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Event Management

Cheryl Swanson, CVE

Event Management

The art of solving problems no one knew existed in ways that somehow still ends up in **APPLAUSE!!!**

The background of the slide features a dark stage with a complex metal truss system. Several bright red spotlights are directed upwards, creating a dramatic, high-contrast lighting effect. The beams of light are visible against the dark background, and the overall atmosphere is one of a professional event or concert setting.

Objectives

Understand Key Elements of Successful Event Management

- Identify & Manage:
 - Booking
 - Planning
 - Event Day
- Manage and Resolve Challenges

The background of the image shows a stage lighting rig with multiple horizontal bars of lights. Several spotlights are illuminated, casting a warm, yellowish-orange glow. The overall scene is dimly lit, with the primary light source being the stage lights themselves, creating a professional and dramatic atmosphere.

**Without stating your job position:
What 3 words describe what you do?**

Event Management Is:

- Integration of necessary **RESOURCES** at the **RIGHT TIME** and **LOCATION** to effectively **DELIVER** the event experience.

The background of the image shows a stage or event space. It features a complex network of blue metal trusses or scaffolding. Several bright red spotlights are directed upwards from the bottom, creating a dramatic, high-contrast lighting effect. The overall color palette is dominated by deep blues and vibrant reds.

Failure to Plan...

is

Planning to Fail



"I knew I should have started planning a week sooner..."

A large, intense fire is burning inside a metal dumpster in a parking lot. The fire is bright orange and yellow, with thick black smoke rising from it. The dumpster is a large, rectangular metal container with a hinged lid that is open. It is situated on a paved surface, possibly asphalt. In the background, there are several bare trees and a fence. The sky is overcast. The overall scene suggests a controlled fire or a fire incident.

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You get the call – now what?



Research and Analysis



A photograph of a stage lighting rig with multiple horizontal trusses. Several red spotlights are mounted on the rig, casting beams of red light downwards. The background is dark, and the overall scene is dimly lit, with the red light being the primary illumination.

**What information do you need to
research?**

Research

Event Research Checklist

- Event Name
- Date of Event/Show
- Facility Location
- Contact Person
- Position
- Tickets Sold/Comped/Prices
- Walk Up Number
- Seating Capacity
- General Admission or Reserved
- Exhibit Space
- History in other venues
- Crowd Demeanor
- Staffing Levels
- Security Needed
- Crowd Demographics
- Police
- Facility Security
- Front of Stage/Other sites
- Incidents/Arrests
- Alcohol Sold
- Load In Time
- Load Out Time
- Production
- Catering
- Anything Else



Just say NO

EVENT IS CONTRACTED

Assigned to Event Manager

More Research

Internal Departments

External Resources

EVENT MANAGER

NOUN. [ih·vent ma·nuh·juh]

Someone who solves your problems before you knew you had problems.

Also specializes in precision guesswork based on unreliable data that changes daily.

// see also wizard and magician

Event Management Team





Event has 3 Phases

- Phase 1 --- Pre-Event
- Phase 2 --- Event
- Phase 3 --- Post-Event

LOS ANGELES

HOST CITY OF THE 2028
SUMMER OLYMPICS & PARALYMPIC GAMES



LOS ANGELES

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Planning: 4000 days (11 years)

Execution: 30 days

Phase 1: Pre-Event

- Identify client's current needs, strengths & weaknesses
- Both sides clearly understand event goals & expectations for outcome
- Communicate client/event needs & expectations
- Be prepared to make adjustments
- Work within agreed upon budgetary estimates

