Prifysgol Cymru
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University of Wales
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Events Design & Production:

Settings Consideration

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

Today's Aims

1. Analyse the staging of an event according to its constituent elements.
2. Demonstrate how these elements relate to each other and to the theme of the event.
3. **EMBOK** Model
4. Understand the safety elements of each aspect of staging.
5. Identify the relative importance of each aspect of staging.
6. Use the tools of staging.
7. The event experience
8. Events Industry Issues and Trends

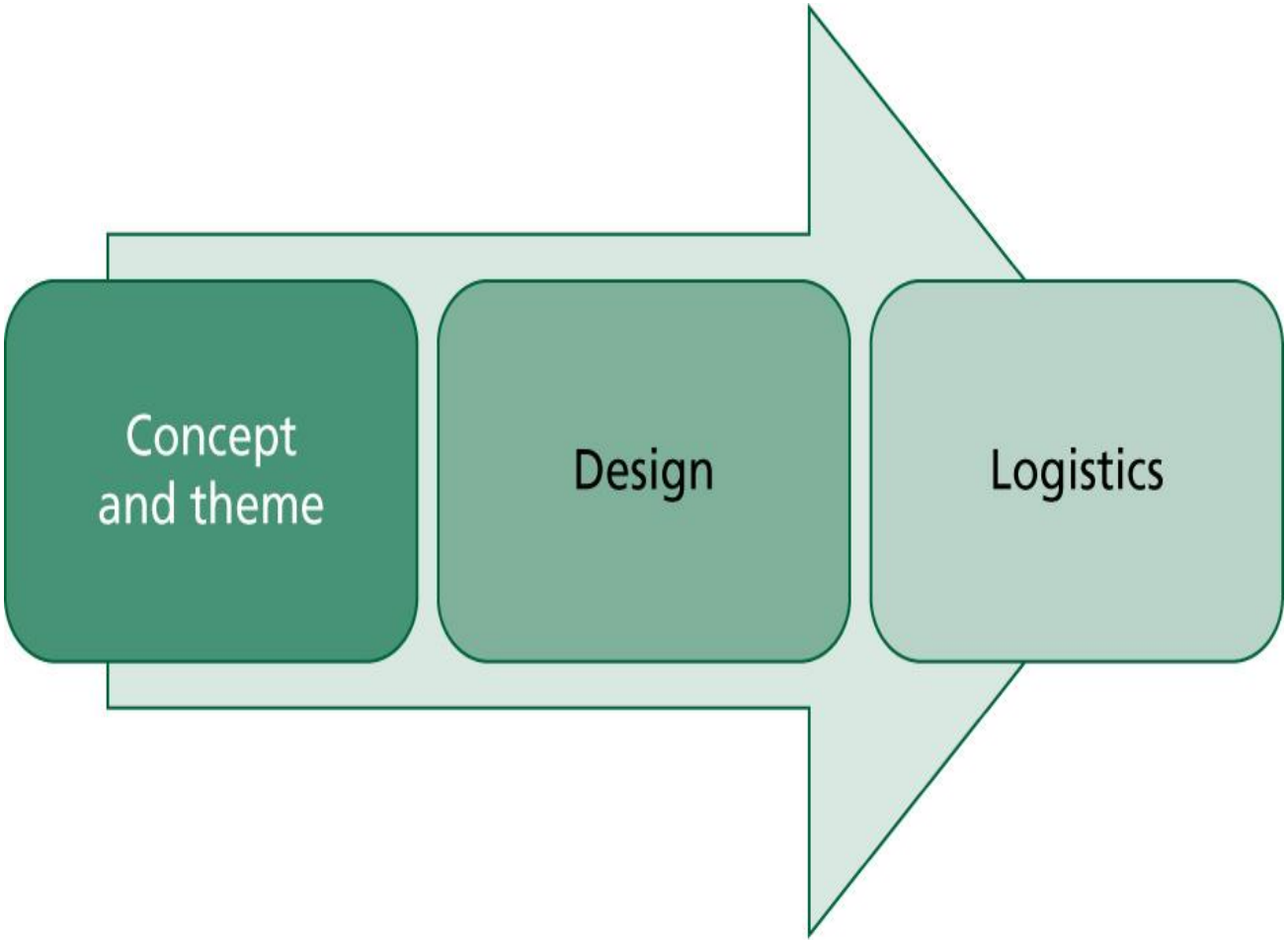


Figure 3.2 The three-stage event design model

Event Design

- The study of event design rests on three premises:
  - ✓All event environments are created
  - ✓All experiences within event environments are purposefully designed
  - ✓All stakeholders are the direct recipients of the designed experiences

