Index

• A •
Academy Awards (Oscars), 39
access levels, 116
accessibility, 234
accidents
  contingency planning, 256
  documenting, 249–250
  reporting and investigating, 238
  what to do in the event of, 248–249
account management, 54
accreditation of guests, 116, 117
Adele, 262
administration costs, 80–81
advertising
  direct mail and email, 158
  local, 158
  online paid media, 156
  outdoor media, 157
  press, 157
  radio, 156
  TV, 157
advertising value equivalent, 277–278
agenda
  distributing, 70
  managing meetings, 29
alcoholic beverages
  allowances for alcohol, 133
  responsible drinking, 132–133, 228–229
application process, exhibitions, 36
approval process
  decision-making chain, 65
  internal politics, 55
  scope of work document, 72
apps, event, 122
assumptions of this book, 2–3
attendance (attendees)
  mandatory, 24–25
  previous, 25
  attention span, 167
  attention to detail, 11
audiences. See also target market
  attention span, 167
demographics, 18–21
how to talk to, 106
  identifying your, 143–144
  internal conferences, 30
  live voting, 139
  previous attendees, 25
  starting with who you know, 24–25
  what it already believes, 105
augmented reality, 111–112
autocue, 181
awards ceremonies, 39–41, 168
awards for events, 279

• B •
back of house, 213–214
banquet seating, 125
bar sales, 97
bargaining, 84–85
barriers, crowd/pedestrian, 247–248
Baumgartner, Felix, 160
BBC Learning, 258
bin bags, 299
bloggers, 154
Blue Peter, 258
Bluesfest 2011, Ottawa, 260
bowl food, 131
brand ambassadors (hosts), 217–218
brand associations, 91
brand awareness, measuring the success
  of an event, 274
brand equity, 274
brand experience events, metrics for
  measuring, 274
brand guidelines, working within, 107–108
brand identity, 106, 107, 146
brand perception, 274
branded identification, 222
branded T-shirts, 222
brands (branding)
  budget, 80
  event, 106–107
  hierarchy, 107
  loyal fans of, 25
  structures, 198–200
breakout sessions, 31, 32
briefing the team
disabled guests, 234
health and safety, 220
briefs
challenging, 27–28
client, 62, 68
creative, 103–104
planning team, 62
return, 68
reviewing, 268
SMART (Specific, Measurable, Attainable, Relevant, Timely), 14–16
Brit Awards, 262
Britain For Events report, 8
B2B (business to business) marketing, 18
B2C (business to consumer) marketing, 18
B2E (business to employee) marketing, 18
budget planning and management. See also costs
critical time path, 171–173, 180
economic factors to consider, 97–98
example budget, 82–83
going over budget, 89–90
items not budgeted for, 89
marketing, 80
realistic, 75–77
return on investment, 98–99
reviewing, 268
signage, 119–120
summary sheet, 82
suppliers’ quotes, 84
venue, 77, 82
version-control, 82
what to include in, 77–82
buffet, 131
build schedule, 176–177
buying items for your event, 56
careers in event management, 301–304
carpenters, 215
catering. See also food
additions, 134
contracts, 88
costs, 79
crew, 79
dietary requirements, 130
over-runs, 262
running out of food, 259
safety concerns, 234–235
suppliers, 290
team, 223
theming your food, 129–130
types of service, 130–132
celebrities, budget planning, 78
chairs, 292
champagne fountains, 134
child props or toys, leftover, 282
children, protecting from harm, 229–230
chocolate fountains, 134
Christmas, 164, 165
classroom seating, 125
client
defined, 13
roles and responsibilities, 54–55
steps to work better with, 55
client brief, 62, 68
client servicing, 54
cloakroom, 117, 123
cocktail bars, 133–134
Coke Zero, 51
comedy festivals, 44
communication(s). See also content
creative brief, 103–104
during de-rigging, 180
in emergency situations, 262
event safety plan, 238
lines of, 220
on-site communications chart, 221
during planning process, 66–67
radio, 220–222
supporting messages, 105
team, on day of the event, 219–222
understanding what your audience already believes, 105
what you want to tell the audience, 105
written, 67
communication skills, 10, 33

