


56th IFEA Annual Convention & Expo

Modern

The 10 Most Important Things a Festival & Event Manager Must Master

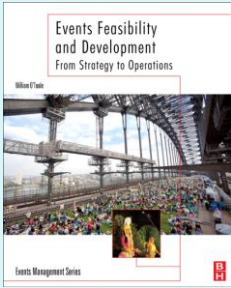
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International Festivals & Events Association
www.ifea.com

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The Book www.eventsfd.com



Events Feasibility and Development
From Strategy to Operations
William O'Toole
Events Management Series



Events Management

Corporate Event Project Management

Festival & Special Event Management

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First

- Get out of bed in the morning and have a good breakfast....

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But there are hundreds - so I will describe ten for the future

- All have to do with look at what is happening in events and festivals around the world.
- There has been a significant change from the personalised event - for good or bad
- Personalised event?
 - The event is very much the stamp of the director/coordinator/planner
 - informal communication and friendships drive it
 - The event team want minimum contact with host or client after the initial meeting. 'Come to the event and see the fabulous job we have done'
 - It is all about reputation
 - The grey beards rule

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First: my experience

- Develop the event industry in the Kingdom of Saudi Arabia, Uganda, Kenya
- E.g. Saudi Arabia - worked in 13 provinces with event staff to develop new unique events
- Worked with a number of local authorities, cities and international companies; IDB - Development Bank with events in 56 countries

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Al Baha Honey Festival 2009

المهرجان الوطني للمسل بالباحة

أهلنا أولي بالجملة

4/13 3/23

منحة لوقف للتنمية الزراعية

From Al-Jedd ... To Al-Jedd

THE KENYA INTERNATIONAL EVENTS SUMMIT

SEPTEMBER 17-20 2010 KENYATA HOTEL

THE KENYA EVENTS FESTIVALS & CONFERENCES FORUM

KENYATA INTERNATIONAL CONFERENCE CENTRE (KICC), APRIL 20-21 - 23RD 2010

"Setting Professional Standards in the Events Industry"

2011

مهرجان الرياض للمأكولات

Al Riyadh Food Festival

مأكولات شهية في تجربة فريدة

Experience food and culture



Know the impact of events

- Exercise – *back of a bus ticket* estimation:
- The wedding
- 0.8% get married every year
- Texas Population is **25,028,293**
- 200,000
- 200,000 * price of a wedding/gifts etc say \$20K
- \$4,000,000,000 per year - according to <http://www.soundvision.com/info/weddings/statistics.asp> the real figure is slightly more.
- Now add Divorce parties!



Be able to Measure Intangibles

- What is measurement?
 - The fear of mathematics
 - Comparing alternatives
- People's preference are a tangible measure of success - just like money is a measure of preferences

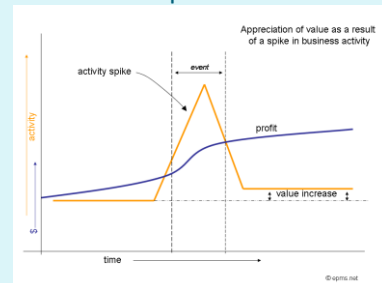


Impacts can be subdivided

- Commercial
- Goodwill (or brand)
- Social Capital



You create value: appreciation - not depreciation



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Know the trends: Processes Mapping

- Recognising the step by step nature of event management
- E.g. (dont faint!)

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graph TD
    Start((start)) --> Obtain[Obtain approval template]
    Obtain --> Fill[Fill out form]
    Fill --> Send[Send in request]
    Send --> Approve{approve?}
    Approve -- no --> Refine[Refine/change request]
    Refine --> Fill
    Approve -- yes --> End((end))
  
```

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Chat to the taxi driver and sit with the prince

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Be Competent

- International Standard
- Using competency to find the teams gaps
- Knowledge, skills and attitude
- E.g. What make professionalism in events

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Event Management - International Competency Standards

- The Canadian Tourism Human Resource Council. Their work is driven by the need for Canada to develop their workforce. The CTHRC began their project in 2008. The steps involved the collating and the analysis of competency standards around the world such as South Africa, UK, Australia as well as the work of the International Event Management Body of Knowledge. They included detailed analysis of event management descriptions such as textbooks, journals, websites and courses. It was a huge project and involved event expertise from over twenty countries as well as developing and validating the standard.
- Released Sept 2010 - Download now



A. Strategic Planning
1. Manage Strategic Plan For Event
2. Develop Sustainability Plan For Event
B. Project Management
3. Plan Event Project
4. Manage Event Project
C. Risk Management
5. Manage Risk Management Plan
6. Manage Risks
D. Financial Management
7. Develop Financial Resources
8. Manage Budget
9. Manage Cash Handling




E. Administration
10. Perform Administrative Tasks
F. Human Resources
11. Manage Human Resources Plan
12. Acquire Staff And Volunteers
13. Train Staff And Volunteers
14. Manage Workforce Relations
G. Stakeholder Management
15. Manage Stakeholder Relationships



H. Event Design
16. Design Program
17. Engage Performers And Entertainers
18. Coordinate Food And Beverage Services
19. Design Environment
20. Manage Technical Production
21. Develop Plan For Attendee/Participant Management
I. Site Management
22. Select Site
23. Design Site
24. Manage Event Site
25. Manage Site Infrastructure
26. Manage On-Site Communications




J. Marketing
27. Manage Marketing Plan
28. Manage Marketing Materials
29. Manage Event Merchandise
30. Promote Event
31. Conduct Public Relations Activities
32. Manage Sales Activities
K. Professionalism
33. Exhibit Professional Behaviour
L. Communication
34. Conduct Business Communications



**Understand how support decisions are made
by authorities and sponsors**
Decision Criteria

Decision Criteria for level of Event Support		High	Medium	Low
Economic Objectives	E1. Generating income - a net financial benefit			
	E2. Providing job opportunities			
	E3. Generating Foreign Income			
	E4. Improving facilities			
	E5. Assisting to create private/public partnerships			
	E6. Business networking and mixing with OS businesses			
	E7. Sustainability			
Marketing Objectives	M1. Promoting local and international tourism to the city			
	M2. Increasing awareness of the brand of the city			
	M3. Increase awareness of the unique qualities of the city			
Social Objectives	S1. Community development including: Community involvement in event Education in other cultures and mixing with cultures			
	S2. Local culture promotion and development			
	S3. Environment Awareness			
	S4. Broadening experience through innovation and creativity			
	S5. Suitable time			



Understand the ISO 31000 Risk

- Why:
 - the movement to criminal liability and jointly and severally liable, board : negligence comes under criminal law, corporate manslaughter - how the organization is managed
- Test of Foresee ability



Unforeseeable Risk?



1



2



3



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Summary

- Have a good breakfast
- Impact or outcome of events
- Measure the intangibles
- Understand appreciation
- Get ready for process mapping and accountable management
- Understand the operations – hand out the leaflets
- Understand the decisions criteria
- Assess your competency
- RISK
- have a good night rest