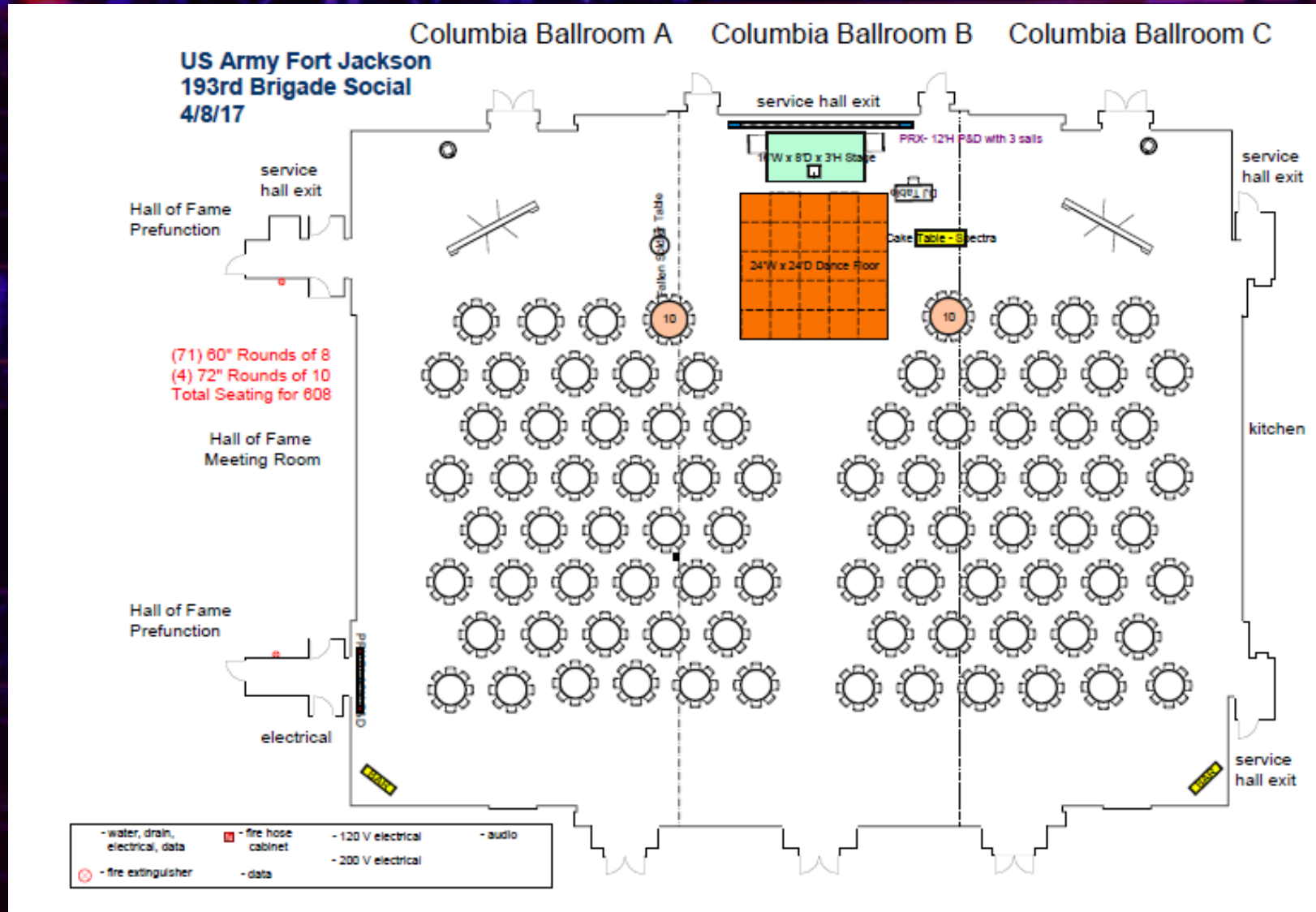
Phase 1: Pre-Event Responsibilities of the Venue

- Venue Info -- Market Info
- Rules/Regs – Venue Rules, OSHA, ADA
- Expenses and projections
- Qualified staff
- Safe, Secure facility
- Properly prepared facility
- Coordinate all ancillary services
- Prepared for emergencies

Pre-Event Planning Tools

- Production Rider
- Production Meetings
- Event Resume
- Event Timelines
- Promoter packet
- Diagram Layouts and Floor Plans
- Equipment Lists
- CAD drawings
- Event Day Checklists
- Staffing Estimates
- Event Staff Information Sheets
- Event File
- Venue Management Software
- Contract

Diagrams and Floor Plans





Raptors vs. Cavaliers

Sunday May 7th, 2017

Game time: 3:30 pm

Gates: 2:30 pm

Estimated Attendance 19,000



F & B Openings

Air Canada Club	OPEN
Platinum Club	OPEN
Hot Stove Club	OPEN
Chairman's Suite	OPEN

Suites Location From Gate 2

200 Executive Suites ES 200- 265

North & South Molson Suites

across from Draught Deck

500 Theatre Side TS 501-511

600 Gondola Boxes GB 1-6

600 Theatre Side TS 601-613

Accessibility 601A – 613A

From Raptors Elevators

400 Loge Side LS 401-408

500 Loge Side LS 512-519*

600 Ford Fan Deck*

* Must take stairs from the 4th floor

MLSE STAFF FAN ASSIST LINE

Please report anything that would negatively impact the fan experience by TEXTING the Fan Assist Line: **647-694-0454. (Include your name & department in texts)** All texts will be responded to within a 5 minute timeframe during events.

