117
identification, 116–117
Labor unions, 115–118
considerations, Sr. Unions.
Landey, Janet, 5–6, 169, 378–379
Landmarks, attraction visibility, 160–161
Large-scale events, 97
Law enforcement authorities, interaction, 97
Law of buoyancy, 391
Layout, impact, 76
Layovers, frustration, 12
Learning
achievement, 20
adult learning dynamics, 162–163
content enhancement, 70
embracing, 443
environments, 162–164
components, 163
journeys, 260–261
process
enhancement, 163–164
factors, 163
styles, 163
Leftover policies, catering contract component, 286
Legacy
creation, 305–308
impact, 307–308
items, 25–26
supporting objectives, 305–307
Legibility
cues, 159
factors, model, 159f
Leisure
access, 259–260
events, 5f
Leonard, Annie, 432
Licenses, catering contract component, 286
Life-cycle events, 5f
accommodations, identification/reserve, 146
disposable camera, provision, 27
exemptions/music licensing fees, 244
Life Safety Code (NFPA 101), 83
Light, dimensions (usage), 196–197
Light emitting diodes (LEDs) lights, integration, 198
screens, 203
Lighting, 193–199
angles, basis, 215
color, impact, 197
décor, 174
dimensions, definition, 196–197
entertainment/environment, 197–198
equipment
applications, 194f–196f
needs, 198–199
instruments, mounting, 198
investment, 193–194
professional, liaison, 199
requirement, 109
rigging requirements, 198–199
setup, 197
truss modules, usage, 198
types, 174
Limousines, fleet (assignment), 94–95
Linens, fabrics, 173
Line of sight, line of flight (equivalence), 160
LinkedIn, social media platform, 130
Liquid crystal display (LCD) screens, 203
Liqueur provider, contracts (negotiation), 298–299
Listening, importance, 165
Live animals, attention, 240
Live auctions, 318
Live video, usage, 192
Live Webcasts, usage, 129–130
Loading docks/zones, plotting, 81
Load-in/load-out, plotting, 81
Local area network (LAN) telephone lines, dedication, 113
Local community, investment, 430
Local-to-global connection, 436
Location
lighting dimension, 196–197
proximity/accessibility, 63
LoCicero, Joe, 164
Lockup/lockdown, 358–359
Logical sequencing, 46–50
critical path, 47
Logistics, scheduling, 215
Logo merchandise, 321–322
Looped presentation, 226
Lost and found
location/procedures, establishment, 359
usage, 358–359
Loudspeakers, projection, 202
Lounges, usage, 146–147
Lutz, David, 232
Lynch, Kevin, 159
M
Mackenzie, John K., 164
Magic
making, 211
staging, making/masking, 179
Main event, ancillary event (event coordinator merger), 253
Maintenance
costs, reduction, 75–76
logistics, 81
Manager, term (usage), 4
Marketing, 10
communications, technology, 129–130
Marketing events, 5f
media coverage, desire, 141
Marquees, variety, 178
Marshaling areas, establishment, 77
Mass transit, usage, 99
Master of ceremonies (MC) (emcee), usage, 227
Material safety data sheet (MSDS), availability, 210
McFaddin, Jean, 228
McLatchey, Craig, 420
Meals
functions
considerations, 289f
identification, 288
specification, 282
usage, 22
Media coverage, desire, 141
Media credentials, 140–141
issuance, basis, 141
Media lounges, requirement, 64
Media personnel, access, 86
Medical incidents, 360f
Medical services, 359–361
Medical waste, control, 104–105
Meet-and-greet services, organization, 94–95
/Meeting
  activity, plan/monitor, 18
  agendas, 10
  execution, 12
  industry, growth/change, 70
/Mega-events, production schedule, 52, 54
/Menus
  design, 287–293
  ethnic cuisine, 22
  items, preparation effort, 24
  planning
event type/style, impact, 22
experience, 290
/Merchandise, logo merchandise, 321–322
/Merchandising, 322–323
detailing, relationship, 175
/Massage, communication, 127
/Mezirow, Jack, 163
/Microphones, availability, 201
/Middleton, Robert, 34–35
/Mini-events, 264–266
/Mobile devices, charging stations (provision), 146
/Mobile trailer stages, 176
/Modular staging sections, 176