• C •
cable ties, 298
CAD (computer-aided design) plan, 124
calendars, online, 156
canapés, 130–131
cancellation costs, 65, 212
capacity of the venue, 244–246
car sharing, 208
Cardice, 134
communications plan (marketing plan)  
developing your marketing messages, 144–145  
in general, 142–143  
identifying your audience, 143–144  
media strategy, 145–152  
timings plan, 159  
company culture, 55  
competing events, 23, 164–165, 295  
computer-aided design (CAD) plan, 124  
conference calls, pros and cons, 67  
conference centres, 187–188  
conferences  

duration, 168  
elements of, 30–31  
theme, 106  
time of year, 164  
confirming quotes, 87  
consideration, measuring the success of an event, 274  
consistent look and message, 108–109  
contact lists, 92, 264  
contact report, 70–71  
containers, shipping, 199  
content  
best environment for, 123  
budget planning, 78  
common types of, 109–112  
consistent look and message, 108–109  
developing your marketing messages, 144–145  
decking who produces, 108  
defined, 108  
interactive, 111–112  
post-event use of, 285  
contingency planning  
accounting for external influences, 268–269  
amount, 81–82  
delayed deliveries, 261  
event safety plan, 239  
identifying risks, 254  
insurance, 263  
making a plan, 254  
no-shows, 258–259  
over-runs, 261–262  
potential risks to consider, 256–257  
power supply failure, 262  
routing out of food, 259  
structural collapses, 260  
testing the plan, 255  
venues, 257  
weather, 257  
contingency time, 170  
contracts  
common areas to check, 88  
in general, 85–86  
reading the small print, 88–89  
with venues, 86, 212  
control samples, 270–271  
co-ordination, 57–58  
Corden, James, 262  
Corporate Social Responsibility (CSR) policy, 34, 52  
costs. See also budget planning and management  
administration, 80–81  
scope of work document, 72  
selling tickets, 96  
technical, 78  
coupons, 50  
couriers, 291  
courses in event management, 302  
coverage, 152  
creative brief, 103–104  
creative director, 61  
creative media, 158  
credit card transactions, 89  
crescent seating, 125  
crew catering, 79  
Criminal Records Bureau (CRB), 229  
critical time paths, 169–173  
crowd barriers, 247  
crowd management, 238, 244–248  
customer relationship management (CRM) system, 25, 94, 284–285  
• D •  
damage control, 154–155  
date of the event, 163–166  
day of the week of the event, 166  
de-brief meeting, 278–279  
decision-making chain, 64–65  
delayed deliveries, 261  
degulation, 12  
deliveries  
delayed, 261  
umber of, 208  
scheduling, 178
demographics, 18–21
demographics, 18–21
de-rigging, 180, 208
design team, 60–61
destination management company (DMC),
   201–202
dietary requirements, catering for, 130
digital signage, 120–121
direct mail advertising, 158
directories, 156
disabled people, 233–234, 238
disaster management, 154
discounts
   early-bird tickets, 95
   for repeat orders, 85
disk jockey (DJ), 181
documenting the event, 134–137
dressing a venue, 127
drink tokens, 133
drinking (alcoholic beverages)
   allowances for alcohol, 133
   responsible drinking, 132–133, 228–229
dry hire, 193
dry ice, 134, 181
duration of the event, 166–169

● E ●

earned media, 145–146, 151–156
Edinburgh Festival Fringe, 43
Edinburgh International Festival, 43
efficiency, 13
electrical systems, event safety plan, 237
e-mail
   advertising, 158
   press releases, 154
   surveys, 270
earby exits, 220
emergency procedures, 242
   event safety plan, 238
emergency services, 248
empathising with your client, 55
employee-focused events, metrics for
   measuring, 274
employers’ liability insurance, 263
endurance, 13
energisers, 31
enhanced experience tickets, 95
entertainment, 78, 88, 127–129, 291
envelopes, 298
environment build, 178–180
Equality Act 2010, 233, 238
equivalent advertising value (EAV), 152
evaluating the event (measuring success)
   brand experience events, 274
de-brief meeting, 278–279
   employee-focused events, 274
industry awards, 279
measurement company, 275–276
methodology options, 269–273
online success, 276
PR reach, 277–278
putting results into context, 275
return on investment (ROI), 279
event apps, 122–123
event brand, 106–107
event build (rigging the event), 176–177
event controller, 215
event industry
   growth trends, 9
   sectors, 8
   size of, 8
   staying up to date with, 296
event listing sites, 156
event management
   as an industry, 8–10
   careers in, 301–304
   overview, 56–58
   online resources, 293–296
   event manager pack, 236
   event overview, event safety plan, 237
The Event Safety Guide (Purple Guide), 132,
   209
event safety plan, 236–239
event Twitter account, 150–151
Eventbrite, 147
Eventia, 9, 279
events
   defined, 7
   key roles and responsibilities, 54–58
exchange rates, 98
exclusions, scope of work document, 72
exhibitions
   application process, 36
   duration, 169
   exhibiting at, 37
   layouts, 125–126
paid-for, 36–37
reasons/objectives to host, 35–37
self selecting attendees, 35
exit strategy, 179–180
expenses tracker, 81
experience in event management, 301
experiential field marketing, 45–48
external influences, accounting for, 268–269