Camera Policy

For most events the use of flash photography and professional equipment, video or audio recording is not permitted. However, small point-and-shoot cameras are generally permitted.

NBA: Use of flash photography is strictly prohibited. Video cameras are permitted, but the use of still photos or video footage for commercial purposes without written permission from the NBA is strictly prohibited.

Fun Facts

Tonight is Game 3 for the Raptors (3) playing the Cavaliers (2). The Raps current point leader is DeMar DeRozan with 20.6 PPG. Serge Ibaka leads the team in rebounds with 7.6 RPG and Van Fleet shooting 80% from the field. This is a do or die game for the Raps being down 3-0

Fan First Program

PARTICIPATING STANDS: Stand 5 – Food Junction – Section 120 & Stand 14 – Pizza Pizza – Section 307

EARLY OPEN STAND: Stand 5 – Food Junction – Section 120

Our Common Purpose:

To unite and empower our employees to create extraordinary moments for our fans and each other.

Alcohol Policy

Our goal is to promote responsible alcohol service and enhance fan safety and enjoyment. Air Canada Centre staff are trained in responsible alcohol management. Acceptable forms of photo I.D. at Air Canada Centre are:

valid driver's license; Age of Majority Card; Armed Forces Card; Passport; Canadian Citizenship Card; MTO Issued Photo ID; Canadian Permanent Resident Card; Native Status card.

Cut Off: Start of the 4th quarter of play
After the 9 minute mark of the 4th quarter, alcohol can no longer be brought into the seating bowl.

Elevate Cards

Just a friendly reminder to promote our Elevate cards and recognize our staff for all the outstanding work that is done here at MLSE.

April: Congratulations to our April Elevate winners!

Part time: Sadie Campbell

Full time: Luca Derito

Also we would like to extend a congratulations to Lynne Twinning-Lum and John Galeazza on receiving the most positive elevate recognition back. Keep up the great work!

EVENT STATUS SHEET

Jason Aldean March 22, 2012 7:30pm

DOORS	GATES	BOX OFFICE	Text Promotion	Concess. Stand
Approx. 6:00pm	1,2,3,4,6,7,8,9, N/S Elev	All Box Offices open for willcall	Text "mykindaparty" to 90210 for Upgrade to 10 th Row Floor	All Stands are Open

Attendance:	10,500 SOLD OUT!!!!
Set Length	Lauren Alaina 7:30-7:50p/Luke Bryan 8-8:55p/Aldean 9:30-10:50p
Camera Policy	Still w/ Flash OK, No Prof or Video
Shuttles	8 Shuttles Running to Gates 6 & 7
Merchandise Booths	Gates 1, 3, 6 and 8
Meet and Greet	All M&G at Gate 1- Lauren Alaina(630p) Luke Bryan(645p) JasonAldean(735p)
EVENT CODE	EJN0322

USHER RELEASE: 10:00pm Keep floor, PC and 8 on top. Chairs: YES
****MAKE SURE WE KEEP STAFF TO HELP GATE 7-8 & Buses**

Notes:

YOU ARE THE OPENING ACT!!-TAKE CARE OF THE PATRONS FIRST
SOLD OUT CROWD – MAKE SURE PEOPLE ARE GETTING
DIRECTED TO PROPER SECTIONS, SEATS, ETC.

Be very helpful, keep traffic moving outside and inside of the arena.