Theming and Event Design

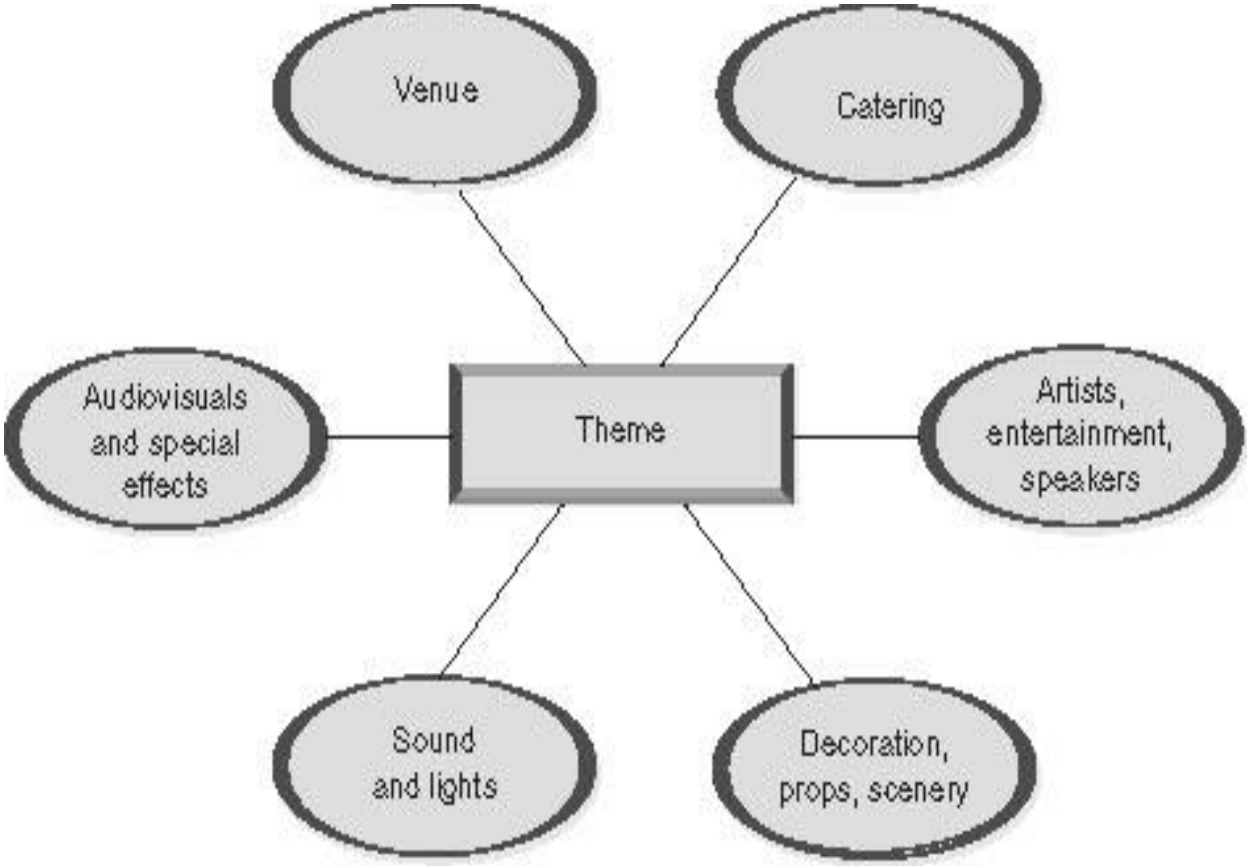