/Mondor, Philip, 437–438
/Money, resources, 44–45
/Mood, establishment, 193–194
/Moran, Nick, 193, 197
/Motivation, 390–391
  people principles, 390
/Motor coach parking, designation, 101
/Motorist assistance, 102
/Move-in, logistics, 81
/Move-out, logistics, 81
/Movies, shared experience, 166
/Mulhern, Daniel, 110
/Multiday events, production schedule, 52, 54
/Multilevel tournament, 270
/Multimedia
  considerations, 205–206
  production, 17–18
  settings, establishment, 163
/Multimodal settings, establishment, 163
/Multisensory settings, establishment, 163
/Multiuser virtual environments (MUVEs), 69
/Municipal transportation authority, interaction, 98
/Music licensing fees, 244
/N
/Napery, fabrics, 173
/National Fire Protection Association (NFPA), 83
codes, 212
/National qualifications framework (NQF), impact, 440–441
/National skills, 441f
/Native American Friendship Circle Dance, 224
/Natural gas heating systems/kitchen equipment, usage, 112
/Natural lighting, 174
/Navigational aids, 183
/Navigation signs, 12
/Needs
complexity, 36
identification, 36–42
zones, 139–140
/Nelson, Dan, 234, 236
/Nelson, Gloria, 380–381
/Nodes, direction/preference, 160
/No-fly zone, arrangement, 140
/Nonverbal communication, 158–159
/Norton, Tom, 384
/Nostalgia, applicability, 166
/Nour, David, 130
/Nurturing, 21
  food, symbol, 21–22
/Nutrition, 21–22
/O
/Occupancy issues, 81–87
/Occupational Safety and Health Administration (OSHA), 83–84
/Off-premise caterers, equipment, 283
/Off-premise event, 93
  food service requirement, 283
/Off-premise service planning, 295
/Off-site medical care, determination, 361
/Olympic Games Knowledge Services (OGKS), 420
/On-demand Webcasts, usage, 129–130
/One-off event, liability insurance requirement, 339
/Online registration, usage, 132
/On-site action plan, execution, 81
/On-site ATMs, attendee appreciation, 145
/On-site communications, 340–341
/On-site considerations, 16–17
/On-site event
  attendance, 69
  communications, model, 340f
  on-site first aid post/room/tent, position, 362
/On-site logistics, 131
/On-site meals, 22
/On-site medical care
  determination, 361
  levels, 361f–362f
/On-site retail outlets, position, 320–321
/On-site sales, system establishment, 137
/On-site services, 256
/Onstage butterflies, 241
/On-the-job (OTJ) safety, 348
/On-the-job (OTJ) worker safety hazards, 349
/Open-ended questions, 413
/Open flame regulations, 175
/Open seating, 141, 142
/Open Space, event usage, 232
/Operations, safety, 329, 346–352
/Opinion surveys, 416
/Organic light emitting diode (OLED) screens, usage, 203
/Organizational chart, example, 342f
/Orientation cues, 160–161
/O’Toole, William, 78–79
/O’Toole, William J., 352–353
/Outdoors
displays, cost, 207
  settings, variety, 17
  sites, consideration, 76
/Outlines, usage, 48
/Out-of-town attendees, event coordinator consideration, 95
/Out-of-town family/guests, accommodation identification/reserve, 146
/Outside influences, recognition, 50
/Over-the-road tours, prices, 257
/Overtime staff rates, catering contract component, 286
/Overview maps, usage, 183
/Oxygen bars, 112
/P
/Paid staff
  motivation/recognition/retention, 389–390
  scheduling/assignments, 389
  volunteers, contrast, 378
/Palettes, color, 170
/Panik, avoidance, 349–350
/Paperwork, 400
/Parades, promotional aspect, 266
/Park beautification event, waste (production), 104
/Parking, 97, 99–103
  capabilities, 67
  analysis, 100–101
  capacity, analysis, 100–101
  checklist, 100f
  controls, 102
  insurance coverage, 103
  lot, party creation/conversion, 16–17
  needs, analysis, 100–101
  plan
  development, 101
  event coordinator creation, 101
services, 102
  motorist assistance, 102
staging/marshaling areas, requirement, 101
stewards/flaggers, safety clothing (usage), 102
temporary area, creation, 100–101
valet services, arrangement, 102

