



UNIT-2

Types of Events

Learning Outcomes

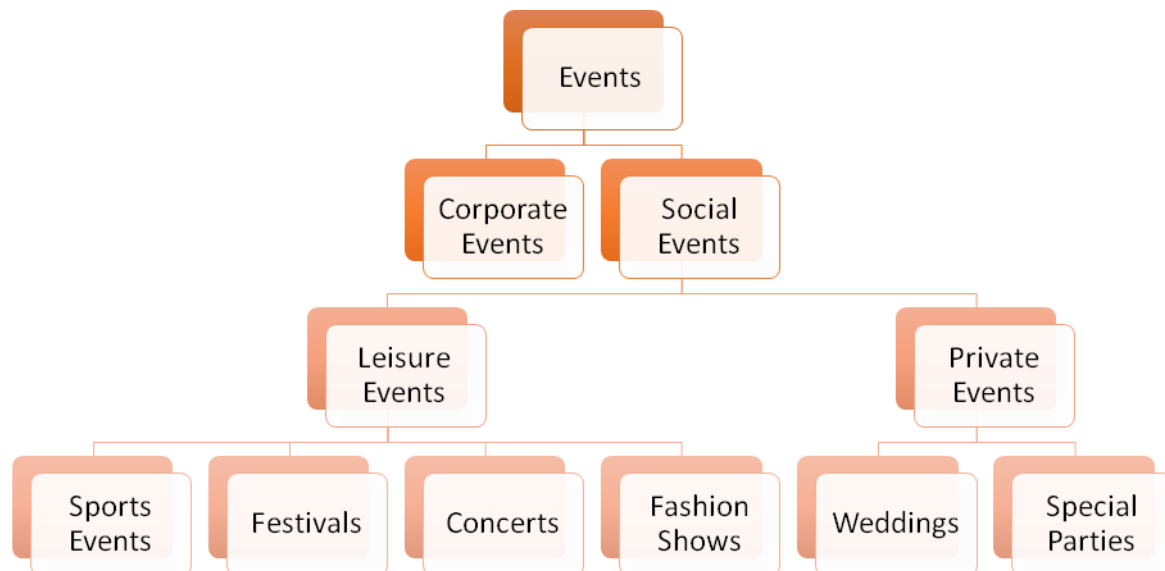
By the end of this unit, the learner will be able to:

- ✓ Understand the corporate market for events and planning issues involved in the planning of these types of events.
- ✓ Understand the social market for events and planning issues involved in the planning of these types of events.

Unit 2

Types of Event

The character of events may differ from one event to the next. The task for the planner will be to understand the type of event that would be suitable for each corporate firm to achieve its intended objectives. There are two main categories of events and under these are other subcategories. The two main categories are: **corporate events** and **social events**.



Corporate Events

Corporate events include conferences and conventions held for a large number of participants. Smaller events may also be undertaken and these include retreats, private concerts, and educational seminars. The participants at these events are mainly staff, clients, stakeholders, the public, and consumers of the services of the corporate firms sponsoring the events.

As already identified in the previous unit, the duty of a corporate event planner is to plan, organise and coordinate activities of a corporate event. Large events tend to require the services of a team of planners, whereas smaller events may require an individual planner. Major decisions concerning events lie with the corporate organisation (host) but significant and well-informed suggestions may be required from the planners to guide the host in making key decisions. On choosing the type of event, the planner is given the go-ahead to manage all activities associated with the event.

The planner must, among many other duties, undertake the following:

- Secure a venue
- Select a caterer
- Book entertainment
- Organise local tours
- Ensure the audio-visual system is functioning
- Arranging for all forms of transportation to bring participants to the venue

The main types of corporate events are given below:

- Conferences
- Seminars
- Meetings
- Conventions
- Party and special events

Conferences

Conferences are very popular corporate events. A conference can be planned and organised by either a corporate employee or a professional corporate meeting planner who is experienced in such matters.

Conference Planning

When organising conferences, planners need to ask two important questions - what is the purpose and how would this purpose be achieved?

- What purpose does the conference have to achieve?
- How will that purpose be achieved?

Some common purposes of organising a conference include:

- Finding solutions to problems
- Launching a product
- Briefing staff and clients
- Communicating information

- Discussing policies
- Motivating people

Conference Planning Essentials

Conference management and planning includes several key components:

i. Venue/Facilities

Considerable time should be allocated to searching for and finding the right venue for the event. This means drawing up a list of features required at the venue in order to guide the planner and the host in choosing the most suitable venue.

ii. Location

When choosing the most appropriate location, the following questions should be asked:

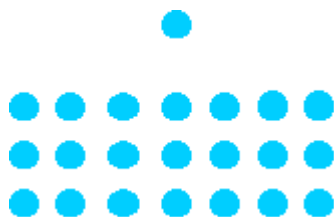
- How far will the guests have to travel to reach the venue?
- How far is the venue from the nearest airport if some guests travel by plane?
- How will guests arrive at the venue and how long will it take to arrive there?
- Should the venue be close to or far away from the workplace?