● F ●
Facebook
advertising, 156
in general, 148, 149
measuring online success, 276
pre-event marketing through, 149
face-to-face research, 270
fans, loyal and influential, 25
fatalities, 249
feedback, 95, 137, 139, 285
fencing, outdoor sites, 196
festivals
comedy, 44
food, 45
literature, 44–45
music, 42–44, 106, 107
field marketing, 45–48
finalists, award ceremonies, 40–41
financial management, 58. See also budget planning and management
financial situation of the client, 166
fire safety, 230–231, 238
fireworks, 114
first aid, 243–244, 299
flash mobs, 51–52
flexibility, 13
flip books, 140
florists, 291
FMCG (fast moving consumer goods), 50
focus groups, 23, 24, 271
fog screen projections, 113
follow-up events, 285–286
follow-up phone-call interviews, 271–272
food. See also catering
bowl, 131
buffet, 131
canapés, 130–131
event safety plan, 237

● G ●
galleries, 189–190
Games Makers, 119
generational cohorts, 18–19
generators, 198
giveaways, 48–49
Glastonbury Festival of Contemporary Performing Arts, 44
goody bags, 49, 123, 292
Google, advertising, 156
Google Alerts, 151
Google Analytics, 276
Google.co.uk, 294
graffiti, 158
graphics operators, 214
The Great Escape, 44
group communication skills, 33
guerrilla marketing, 50–51
guests (visitors)
cloakroom, 117
registration and accreditation, 116–117

● H ●
Hampton Court Palace Flower Show, 190
handouts and other printed material, 110–111
hanging points, 206–207
hashtag (# symbol), 139
hashtagging, 150
Hay Festival, 45
health and safety. See also accidents
   briefing, 220
catering, 234–235
crowd management, 244–248
event safety plan, 236–239
fenced events, 196
fire safety, 230–231
first aid, 243–244
first aid kit, 299
Health and Safety at Work Act (1974), 228
HSE Purple Guide, 293
importance of, 251
outdoor sites, 197
paperwork, 235–236
responsible drinking, 228–229
risk assessments, 237, 239–241
when offering alcohol, 133
wider team, 242–243
Health and Safety at Work Act (1974), 228
Health and Safety Executive (HSE), 244, 246, 293
height restrictions, 191, 205–206
high-footfall areas, 189–190
historic venues, 190
holidays, date of the event, 165
holographic video projections, 113
hosts (brand ambassadors), 128, 217–218
hotels, 189
human contact, during planning process, 66–67
human signage, 118–119

icons used in this book, 3
identifying the risk, 254
identifying your audience, 143–144
identifying your team, 222
identity, brand, 106, 107, 146
indemnity insurance, professional, 263
inflatable structures, 199
information, in alternative formats, 234
infrastructure
   key facilities, 209–212
   outdoor events, 196
   safety plan, 237
injuries, 249
innocent, 46–48
innocent Village Fete, 47
insect repellent, 299
inspection, event safety plan, 238
insurance
   contingency planning, 263–264
   costs, 80
   specialist, 264
interactivity (interactive experiences), 47, 110–111
interactive experiences, 111–112
internal conferences, 30–32, 269
internal politics, 55
interviews, follow-up phone, 271–272
investment, sponsors, 91
invites, sending out, 29
invoicing, 87
Isle of Wight, 258
ISO 20121 standard, 296
ITV, 262