Parking pass directions, 13f

Parks, Dan, 70

Participants, 124
  impact, 19–20
  interaction, 163
Participatory athletic events, 269
Participatory events, 268–269
Passive entertainment, action (introduction), 19
Pathable, electronic badge technology, 266
Paths, impact, 160
PCI DSS compliance, 132
Peer educators, usage, 230
Peer-to-peer sight lines, 163
Performance
  assessments, 392
  checkpoints/coaching, 390–391
  expectations, 241–242
  measurement, 391
  monitoring/evaluation, 390–392
  purchaser obligations, 244
  respect/support, 242
  reviews, 392, 412
  rights organizations, 245f
Performers
  expectations, 241–242
  guidelines
    establishment, 242
    generation, 242
    sample, 243f–244f
    management, 241–245
  rehearsals, 242, 244
Permissions, 82
Permits, 82
  catering contract component, 286
Personal digital assistants (PDAs),
  usage, 129
Personal experiences, components, 166
Personalities, management, 241–245
Personal occasions, public occasions (contrast), 167
Personal scheduler system, 55
Personnel
  application forms, 385
  checklist, 462
  instruction manuals/handbooks, 386
  laws, 383
  management, 383–390
  motivation/recognition/retention, 389–390
needs, itemization, 377
orientation sessions, 385–386
performance evaluation criteria, 391f
recruitment, 384–385
resources, 45
seating assistance, 144
selection, 65, 384–385
specifications, 49
training programs, 386–389
Persons with Disabilities Acts, 85
Physical environment, basics, 14–15
Physical learning factor, 163
Physical needs/restrictions, attention, 22
Physical reminders, usage, 307–308
Physiological learning factor, 163
Pierce, Charles Sanders, 181
Pillow gifts, 315–316
Pin spots, selection, 36–37
Pipe draping panels, clipping, 179
Pitch, range, 201
Place
  reference, 320–321
  settings, detailing, 175
  Play, characters, 224
  Plot designs, basis, 215
  Podcasts, usage, 130
  Point of safety, 350
  Point of sale (POS) outlet, usage, 137
Policies, checklist, 462–463
Politics, impact, 148–149
Portable stages, 176
Portable toilets, calculator, 107f
Power
  distribution, 111
  fluctuations/outages, impact, 109–110
  needs, 92, 110, 114
  calculation, 110–111
Precedence
  formal order, diplomatic rank (basis), 149
  method, usage, 48
  order, determination, 148–149
Pre-event communications
  attendee service, 145
  components, 360–361
  provision, 10
Preferred parking pass directions, 13f
Preparation (prep) tents, requirements, 295
Presentation, looping, 226
Presentation format
  checklist, 231f
  selection, 230–231
Preparative topic, selection, 230–231
Presenters
  engagement agreements, 232
  platforms, usage, 172
  selecting/booking, 230–233
  written contracts, 232
Prevention safeguards, 331
Price, determination, 320
Private events, alcohol (service), 299
Private life-cycle events, disposable camera (provision), 27
Private property, parking, 102–103
Prizes, 304, 313–318
  amenities, 315
  fun/fair contests, 316
  legal/ethical considerations, 316–317
  motives, understanding, 313–314
  propriety/suitability, confirmation, 314–315
  value, 317
Procurement management,
  overview, 371f
Product, Price, Place, and Promotion (four Ps), 319
Production
  book, 409–410
  contents, 409, 409f
  costs, affordability, 193
  crafting, 190–193
  effects, usage, 191–192
  fundamentals, 189
  goals, specification, 191
  objectives, specification, 191
  priorities, specification, 191
  schedule, 409–410
  technical difficulties, handling, 192
  technical failure, preparation, 192
  technical providers, selection, 212–215
  technology
    change/improvement, 191
    integration, 191
    values, affordability, 193
Production schedule
  example, 53f
  timeline, contrast, 51–54
Products
  counters, usage, 174
  lifecycle impact, 432f
  souvenir merchandise, 319–320
Product specifications, 49
Professional community, connection, 443–444
Professional congress organizers (PCOs), 253
  retention, 95
  selection, 96
Professional endurance, 440–444
Program
  challenges, 262
  companion programs, 250–256
  editing, 226
  pacing, 227
  show time, 227–228
  types, 250
Program-at-a-Glance overview chart, 409–410
Progressive experience, logistics (understanding), 50