iii. Capacity

The venue for hosting the event must be sufficiently spacious to accommodate the number of participants expected at the event. The layout of the venue should match the theme of the event. The different types of room layouts that might be adopted include the following:

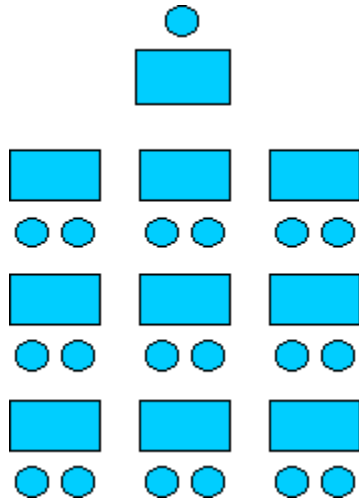
Theatre

This type of layout can be useful when the conference is held for briefing a large group, initiating a policy or building morale, when the attendees are not required to write anything down.



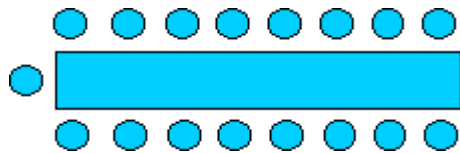
Class Room

The classroom arrangement is suitable for large groups of participants who are required to take notes as well as work together in teams of up to four people to solve problems.



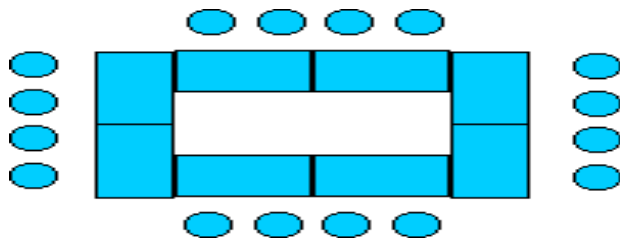
Board Room

This is suitable for up to 20 people where participants are required to discuss issues and reach an agreement or to brainstorm and arrive at solutions to problems.



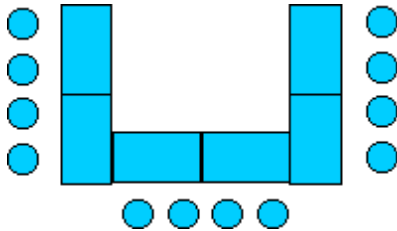
Hollow Square

This is a face-to-face arrangement providing significantly more space for participants than is the case with the board room layout.



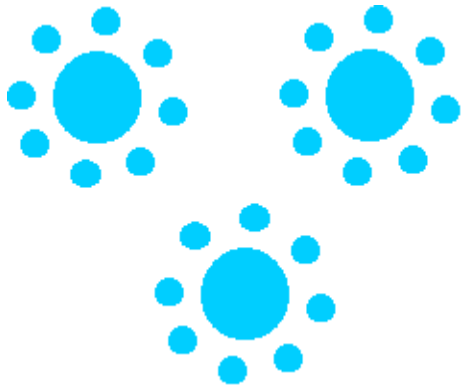
U-Shaped

This layout is designed to enable interaction amongst members but with the main focus around a moderator positioned at the front of the group.



Banquet Style

This is another type of arrangement that can be used at large conferences to facilitate group activities and networking conversations between nearby groups. The physical arrangement involves smaller groups of participants taking seats around rectangular or round tables.



Facilities

Facilities to consider when staging a conference:

- The presenter's facilities, e.g., speakers, microphones, audio, visual aids, screens, boards, and flipcharts, etc.
- The attendees' facilities, e.g., catering, seating, lighting, break-up rooms for workshops, and writing materials, etc.

Accommodation

Conferences held at residential venues should highlight the following:

- Whether the accommodation will be required near the conference facilities
- How the attendees are to be roomed, e.g., in pairs or triples

Planning a Seminar

Preparations for a seminar should commence several months prior to the starting date. All necessary plans and themes should be formulated at the early stages to ensure success. Important questions to ask during planning include the following:

- What is the nature of this seminar; will it be philosophical, technical, or groundbreaking?
- What kind of people will attend this seminar?

A well-respected and popular speaker with a good reputation is essential for marketing seminars. Marketing periods should last for between three and four weeks up to the starting date. Marketing is normally conducted using mass media for press releases. Flyers, word of mouth and email may also be used for publicity.

Setting the Date

Identify any meetings that may clash with your programme and take steps to resolve this conflict in advance.

Choosing a Site

Choosing a venue to host a seminar is not a matter of picking the closest academic hall. Rather, other factors such as the social calibre of the attendants and the total number of people expected should serve as a guide to selecting a site. In the event of VIPs attending, a more prestigious setting may be more appropriate.

Comprehensive tours of all critical facilities at hotels need to be undertaken by the seminar Chair and other staff members if a hotel is preferred as the venue for the seminar. The tour includes inspecting meeting places, the seminar hall, and banquet rooms, etc. A draft of all requirements may be submitted

to the hotel to enable the management to assess and determine whether or not their facilities would be adequate for hosting the number of guests and vendors expected.