Jobs, Steve, 126
jokes, 128

key performance indicators (KPIs), scope
   of work document, 72

lanyards, 116, 117, 222
larger events, 29
last day in the office, 175–176
launches
   press, 38, 152, 153
   product, 37–39, 164, 168
layouts
   exhibition, 125–126
   of rooms, 124
leftovers, 282–283
legal management, 58
legal risks, 256
leisure centres, 192
liability insurance
  employers’, 263
  public, 263–264
lighting, 78, 206–208
lighting designer, 214
lighting effects, 181, 234
LinkedIn
  in general, 148
  pre-event marketing through, 149–150
links, 148, 150, 156
listing sites, 156
literature festivals, 44–45
live streaming, 97, 139
live voting, 140
load in, 176
load out, 169
loading bays, 178, 205–206
logo, event, 24, 61, 80, 107, 108, 157
London Fashion Week, 246
London Organising Committee of the
  Olympic and Paralympic Games
  (LOCOG), 119
London 2012 Olympics, 9, 41, 118, 162, 190
look and feel of the event, 146
lost children, 229–230
lost property, 118
lotions, 298
Love Parade (2010), 245
loyal fans, 25

\* M \*

McDonald’s, 119
managing meetings, 29–30
mandatory attendance, 24–25
marketing events
  budget planning, 80
  events as, 7
  field, 45–48
  guerrilla, 50–51
  post-event, 283–284
  reasons for, 141–142
marketing messages, 144–145
marketing plan (communications plan)
  developing your marketing messages, 144–145
  in general, 142–143
  identifying your audience, 143–144
  media strategy, 145–152
  timings plan, 159
mass messaging (spam), 157
master of ceremonies (MC), 128
measuring the success of an event
  brand experience events, 274
  de-brief meeting, 278–279
  employee-focused events, 274
  industry awards, 279
  measurement company, 275–276
  methodology options, 269–273
  online success, 276
  PR reach, 277–278
  presenting your findings, 278
  putting results into context, 275
  return on investment (ROI), 279
media
  earned, 151–156
  owned, 145–151
  paid, 156–160
media strategy, 145–152
medical/first aid provision, 238
meetings
  as events, 29
  in general, 29
  managing, 29–30
  during planning process, 66
merchandise, 97
messages. See also communication(s)
  content
    best environment for, 123
    budget planning, 78
    common types of, 109–112
    consistent look and message, 108–109
    deciding who produces, 108
    defined, 108
    post-event use of, 285
marketing, 144–145
  supporting, 105
Meteorological Office website, 294
milestones, scope of work document, 72
mistakes, learning from, 281–282
mixologists, 133–134
mobile and smartphone surveys, 270
mobile marketing, 157
music festivals, 42–44, 106, 107
musical entertainment, 128–129

• N •
name badges, 222
name of the event, 146
National Geographic, 111
NDAs (non-disclosure agreements), 88
negotiating, 84–85
negotiation skills, 12
networking
catering and, 129
importance of, 34–35, 302–303
social, 106, 135, 139
news, staying in touch with the, 293–294
NIVEA Visage brand awareness roadshow, 277
non-disclosure agreements (NDAs), 88
no-shows, 258–259
NRS (National Readership Survey) social
gradings, 19

• O •
objectives of events
analysis, 164
figuring out, 13–15
importance of meeting, 267–268
scope of work document, 72
observation, evaluation by, 271
occupancy capacities, 244–245
Olympics, London 2012, 9, 41, 118, 165, 191
online research, 270
online resources, 293–296
organisation chart, 63–64, 220
event safety plan, 238
organisational ability, 12
Oscars (Academy Awards), 39
Ottawa Bluesfest 2011, 260
O2 Blueroom, 193
O2 Priority Moments, 153
outdoor media, 157
outdoor sites
fencing, 196
infrastructure, 196–200
ownership of land, 195
power, 198
structures, 198–200
weather, 200
outdoor venues, signage, 119
over-runs, show day, 261–262
owned media, 145–151
ownership of land, outdoor sites, 195