Projection
ability, 203–204
equipment, functional/artistic applications, 202–203
screens, dressing, 179
specifications/placement, 205
Projects. See Charitable projects
management, differences, 44
schedule, shift, 62
Promotional events/parades, 266
Promotional objectives, PPAI recommendations, 305
Promotional Products Association International (PPAI), 305

Promotions
calendar, impact, 127
collateral materials, usage, 127
product sale, 321

Property
amenities, 459
description, 458–459
location, 457–458
protection, 67

Provider, selection, 261

Proximity issues, 75
Pruden, Douglas R., 126
Psychological learning factor, 163
Public address (PA) system, 199
components, 201–202
event/audience link, 345
inclusion, 344
Public areas, hot spots, 114

Public events
alcohol, service, 299
hardship, 97
media coverage, desire, 141
occurrence, 60
Public liability insurance, 338–339
amount, requirement, 96
Public occasions, personal occasions (contrast), 167
Public parking, designation, 101
Public relations, impact, 127
Public safety

agencies, interaction, 97
parking, impact, 102–103
Public transit, usage, 99
Purchaser obligations, 244
Pyrotechnics (fireworks), 207–208
computer-controlled orchestrated display, 207
impact, 18
indoor/close-proximity pyrotechnics, 207

Q
Question and answer (Q&A) session, 230
Questions
categories, 416
formatting/phrasing, 415
sequencing, 415–416
Queue
compression mode, 134
management, event coordinator familiarity, 76–77
types, overview, 133f

R
Radio-frequency identification (RFID), 198
chip, usage, 48, 203
Rear screen projection, backstage area, 205
Recognition, 390–391
systems, development, 390
Recreation, 259–260
diversion, contrast, 21
Recycling
checklist, 108f
importance, 107
opportunities, 107–108
Refreshments, specification, 282
Refund policies, catering contract component, 286
Registration
cancellation, 134
counters, usage, 174
data management system, streamlining, 132
first impression, 131
forms, usage (ease), 131
gatekeepers, 138
incentives, usage, 132
information, requirement/collection, 131–132
initiation, 133
issues, 134
materials, preparation/readiness, 135
online registration, usage, 132
payment, 134
procedures, 131
process, establishment, 255
staff, preparation, 134–135
system, usage, 131–135
ticketing, 136–137
user-friendly layouts, creation, 133–134
volunteers, assistance, 139
Registration-specific software, provisions, 406
RegOnline, Web-based service, 132
Reis, Marilyn J., 258
Relational database, usage, 132
Religious ceremonies, ritual action order, 225
Rental equipment, usage, 180–181
Rented dishes, options, 175

Reports
visibility/value, creation, 417–418
Reports, power, 417–418
Request for proposal (RFP), 364
expertise, 355–356
usage, 65, 373
Request for quotation (RFQ), 373
Research-evaluation continuum model, 411f

Resources
analysis, 42–46
balance, model, 42f
delegation/direction, 46
money, 44–45
personnel, 45
space, 45
suppliers, 46
time, 44
Response plans, 337
Retail merchandising plan, development, 319–321
Retention, 390–391
Return on investment (ROI), 35
Return on Investment (ROI), calculation, 412–413
Return on objectives (ROO), 35
Reverse planning, usage, 54