****Pre-Show Party in McLin from 5pm-7pm \$15.00 – can purchase at Box
Office in McLin Hallway**

****Watch for intoxicated patrons–report to supervisor, security or police**

****Ticket Takers – Be sure we are listening and watching the scanner closely.**

****Alcohol Wristbands are available at Gates 1, 2, 3, 6, 7, 8**

****Floor Map on back of Event Sheet**

****WILLCALL – ANY BOX OFFICE WINDOW**

Berry Room 1-3	Berry Room 2	Berry Room 1	Berry Room 4
None	None	None	None

Notes: **TICKET TAKERS – MAKE SURE YOU ARE REPORTING ANY TICKET SCANNING ISSUES –
“ALREADY USED” “WRONG DATE” ETC. TO SUPERVISORS – THIS SHOW MAY HAVE ISSUES WITH
TICKET SCALPER TICKETS.**

Party Deck 3	Party Deck 6	McLin 1 and 2	McLin 3	McLin 4
PC SEATING	PC SEATING	Show Catering	Pre-Show Party 5-7p	Pre-Show Party 5-7p

SUPERVISORS: Ushers- names
Parking-names
Ticket Takers-names
Guest Services-names

Corp Box 202	Corp Box 203	Corp Box 214A/214B	Corp Box 219	Corp Box 223
Clear Channel Radio- name	name	Parking	K99.1/Perkins	name

Special Parking Instructions: LOT 4 – CORPORATE BOX AND WHITE SPECIAL EVENT PASSES (10 White Passes currently out)
****SAVE 50 Spaces in Lot 1 for Premium Parking Passes – These should enter Speedway **Push Pre-show party down to Lot 6/8 from 5pm-7pm**
****Buses running from the back lots to Gates 6 and 7 for drop-off**
****Be VERY POSITIVE out in the parking lot this evening. Inform the patrons that the shuttles are free.**

Phases 1 & 2: Pre-Event /Event Day

Guest Communication Channels:

Venue website

Season ticket information

Event Tickets

Public address system

Pre-event emails

Off site public signage

Media alerts

Social media

Venue signage

Event programs

Venue personnel

Phase 1 & 2: Pre-Event/Event Day Guest Communication

- Re-entry policy
- Lost & Found
- First aid
- Prohibited items
- Ticket issues
- Smoking requests
- Cash or cashless
- News media entry

Phase 2: Event Day

- Set up
- Load In – Client arrival
- Rehearsals/Sound Check/Decorating
- Pre-event walk through
- Event staff briefings
- Security briefings
- Doors open – Event begins

Phase 2: Event Day

Create a Positive Event Experience

Eliminating Customer Distractions

What Could Possibly Go Wrong?