• P •
paid media, 146, 156–160
pallets, 211
paper, 298
paperwork, health and safety, 235–236
parking, 208
partners (sponsors), 91–93
passion of event managers, 10
payment schedules, 88–89
pedestrian barriers, 247
people skills of event managers, 10
perception of the event, 274
personal protective equipment (PPE), 235
phone marketing (telesales), 157
photography
booths, 140
documenting the event, 134–137
Facebook, 149
guest content, 139–140
post-event use of, 285
photo-like visuals, 124
pinch points, 232
planning
budget. See budget planning and
management
communicating during, 66–67
contingency
accounting for external influences, 268–269
amount, 81–82
delayed deliveries, 261
event safety plan, 239
identifying risks, 254
insurance, 263
making a plan, 254
no-shows, 258–259
over-runs, 261–262
potential risks to consider, 256–257
power supply failure, 262
running out of food, 259
structural collapses, 260
testing the plan, 255
venues, 257
weather, 257
exit strategy, 179–180
follow-up events, 285–286
planning team, 62–63
plated service, 131
plenary sessions, 31
police, 194, 229, 230
political risks, 256
politics, internal, 55
*Pop-Up Business For Dummies*, 191
pop-up experiences, duration, 168–169
pop-up shops and restaurants, 48
post-event marketing, 283–284
posts, Facebook, 149
posts linked by ropes, 248
power
costs, 78
outdoor sites, 198
power supply failure, 262
PR (public relations)
disaster management, 154–155
in general, 151
measuring reach, 277–278
press releases, 152–155
product launches, 37–39
presentations, graphics operators, 214
press advertising, 157
press launches, 38, 152, 153
press releases, 152–155
previous attendees, 25
*Principles of Marketing* (Kotler, Armstrong, Wong and Saunders), 9
print designer, 61
printed branding, 179
printed material, 110–111
printed signage, 119–120
printers, 290, 298
Priority Moments, 153
Private Security Industry Act, 231
problem solving, team-building activity, 33
problem solving skills, 11
procurement managers, 55–56
producer, 59–60
product launches, 37–39, 164, 168
production manager, 59, 85, 178
production schedules
deliveries, 207–208
environment build, 178–180
event build (rigging the event), 176–177
last day in the office, 175–176
preparing, 173–175
production manager, 59
rehearsals, 177–178
production team, 58–60
professional indemnity insurance, 263
project change notice, 89–90
projections, 112–113
property damage, 249
props, 290
psychological commitment, ticket sales and, 95
public liability insurance, 263–264
public relations (PR)
disaster management, 154–155
in general, 151
measuring reach, 277–278
press releases, 152–155
product launches, 37–39
pyrotechnics, 114

\[\text{↓} q \text{↓}\]

qualitative research, 269
quantitative research, 269
questionnaires, 272–273
queuing systems, 247
quotes
catering, 79
suppliers’, 84, 87

\[\text{↓} r \text{↓}\]