Riders. See Contracts
Rigging (staging), 179–180
requirement, 184, 198–199
Riley, Connie, 237, 242, 244
Risk
analysis, 336–337
assessment, conducting, 333–334
identification, 334–335
insurance, 338–339
monitoring, 337–338
response plans, 337
Risk management, 331–340, 463
model, 333f
walk-through, 338
Rites, requirement, 226
Rituals, requirement, 226
Riverbend Festival, 267–268
Robert’s Rules of Order, 417
Rogers, Robert, 149–150
Rooming options, identification, 145
Room rental rates, catering contract component, 286
Rooms payment, 146
Rosen, Ira L., 37
Round robin tournament, 270
RSS feeds, subscription, 443
Safety
  codes, 83–84
  comfort, confrontation (contrast), 354–355
  compromise, 348–349
  point, 350
  risk factors, 358
  signage, 184
Sales tax recovery, 82
Sandbags, usage, 180
Sanitation, 106–107
  codes, 83–84
  portable sanitation units, usage, 106
  regulations, 106
Sanitation issues, 67
Scenic props, 172
Schedules
  printing, variety, 54
  considerations, 252–253
  historic precedence, 225
  reverse planning, usage, 54
Schwartz, Steve, 126
Screens
  feedback image, 204
  size/placement, consideration, 205
  TelePrompTer screens, 204
Screen surrounds, dressing, 179
Script development, 227
Scroll list timeline format, 51f
Seating configuration, peer-to-peer/participant-to-presenter sight lines, 163
Seating plans, 141–144
  capacity/capability, 142, 144
  information stations, 145
  personnel, assistance, 144
  seat identification, 142
  spatial considerations, 145f
types, 141
Seating sections, color identification, 142
Second Life, MUVE example, 69
Security, 353–359
  employment/deployment, 355–356
  equipment, 356–357
  checklist, 356f
  visibility, 354–355
  issues, 139–140
  personnel, 354–355
  briefing/training, 357–358
  functions, 353f
staff, communication, 135
  plan development, 353–354
  laws, impact, 354
types/deployment, 355f
Self-directed experience, 223
Seminars, 254
  Semiotic communications, impact, 159
  Senses, incorporation, 167–168
Sequencing. See Logical sequencing
Services. See Food service
  charges, catering contract component, 285
  flow, layout (impact), 76
  level, 361–362
  price lists, checklist, 462
  Set-up, logistics, 81
  Setup charges, catering contract component, 286
Seven Habits of Highly Effective People (Covey), 46
Sewage requirements, 106
Sewerage, 92
Sheltered areas, provision, 15
Shone, Anton, 13, 136
Shopping outlets, location, 146
Shower facilities, usage, 106
Showtech Australia, scaffold platforms, 176
Show time, 227–228
Shuttles
  drop-off/pickup zones, establishment, 101
  routes, establishment, 101
  scheduling, 95
  services
    organization, 94–95
    provision, 259–260
  Sight (sense), 167
  Sightseeing
    balance, 258
    tours, selection, 251, 254
Signage
  communication principles, 181–182
  functions/options/aspects, 182f
  technicalities, 184
types, 184
Signals, 181–184
  cues/information, provision, 182
  human arrows, usage, 182
  navigational aids, 183
  themes/images, incorporation, 184
Signs, 181–184
  cues/information, provision, 182
  navigational aids, 183
  themes/images, incorporation, 184
  usage, 12–13
  Single elimination tournament, 270
  Sites. See Event site
Sivek, Robert, 84, 403–405
Skirts, dressing, 179
Sleeping rooms, requirement, 64
Smartphones, bar code production, 129–130
Smell (sense), 167
Social criteria (sustainable product/service criteria), 428
Social/cultural learning factor, 163