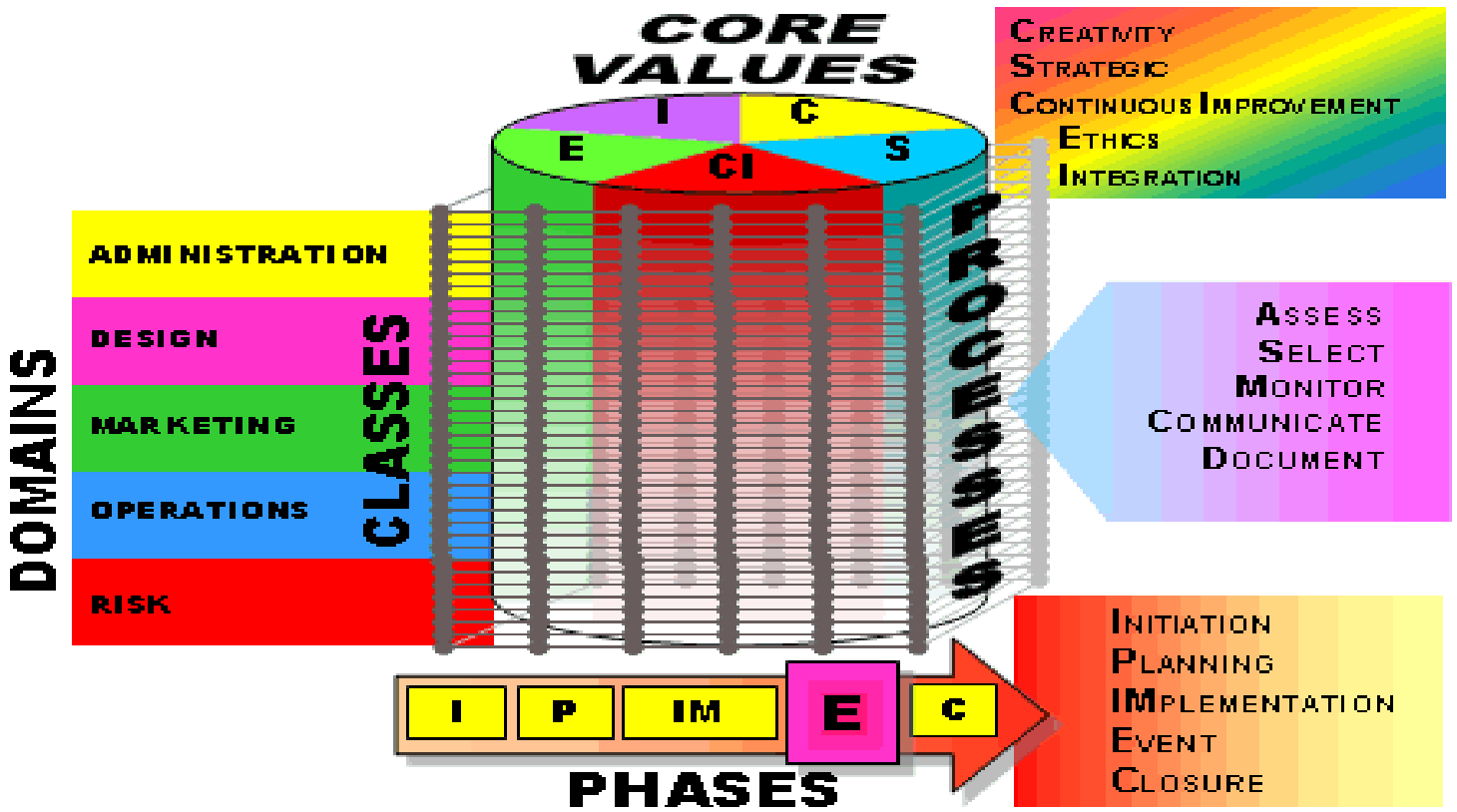
Figure 14.1 The elements of staging revolve around the theme