radio advertising, 156
radio communication, 220–222
radio frequency identification (RFID), 112, 117
rear projection, 113  
recruitment companies, 304  
recycling, 211  
Red Bull, 160  
redemption offers, 50  
registration and accreditation of guests, 116–117  
registration table, 117  
rehearsals, 177–178  
reports  
contact, 70–71  
status, 62, 68–70  
research  
conducting, 22–23  
as event management function, 57  
face-to-face, 270  
methodology options, 269–273  
NIVEA Visage, 277  
online, 270  
putting results into context, 275  
qualitative, 269  
quantitative, 269  
telephone, 270  
resourcefulness, 11  
respectfulness, 12  
responsibility, 12  
return brief, 68  
return on investment (ROI), 28, 98–99, 279  
revenue opportunities  
bar sales, 97  
live streaming, 97  
merchandise, 97  
sponsorship, 91–93  
ticket sales, 94–97  
RFID (radio frequency identification), 112, 117  
riggers, 215  
rigging the event (event build), 176–177  
risks. See also contingency planning  
assessing, 237, 239–241, 254  
identifying, 254  
reviewing, 255  
road signs, 158  
roadshows, 202–203  
roadworks, 295  
ROI (return on investment), 28, 98–99, 279  
room layouts and seating plans, 124–127  
rope barriers, 248  
Royal Horticultural Society (RHS), 190  
rugby, 193  
runners, 216  
Safety Advisory Group (SAG) meetings, 195, 229  
safety and health concerns. See also accidents  
briefing, 220  
catering, 234–235  
crowd management, 244–248  
event safety plan, 236–239  
fenced events, 196  
fire safety, 230–231  
first aid, 243–244, 299  
Health and Safety at Work Act (1974), 228  
HSE Purple Guide, 293  
importance of, 251  
outdoor sites, 196–197  
paperwork, 235–236  
responsible drinking, 228–229  
risk assessments, 237, 239–241  
when offering alcohol, 133  
when offering alcohol, 133  
wider team, 242–243  
safety pins, 299  
safety plan, event, 236–239  
sampling, 49–50  
sanitary accommodation. See toilets  
schedules  
in general, 169  
practical production elements, 179  
production, 59, 264  
deliveries, 207–208  
environment build, 178–180  
event build (rigging the event), 176–177  
last day in the office, 175–176  
preparing, 173–175  
production manager, 59  
rehearsals, 177–178  
signage, 120, 121  
sticking to, 183  
vehicle deliveries, 178
scissors, 298
scope of work document, 72–73
search engine optimisation (SEO), 147–148, 156
seating plans, 124–126
security
  assessing requirements, 231–232
  costs, 79
  event safety plan, 238
  fencing, 196
  staff, 197, 214, 215, 219
security guards, 232
Security Industry Authority (SIA) licence, 232
seminars (workshops), 32
SEO (search engine optimisation), 147–148, 156
set (stage)
  built to last, 283
  designing, 126–127
  event safety plan, 237
shell schemes, 125
shipping containers, 199
shopping centres, 190
show caller, 215–216
show day
  contingency planning, 261–262
  day after, 180
  ten things to have in hand, 297–300
  time management, 11
signage, 118–121, 123
sign-off, 65, 176–177
sites (venues)
  budget planning, 77
  choice of, 185
  contingency planning, 257
  contract with, 86
  criteria for choosing a, 186
  dry hire, 193
  event safety plan, 237
  finding the perfect, 295
  in foreign countries, 201–202
  hanging points, 206
  historic venues and galleries, 190
  hotels, 189
key facilities (infrastructure), 209–211
loading bays, 205
online resources, 187
outdoor sites, 194–200
permanent, 187–190
roadshows, 202–203
selecting and contracting, 212
shortlist of, 186–187
shortlist of, 186–187
sports grounds and leisure centres, 192
staff, 216–217
temporary, 193–194
transportation issues, 207–208
visiting, 203–205
weight, width and height
  restrictions, 205–206
skills for event managers, 10–13
slides, 109
SMART (Specific, Measurable, Attainable, Relevant, Timely), 14–15
snacks, 299
snagging, 264
social buzz, 276
social classifications, 19
social marketing (social media), 148–152
  earned media, 151–156
  Facebook, 149
  LinkedIn, 149–150
  owned media, 145–151
  Twitter, 150–151
social networking, 106, 135, 139
sound
  costs, 78
  show caller, 216
sound designer, 214
space-only stands, 126
spam (mass messaging), 157
spatial designer, 61
speakers, over-runs, 261
special needs, people with, 233–234, 238
specialist insurance, 264
sponsors (partners), 91–93
sponsorship pack, 92, 93
sporting events, 41
sports grounds, 192
staff. See also team
  budget planning, 80
  security, 197, 214, 215, 219
  venue, 216–217
staffing agency, 292
stage (set)
  built to last, 283
  designing, 126–127
  event safety plan, 237
stage barriers, 248
staple gun and staples, 300
start of the event, breathing space
  before, 178
stationery, 282, 298
status reports, 62, 68–70, 278
status updates, Facebook, 149
stewards, 232
storage, 211
strapline, 107, 146, 279
strategy director, 60–61
streaming, live, 97, 139
street food, 131–132
structural collapses, 260
success of an event, measuring
  brand experience events, 274
  de-brief meeting, 278–279
  employee-focused events, 274
  industry awards, 279
  measurement company, 275–276
  methodology options, 269–273
  online success, 276
  PR reach, 277–278
  presenting your findings, 278
  putting results into context, 275
  return on investment (ROI), 279
suntan lotion, 298
suppliers
  audio-visual equipment, 289
  building up list of, 289
  caterers, 290
  confirming quotes, 87
  contracts, 86
  couriers, 291
  critical time paths, 172, 173
  deliveries, 208
    delayed, 261
  number of, 208
  scheduling, 178
discounts for repeat orders, 85
entertainment, 291
florists, 291
furniture, 292
order in which site is accessed, 179
payment schedules, 88–89
printers, 290
production schedule, 174–180
props, 290
quotes, 84
speaking to, 85
thank-you letters, 284
supplies, leftover, 282–283
supporting messages, 105
SurveyMonkey, 273
surveys. See also research
  email, 270
  mobile phone and smartphone, 270
sustainability of events, 296
sustainable events, 52