Social customs, 148
Social events, 5f
Social learning, 162
Social media
  crowd-sourcing techniques, 231
  platforms, 130
  usage, 129–130
Social network/support systems, building, 162
Society, cultural differences, 39
Sonder, Mark, 237, 240
Sound
  amplification, 201–202
  mixer, usage, 201
  support, 199–202
Sound (sense), 167
Soundscaping, 202
Sourcing, 61, 65–66
  Souvenirs, mementos/merchandise, 204, 318–323
  marketability, extension, 321
Space
  allocation, 73
  behavioral cognition, 161
  creative usage, 77
  illumination, 193–194
  negotiation, 64
  resources, 45
  selection, 64
  specifications, 49
Spatial anchors, 160–161
Spatial cognition, 159–161
  districts, 160
  edges, 160
  landmarks, 160–161
  nodes, 160
  paths, 160
Spatial requirements, identification, 74
Speakers
  booking, 230–233
  engagement agreements, 232
  exclusivity/nonexclusivity, 233
  gifts, 315–316
  PowerPoint slideshow, preview, 236
  selection
    factors, 232
    written contracts, 232
Spear, David L., 208, 212
Special baggage handling, organization, 94–95
Special effects, 206–211
checklist, 206f
communication, 214
consolidation/designation, 214
entertaining effects, 209–210
instant fun, launching, 209
MSDS availability, 210
pyrotechnics, 207
site considerations, 214–215
time, logistics (scheduling), 215
timing, emphasis/excitement, 206–207
Special events, arrangements, 95
Special Events
category, 372
Special exhibits/exhibitions, 264–265
Special-interest lectures, 254
Specialized software, availability, 407
Special needs, accommodating, 86
Special services, 151, 256
Specifications, collection, 48–49
Specific Measurable Assignable Realistic
Time-related (SMART), goal/objective statement qualities, 34
Spectators, 124
events, 268–269
impact, 19–20
parking, designation, 101
Sports
activities
entertainment/challenge, 270
examples, 269f
emergency medical technician (EMT), availability, 272
events, 5f, 268–272
skills/entertainment, matching, 270–271
indemnity, 272
programs, entertainment/challenge, 270
teambuilding dynamics, 271–272
tournaments, relationship, 270
Spotme, electronic badge technology, 266
Staff
badges, coding, 140
parking, designation, 101
preparation, 134–135
security personnel, communication, 135
training, 135
Staffing levels, catering contract component, 285
Stages, 176–177
diagonal layout, 177f
focal points, 172
permanence, 176
unevenness, 177
Staging, 221
areas, establishment, 77
considerations, 176–181
flooring, 177–178
magic, making/masking, 179
modular sections, 176
rental equipment, usage, 180–181
requirements, extent, 176
rigging/installation, 179–180
tenting, 178
Stakeholder food service checklist, scope, 282f
Status reports, usage, 417
Still, G. Keith, 159
Storage space, requirement, 64
Storyboards, usage, 48
Streamers, close-proximity pyrotechnics (contrast), 209
Structural hazard, 346
Structure, behavioral cognition, 161
Student-centered learning, 162
Subject matter experts (SMEs), usage, 230
Success defining, 426
measurement, 412–413
Sullivan, Jenny, 165
Sullivan, Louis, 15–16
Supovitz, Frank, 375–376
Suppliers, resources, 46
Supplies, transport, 95
Support, staffing, 377–383
Surrounding vicinity, site inspection, 458
Surveillance equipment, 357
Sustainability, 426f
incorporation (Vancouver Organizing Committee), 429
role, 428
triple bottom line features, 428f
Sustainable products, criteria, 428
Sweller, John, 162
Symbols, impact, 148