Programming

- The event experience for the attendee and sponsor rests on the success of the program

- The program depends on:
  - Audience expectations
  - Constraints of the venue
  - The culture of the client and sponsors
  - The availability of elements of the staging
  - The logistics
  - The creative intent of the event team

EMBOK Model



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https://embok.org/index.php/embok-model-page

EMBOK Resources

- Event Management Body of Knowledge Project (embok.org)

ADMINISTRATION	DESIGN	MARKETING	OPERATIONS	RISK
Financial	Content	Marketing Plan	Attendees	Compliance
Human Resources	Theme	Materials	Communications	Decisions
Information	Program	Merchandise	Infrastructure	Emergency
Procurement	Environment	Promotion	Logistics	Health & Safety
Stakeholders	Production	Public Relations	Participants	Insurance
Systems	Entertainment	Sales	Site	Legal
Time	Catering	Sponsorship	Technical	Security

Design of Marketing

- This needs to be strategic and designed well in advance
- Supports sales of a product or service
- Outsources designed by creative agencies
- Traditional methods - brochures and flyers
- Website or Social media platform to promote the event and sell tickets at the same time
- Teasers are often used, social media and influencers
- Themed Tickets / Invites….

Planning Event 'Product' Experiences

- Events contain three elements:
  - The ***core*** service and benefits that the customer experiences
  - The ***tangible*** 'expected' product (e.g. venue)
  - The ***augmented*** product – what differentiates it from other events

- Interactions with people are also part of the product, so marketers need to:
  - Ensure visitor segments within audience are compatible
  - Ensure an ease of interaction at the event - networking

Cultural Influences On Design

- Cultural sensitivity required
- Cultural norms vary in different parts of the world,
- People who are open to different cultures are more likely to recollect and remember experiences (Kim and Jang, 2016)
- Although event concepts often have a global appeal, the way they are staged may differ, depending on the host country

Factors to Consider in Venue Selection

- Location
- Matching the venue with the theme of the event
- Matching the size of the venue to the size of the event
- Venue configuration, including sight lines and seating configuration
- History of events at that venue, including the venue's reputation
- Availability
- What the venue can provide
- Transport to, from and around the venue; parking
- Access for audience, equipment, performers, VIPs, staff and the disabled
- Toilets and other amenities
- Catering equipment and preferred caterers
- Power (amount available and outlets) and lights
- Communication, including telephone
- Climate, including microclimate and ventilation
- Emergency plans and exits

Design of the Venue and Environment

- The design of the event environment should allow for space and flow
- Understand the best use of the environment / Space
- Understanding demand patterns
- The site or venue should be designed to cope with peak traffic
- Crowd/audience prediction
- Consider traffic movement in Health & Safety risk assessments

Design Considerations for the Lay-Out of Meeting Rooms/Conference

- Work-stations/stands
- Props and décor
- VIP or 'Green' Rooms
- The event or cash office
- Merchandise points of sale
- Provision of disabled facilities
- Food stations or serving areas

Design Considerations for the Lay-Out of Meeting/Conference

- Staging and lecterns
- Security
- Waiting areas
- Signage or sign posts
- Queuing or waiting space
- Reception, foyer or main area

Audience and Guests

- Staging issues:
  - Position of entrances and exits
  - Arrival times – dump or trickle
  - Seating and site lines
  - Facilities

Factors to Consider in Stage Safety

- There must be a well-constructed stage done professionally by a company with adequate insurance.
- There must be clear, well-lit access points to the stage.
- All protrusions and steps should be secured and clearly marked.
- Equipment and boxes should be placed out of the way and well marked.
- There should be work lights that provide white lighting before and after the event.
- All electric cabling must be secured and tagged.
- A first-aid kit and other emergency equipment should be at hand.
- There must be clear guidelines on who is in charge during an emergency and an evacuation plan.
- A list of all relevant contact numbers should be made.