Front of House

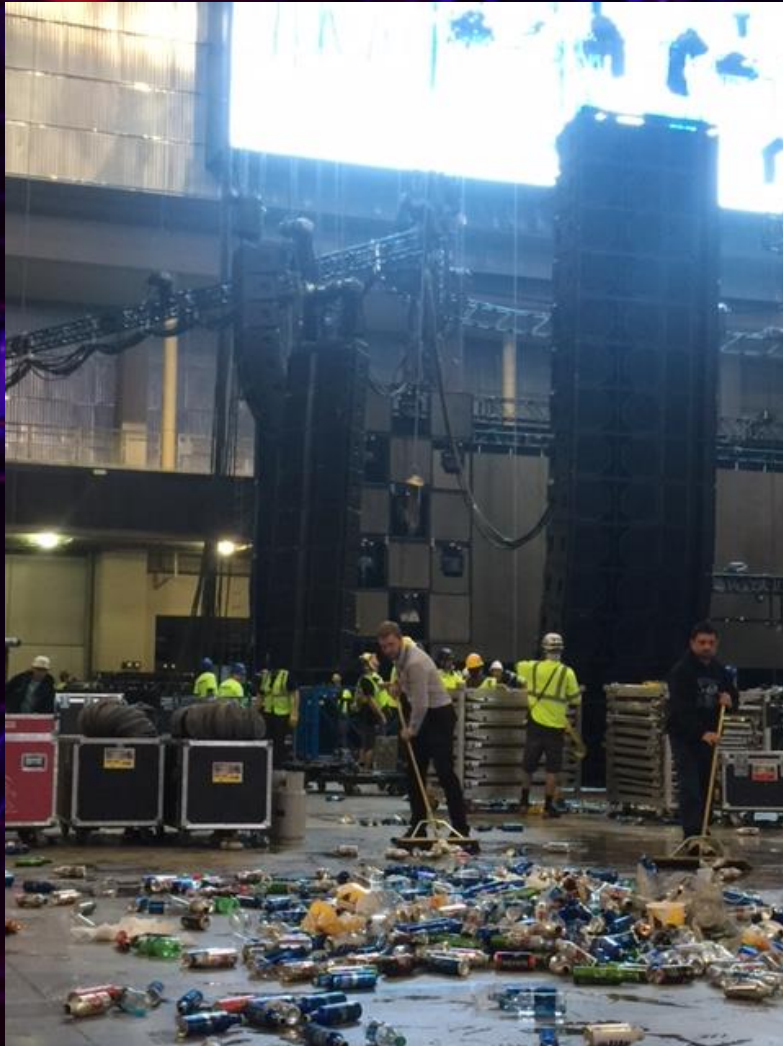
Back of House

Phase 2: Event Day

Effective Event Manager:

- *Manages by walking around*
- Manage event staff – makes adjustments
- Continuous communication w/ all departments
- Monitors event progress
- Observes

Phase 3: Post Event



Phase 3: Post Event

- Clear the venue
- Teardown
- Event staff departure
- Post-event walkthrough
- Load-out
- Post event cleanup/changeover

Phase 3: Post Event Report

- Actual attendance
- Weather conditions
- Actual timeline (doors opened, parking lots cleared, concessions closed)
- Review unanticipated customer needs
- Customers treated by first aid/incident reports
- Security issues
- Client feedback
- Social media review
- Notes from all departments
- Eventually add the financial results

Post Event Report

VENUE POST-EVENT EXECUTIVE SUMMARY

Event Name: _____

Event Date: _____

Client / Promoter: _____

Attendance: _____

Event Type: _____

1. Highlights / Key Outcomes

- _____
- _____
- _____

2. Challenges / Opportunities

- _____
- _____
- _____

3. Safety & Incidents Summary

Category	Number	Notes
Medical	_____	_____
Security	_____	_____
Other	_____	_____

4. Client & Stakeholder Feedback

5. Next Steps / Recommendations

Action Item	Responsible	Due Date
_____	_____	_____
_____	_____	_____



Event Management Challenges:

What Could
Possibly Go
Wrong????

What Could Possibly Go Wrong?

How do you plan?

How do you respond?



What Could Possibly Go Wrong?

How do you plan?

How do you respond?



What Could Possibly Go Wrong?

How do you plan?



What Could Possibly Go Wrong?

How do you plan?

How do you respond to event distraction?



What Could Possibly Go Wrong?

How do you plan?

How do you respond?