T
Tables, furnishings, 173
Tablescapes, detailing, 175
Take-down, logistics, 81
Take-home mementos, selection, 319
Take-out (take-away) caterers, equipment, 283
Talking heads, impact, 19
Talk show-style presentations, impact, 231
Tarlow, Peter, 63
Tasks, time estimation, 54
Taste (sense), 167
Taxi service, prearrangement, 145
Teambuilding dynamics, 271–272
Teambuilding objectives, examples, 272f
Teamsters, interaction, 116
Teamwork, promotion, 389
Tea parties, offer, 254
Technical difficulties, handling, 192
Technical failure, preparation, 192
Technical production, size, 212
Technical providers professionals, usage, 212–213
selection, 212–215
Technology
categories (Ball), 43f–44f
integration, 191
learning factor, 163
type/scope, 199
Telecommunications, 113
lines, availability/access, 113
Telecommunications devices for deaf persons (TDDs), 85
Telephones charges, 114
lines, availability/access, 113
TelePrompTer Screens, 203
Television captioning, 85
Temporary flooring, requirement, 177–178
Temporary parking area, creation, 100–101
Temporary structure hazard checklist, 347f
Tender brief, 373
Tenting, staging, 178
Tents site, survey, 178
variety, 178
Termination, 393
procedures, 395
Theater, event (comparison), 19
Theme development, 164–169
creativity/inspiration, 164–165
cultural icons, usage, 166–167
event coordination, comparison, 165
experience, packaging, 168–169
familiarity, 165–166
principles, 164
senses, incorporation, 167
Themes
décor, 160, 161
establishment, 193–194
events, provisions, 26
icons, usage, 184
incorporation, 184
parks, queue, 134
Thomas, Debbie, 287
Three-dimensional (3D) animation, usage, 209–210
Three-dimensional (3D) environment, 69–70
Ticketing, 136–137
arrival/departure modes, 136
checklist, 137f
pricing issues, 136–137
Tickets
credential, status, 138
personnel, involvement, 138
purchase/distribution, determination, 137
reservation, 254–255
types, 137
window sales system, establishment, 137
Time
behavioral cognition, 161
logistics, scheduling, 215
resources, 44
specifications, 49
Timelines, 51–55
graphical timeline formats, 52f
production schedule, contrast, 51–54
scroll list timeline format, 51f
Timing
dramatic structure, relationship, 227
emphasis/excitement, 206–207
importance, 207
Tipping, catering contract component, 285
T offler, Alvin, 18
Toilets
calculator, 107f
facilities, sufficiency, 15
Tongue and Quill, 148
Toohey, Kristine, 420
Topographical hazard, 346
Touch (sense), 167
Tourism events
rooming option identification, 145
visitors, 25
Tourism festival, features/activities, 38
Tournaments, 269–270
sports, relationship, 270
types, 270
Tours
bus parking, designation, 101
itinerary, 258
operator
commissionable rates, 261
interaction, 258
options, 256–263
example, 257f
menu, creation, 257–258
pace, 258
prices, 257
schedule, harmony, 258
types, 260–261
Toxic waste, issues, 104–105
Tracking controls, 55
Tradition, impact, 148–149
Traffic
congestion, moderation, 98
control, 97
checklist, 98f
plan, creation/principle, 98
flow, 76–77, 97
direction, 222
management, 181
impacts/implications, 97–98
incident management/safety, 97
patterns, consideration, 96
surveillance, 97
Transfer transportation, arrangement, 260
Transformative learning, 163
Transit authority, interaction, 99
Transportation, 11–12, 93–99
authorities, interaction, 97
checklist, 94f
ground transportation, 95–97
needs assessment, 94–95
providers
retention, 95
selection, 96
requirement, absence, 260
Trash
analysis, 104
collection/removal, 105
Travel, 11–12
demand, 95
elimination, 70
experience, frustration (mitigation), 12
Travelers, aids, 146
T raxler, Ralph, 66
T ribble, Mary, 224–225
T rick mode, 136
Trips, option, 256–263
examples, 257f
Truss modules, usage, 198
Twitter, social media platform, 130, 203
Two-way communication, capability, 96–97
Two-way radios, battery operation, 344
U
Unconference, event usage, 232
Undeveloped/underdeveloped site, utilization, 103
Unions
hierarchies, 117–118
hiring hall, usage, 117
jurisdictions, 116
labor
considerations, 115f
relationships, building, 118
wages, payment, 117
worker organizations, 115–116
work rules, 117–118
written guidelines, usage, 117–118
United Nations Educational, Scientific and Cultural Organization and the International Centre for Technical and Vocational Training and Education (UNESCO-UNEVOC), 440–441
Up-front design, 410–411
Upholstery, fabrics, 173
User-friendly layouts, creation, 133–134
Utensils, options, 175
Utilities, 108–115
checklist, 109f
cost controls, 114
electrical load sheets, preparation/collection, 111
electrical power, usage, 109–110
gas, 112
installation, 114–115
operations, 114–115
power
distribution, 111
needs, calculation, 110–111
safety inspections, 114–115
telecommunications, 113
usage, 114
water, 111–112
V
Valances, dressing, 179
Valet parking services, arrangement, 102
Value-added tax (VAT), 82
Vavra, Terry G., 126
Vehicles, parking, 99
Vehicles, traffic
considerations, 77
separation, 98
Vehicles, types (analysis), 100
Vendors
accessibility, 67
bids/proposals, 373–374
solicitation, 373–374
capabilities/competition/compliance, assessment, 374
directory, 410
evaluation criteria, 372–373
procurement process, establishment, 373–374
selection, 370–376
criteria, 372–373
suitability, 96
verification, 410
Ventilation systems, usage, 113
Venues, 15
approach, 69
contracts, negotiation, 298–299
examination, 67
possibilities, alternatives, 67f–68f
property rights, 67
selection, 212
staff, sensitivity training, 86–87
types, usage, 65
Very Important People (VIP)
inclusion/accommodation, 151
parking
areas, designation, 101
pass directions, 13f
services, 147–151
tents, 177
Videoconferencing, 69
Video sharing sites, 130
Videotext displays, 85
Village square, usage, 161
Virgin Galactic, 178–179
Virtual environments, usage, 70
Virtualis, 70–71
Virtual metropolis, situation, 92–93
Virtual worlds, usage, 69
Visa approval, U.S. State Department facilitation, 94
Visitors, 124
Visser, Margaret, 280
Visual projection, 203–204
Viviene, usage, 78
Vocational training organizations, 441f
Volume-control telephones, 85–86
Volunteers
  application forms, 385
  badges, coding, 140
  commemorative items, 26
  conflict resolution, 393–395
  discipline, 393–395
  instruction manuals/handbooks, 386
  location, 379–380
  orientation sessions, 385–386
  paid staff, contrast, 378
  parking, designation, 101
  quantity/capabilities, assessment, 45
  recruitment, 379–380, 384–385
  registration assistance, 139
  scheduling/assignments, 389
  selection, 384–385
  termination, 393–395
  training programs, 386–389
  usage, 377–383