Lights and Sound

- Two functions
  - Practical
  - Artistic
- Lighting design
- Lighting Plot
  - placement, type, focus, colours

- Audience members must clearly hear music, speeches and audio effects
- Many factors are considered in design
- The choice of size, type and location of sound speakers can affect audience's experience of the sound
- Schedule for set up – sound engineer
- Sound leakage/echo

Audio-visual and Special Effects

- An event producer is used when many different specialists are involved in the event
- A decision to use an AV company is based on:
  - How the audiovisual presentation fits in with the overall event design
  - The budget
  - The skills of the audiovisual company
- Special effects are used to attract attention, generate excitement and sustain interest
- Audiovisual and special effects technology is often pre-programmed

Props and Decoration

- Some events use scenery, stage properties (props) and decoration to make the audience feel they are in an imaginary world

- The way these stage elements are combined often reflects the personal style of the event company

Considerations When Catering for an Event

In-house or contracted out?
The advantage of in-house catering is the knowledge of the venue. The advantage of contract catering is that the event manager may have a special arrangement with the caterer that has been built up overtime; the event manager can choose all aspects of the catering; and the catering can be tendered out and a competitive bid sought.

Quality control factors to consider
- Appropriateness and enhancement of the event theme.
- Menu selection and design, including special diets and food displays.
- Quality of staff and supervision.
- Equipment, including style and quantity, and selection of in-house or hired.
- Cleanliness.
- Culturally appropriateness - a major consideration in a culturally diverse society.
- Staff to guest ratio.

Costs
- Are there any guarantees, including those against loss and breakage?
- What are the payment terms?
- Who is responsible for licences and permits: the caterer, the venue or event management?
- What deposits and up front fees are there?
- What is the per capita expenditure? Is each guest getting value commensurate with client's expenditure?

Waste management
- Must occur before, during and after the event.
- Must conforming to food hygiene and food safety regulations and environmental concerns.
- Must be appropriate to the event theme.

The Production Schedule

- Rehearsal
- Production meeting
- The production schedule is the master document for staging:
  - Run sheets and prompt sheets are created from this
  - Recording the event
- Load in/bump-in and load out/bump-out times

The Event Experience

- Event designers aim to create an experience

- Getz (2012) discusses two dimensions of experience:

  - **Cognitive,** influencing behaviour and physical activities;
  - **Affective**, focusing on feelings, preferences and personal values

- **Wow factor**

- A positive experience has benefits for the all stakeholders

3 Levels of Event Experience

The 3 levels of experience have been identified by Hover and Van Mierlo, (2006), and adapted from an Experience model by Van Gool and Van Wingaarden, (2005):

- *Basal Experiences* – an emotional reaction to a stimulus, but with insufficient impact to stay long in one's memory
- *Memorable Experiences* – the emotion created can be recalled at a later time
- *Transforming Experiences* – these emotions result in durable changes on an attitudinal or behavioural level

Audio Visual Event Showreel

Task - Break-Out Rooms / Groups

- Consider holding an event in a venue of your choice :
- Make comprehensive notes to explain what would you need to strategically plan in the following areas:

1. Design
2. Production
3. Attendee experience
4. Stakeholder value from staging the event

Room 1 - Large Meeting
Room 2 - Corporate Expo
Room 3 - Corporate Christmas party
Room 4 - Product Launch
Room 5 – Conference
Room 6 - Informal – Celebratory Event (Family / Social Gathering)

Event Settings Summary

- The staging of an event is wide ranging
- All events share common staging elements, including sound, lights, food and beverage, performers and special effects.
- All these elements need to create and enhance the event theme and overall event experience.
- The importance of each element depends on the type of event.
- To stage an event successfully several tools are used: the production schedule, the stage plan and the contact and responsibility list.

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