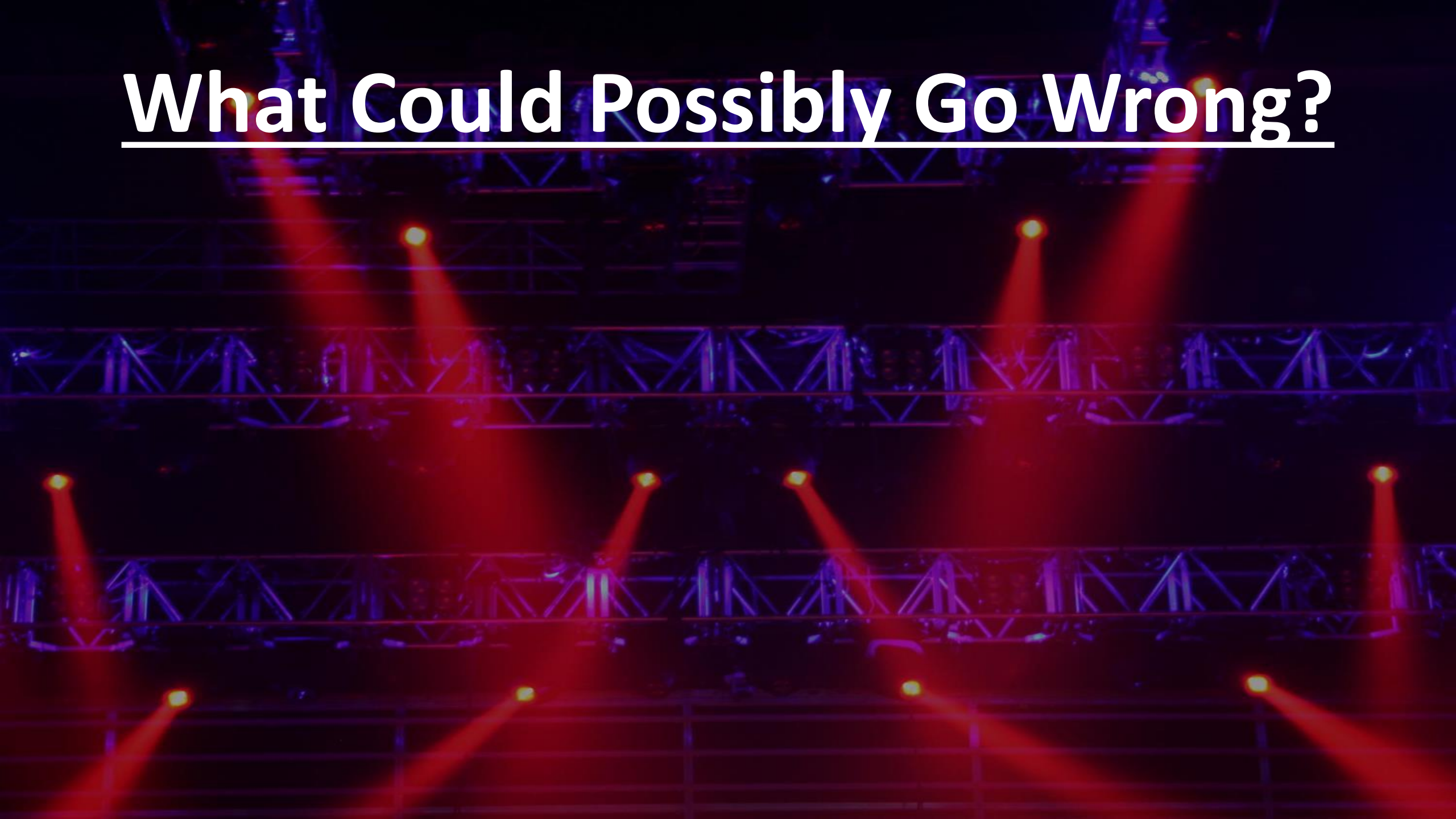
What Did Go Wrong?



**Do you have an event that
didn't go as planned?**



What Could Possibly Go Wrong?



Event Management Challenge

Broadway – Groups 1 A & 1 B

Touring Broadway Show -- next week's opening night has single seats in the lower section and a few paired seats open in the balconies. (The show runs 2 weeks and has various seats open on other nights)

First row seats on opening night were sold to major donors, supporters, community VIPs and civic leaders.

The production team and ticketing team did not communicate.

Event Management Challenge

Mayor's Inauguration – Groups 2 A & 2 B

- City owned venue
- Mayor inauguration to Nat'l League of Mayors
- Washington, DC based event planning company contracts F & B for only 400 people
- Mayor's local staff interfering with social media and local ads inviting the world