T

T Mobile, 52
tables, 292
talent. See also entertainment
  famous, 128
talent manager, 128
target market. See also audiences
  creating identities for, 19–21
  zeroing in on, 17
team. See also staff
  back of house, 213–214
  building trust between team members, 33
  contingency planning, 256
  design, 60–61
  event management, 56–58
  event safety plan, 238
  front of house, 217–219
  health and safety, 242–243
  key roles and responsibilities, 54–58
  looking after your, 223
  planning, 62–63
  procurement, 55–56
  production, 58–60
  roles, 213, 220
  working on site, 219–222
team-building activity, 32–34
technical costs, 78
technical risks, 256
technical running orders, 181–182
telephone research, 270
telesales (phone marketing), 157
temporary event notices (TENs), 132, 194
temporary venues
  choosing, 193–194
  obtain a TEN licence, 194
toilets, 209
thank-you letters, 284
theatre seating, 125
theming
  drinks, 130
  food, 129–130
3D designer, 61
3D holographic video projections, 113
ticket sales, 94–97
ticketing agents, 96
time. See also schedules
  charging for your, 81
  contingency, 170
  critical time paths, 169–173
time management, 11
time of day of the event, 166
time scope, 62
timings plan, 62, 65
  marketing, 159
TNT (TV channel), 39
toilets, 123, 209–210
  event safety plan, 238
tone of voice, 106
Toyota, 192
trade union industry bodies, 98
train times, 294–295
transportation
  contingency planning, 262
  deciding on your venue, 207–209
  planning your route, 295
  when offering alcohol, 133
trucks, 207–209
trussing, 206, 207
trust between team members,
  building, 33
T-shirts, branded, 222
tweets, 150

Twitter
  in general, 137, 139, 148
  hashtag (#), 139
  measuring online success, 276
  pre-event marketing through, 150–151
types of events, in general, 27

● U ●

UK Events Market Trends Survey (UKEMTS), 9
uninterruptible power supply (UPS), 262
URL (web address), purchasing a, 147
USB sticks, 297

● V ●

VAT, tickets, 96
venues (sites)
  budget planning, 77
  choice of, 185
  contingency planning, 257
  contract with, 86
  criteria for choosing a, 186
  dry hire, 193
  event safety plan, 237
  finding the perfect, 295
  in foreign countries, 201–202
  hanging points, 206–207
  historic venues and galleries, 190
  hotels, 189–190
  key facilities (infrastructure), 209–211
  loading bays, 205–206
  online resources, 187
  outdoor sites, 195–200
  permanent, 187–190
  roadshows, 202–203
  selecting and contracting, 212
  shortlist of, 186–187
  sports grounds and leisure centres, 192
  staff, 216–217
  temporary, 193–194
  transportation issues, 207–208
  visiting, 203–205
  weight, width and height restrictions, 206
video booths, 140
video mapping, 113
videos
  content of events, 110
  documenting the event, 135
  Facebook, 149
  post-event use of, 285
VIPs, 116, 123
virtual reality, 111–112
visitor journey, 115–123
visitors (guests)
  cloakroom, 117
  registration and accreditation, 116–117
visits, site, 203–205
visualising your event space, 123–124
voice of God, 218
volunteers, 232, 302
voting, live, 139
voucher sites, 157

• W •

waiters, 218–219
waste disposal, event safety plan, 237
waste management, 210–211
watch, 183
water, drinking, outdoor sites, 197
water bottles, leftover, 282

weather
  being aware of, 294
  contingency planning, 257
  date of the event, 165
  in foreign countries, 202
  indoor sites in extreme weather, 257
  outdoor sites, 200
web address (URL), purchasing a, 147
websites
  designing, 146–147
  event, 276
  event industry, 296
  event listing, 156
  venue-sourcing, 295
weekends, 166
weight restrictions, 205–206
width restrictions, 205–206
word of mouth, measuring the success of
  an event, 274, 275
WordPress, 147
Working At Height regulations, 235
workshops (seminars), 32
wristbands, 116
written communication, 67–71

• Y •

YouTube, in general, 148