Walk-through checking procedure, establishment, 358–359
Walks, décor, 170
Waste
  assessment/analysis, 104
  containers, usage, 105
  recycling, 105
  redirection, 432
  removal, schedules/routes, 105
  sanitation/sewage requirements, 106
Waste management, 103–108
  applications, consideration, 112
  biohazard waste, control, 104–105
  checklist, 104f
  controlled waste, issues, 104–105
  medical waste, control, 104–105
  toxic waste, issues, 104–105
  trash
    analysis, 104
    collection/removal, 105
Water, 111–112
  drinking water, availability, 112
  issues, 92
  sources, location/capabilities, 112
Wayfinding, principles (development), 159–161
Web-based collaboration, 231
Web-based event sites, 69–70
Web-based mediums, availability, 129
Webcasts, usage, 129–130
Web conferencing services, 69
Webex, webinar service, 69
Webinar, usage, 69
WebOS, usage, 130
Wedding events, valet parking services
  (arrangement), 102
Weeks, Dudley, 393
Welcome gifts, 315–316
Welcoming entrances, 12–13
Welfare announcements, 345
Wheelchair-accessible units, usage, 106
White space, usage, 227
Whiting, Frank M., 158
Wickrema, Harith, 261–263
Will-call windows, usage, 137
Wireless fidelity (Wi-Fi)
  access fees, 114
  Internet connectivity, 113
Wireless two-way communication, capability, 96–97
Work breakdown structure, 48
Workers
  hiring hall, usage, 117
  wages, payment, 117
  work rules, usage, 117–118
  written guidelines, usage, 117–118
Workforce employment issues, 383
Workforce planning, 45
Work rules, usage, 117–118

Y
YouTube, video sharing site, 130

Z
Zita, Dana, 314, 411, 417
Zones of need, 139–140