EVENT MANAGEMENT CHALLENGE

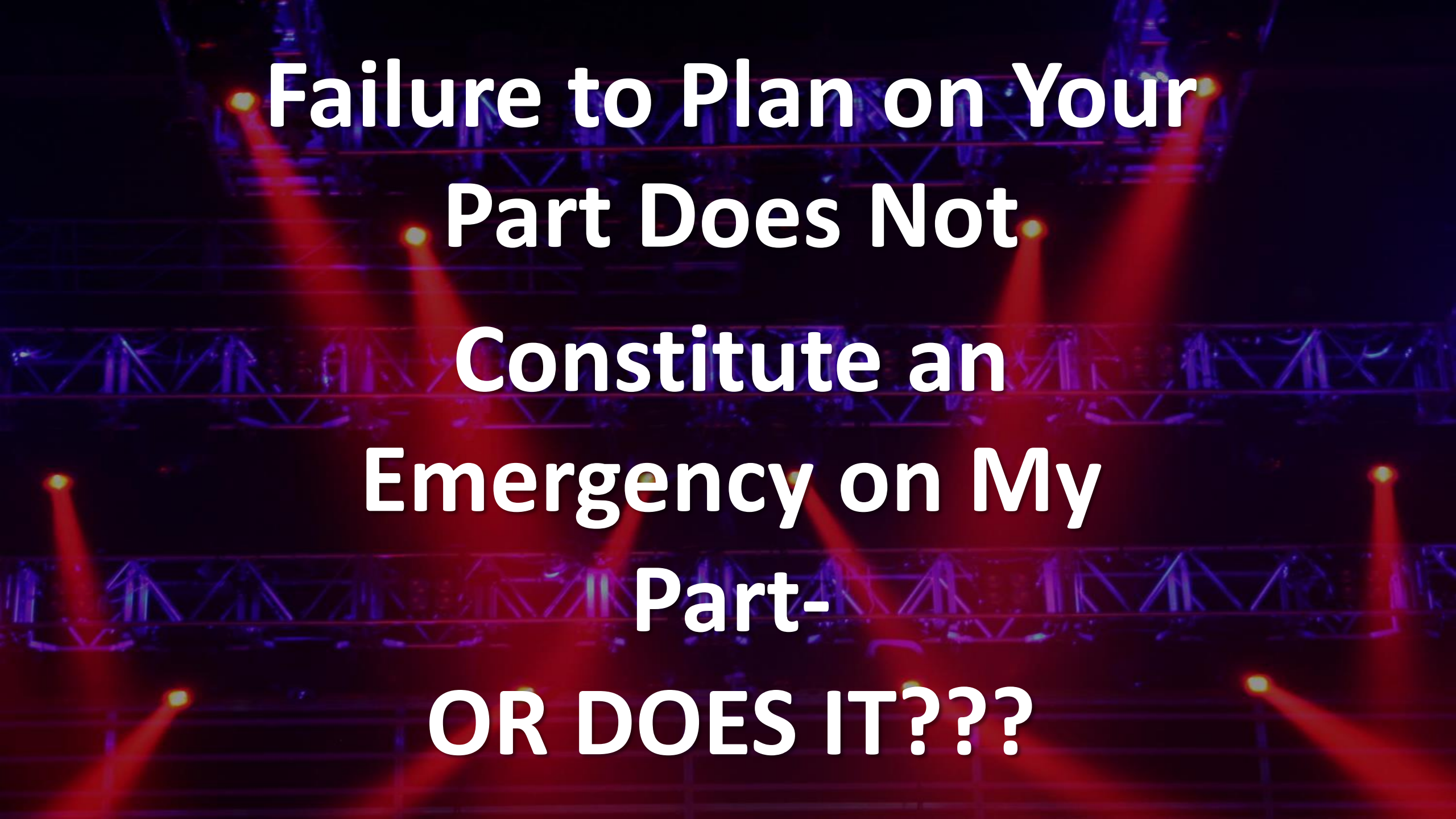
University Performing Arts - Groups 3A & 3 B

- University owned Performing Arts Theater
- Used by Music Department for classes, rehearsals and performances
- Rare opportunity for weeklong touring show
- No permanent concession stands or daytime parking
- University President wants to raise profile of university

EVENT MANAGEMENT CHALLENGE

\Major Country Show -- Groups 4 A & 4 B

- A major country artist has a sold out show (18,000) people in your indoor arena.
- The promoter had informed you that the artist has been ill, but will go forward with the performance. The artist is not on site and missed sound check.
- Due to heavy rains all day, some streets flooded in the area and attendees are arriving irritable due to lack of parking and walking in the rain.
- 30 minutes after doors open, the artist decides they cannot perform.

The background of the image features a complex blue truss structure, likely part of a stage or event setup. Several red spotlights are directed towards the center, creating a dramatic effect with beams of light. The text is overlaid in a large, bold, white font.

**Failure to Plan on Your
Part Does Not
Constitute an
Emergency on My
Part-
OR DOES IT???**

The Perfect Event Manager

- Wisdom of Solomon
- Logic of Aristotle
- Discretion of a Priest
- Guts of a gladiator
- Poker face of a gambler
- Negotiation skills of an attorney
- Charm of a salesman
- Speed of a sprinter
- Perseverance of a marathon runner
- Flexibility of a dancer
- Patience of a Saint!!!!





The Perfect Event Manager

And.....

LOTS OF GOOD LUCK

In a 30 hour day

Event Management Wrap Up

Reviewed:

- Booking/Contracting an Event
- Planning an Event
- Event Day
- Post Event Review
- Event Challenges

**Customers may forget what
you said , but they will never
forget how you made them
feel.**





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Event Management

Cheryl Swanson, CVE

Venue Management School – Year 1
June 2026

Thank you!

*Please complete the course
evaluation now.*