Meal and Banquet Considerations

Obtain information about the catering menu of your selected hotels. Provide the catering manager with details of the number of breaks and type of meals you will require serving during the event. An estimate of the meal count should be made at least three days before each meal. The planner(s) will be expected to pay for any extra meals consumed beyond what was initially paid for. Normally, meal counts are underestimated by 10% of the total number of participants.

Planning Meetings and Conventions

Defining a Vision

The planning of conventions begins by identifying the purpose, idea or message that an organisation wishes to communicate to the invited participants. Planners need to ascertain the effect of these conventions or meetings on the overall objectives of the sponsoring organisation. One way of doing this is to conduct a survey to discover the expectations of participants and their preferred method of learning. It is good practice to start preparing for conventions and meetings several months (6-18 months) in advance. All requisite facilities needed to make the event successful should be procured well ahead of time (i.e. event venue, accommodation for guests, equipment, event crew, transportation arrangements, and parking permits, etc).

Choosing a Venue

Before attempting to select a venue, event planners need to determine the kind of guests who will be attending the event, their circumstances and the type of services they may require during the event. For guests travelling very long distances with little time to spare, a place close to the airport may be ideal. Planners may also choose a venue with a prestigious reputation in order to draw more people to the event.

The next step after considering all of the above is to choose a few venues matching your criteria and send details of the planners' requirements to the managers of the likely venues, asking them to submit proposals outlining the kind of facilities and services they have available and the cost of hosting events on their premises. When the planners receive the information on the venues, they may either consult their clients or management to choose one venue from the list or simply choose a suitable venue themselves.

Budgeting

Most contracts with facility owners and other suppliers must be signed well in advance (about a year before the event) with clauses included. These clauses often stipulate certain conditions to be met, such as booking a certain number of rooms for the convention or meeting, as there is usually a penalty for under-occupancy of rooms. This calls for excellent planning and forecasting of the number of people to expect. The planners must also make available a detailed budget of all expenses for the event.

With the venue now selected, the planner starts coordinating and organising activities at the site by briefing the event staff on the arrangements and their responsibilities, setting up communication equipment, and arranging for support services and transportation for the participants. If parking arrangements have been made and parking permits are required for entry, the permits should be dispatched to the participants in advance.

The planners should notify participants two or three months before the event using direct mail and email. Regular reminders via email should also be undertaken. The reminders should contain the date, time, the theme and other essential information. On arrival at the venue for the event, the participants would be required to register and would receive an event pack containing badges, itinerary, site maps, and any other important items that would make the experience an enjoyable one.

Evaluation

Event planners are usually interested in assessing the effectiveness of a meeting or convention. They do so via survey questionnaires which require participants to talk about their experiences during the event. Participants are asked about the quality of the organisation of the event, the sessions attended, how they feel about the activities that took place and which aspects need to be improved upon.

Opening Ceremonies

Opening ceremonies frequently require an entertainment component. This might be a pianist to provide background music during presentations, marching bands and dancers at sporting events or, perhaps, celebrity singers performing during a large coronation event. Then, there is the planned agenda aspect of opening ceremonies. This may take the form of a keynote speaker delivering a speech, announcing good news, unveiling a new product or service, or anything that will excite the participants and make the session an enjoyable experience.

Planners need to choose the ideal venue for opening ceremonies. This is not always a straightforward exercise because the nature of the attendees may influence the decision on where to host the event. For instance, sporting events may be held on a playing field or alternatively in a large convention hall close to the venue for the games.

An opening ceremony for a convention may be held at the venue where the event will take place or at a nearby stadium to generate a more 'fun atmosphere.' A wide variety of people may attend opening ceremonies. Some people prefer to attend just the opening ceremony of events, regardless of the nature of the event, and not the event itself. For instance, some people attend only the opening ceremony of sporting events such as the Olympic Games and not the actual Games' sessions. Some opening ceremonies at which the media and families of event participants are in attendance would require larger venues, a situation which must be carefully considered during the planning process.

Social Events

With these final words on corporate events, we now turn our attention to social events. Social events can be divided into leisure and private events. These two categories may be further divided into other categories. Let us now focus on the leisure category and its subcategories before moving on to private events and their related subdivisions.

Leisure

Sports Events

Sports events may be either spectator or participatory events. Spectator events involve people or organisations going to watch sport as a form of leisure to alleviate the stress of work or to celebrate an important milestone or as a means of building relationships. Spectator events do not require the attendees to take part in the games. The nature of the organisation should be compatible with the type of spectator events being attended. Planners of spectator events should make advance arrangements to secure tickets and organise transportation to the event using suitable modes of transportation while bearing in mind the convenience to the participant as well as the associated costs involved. Transport options available to organisations wishing to attend spectator events include chartered buses, trains, limousines, or informal car pools.

Compared to spectator events, participatory events tend to be more difficult to organise. Nevertheless, planners must first create a budget for the event and try to secure funding for it. Planners should seek one or more organisations to sponsor the event. Planners must also establish the following when preparing their budget:

- The type of refreshments to provide
- How the sponsors would be recognised and incorporated into the schedule to provide the necessary media coverage for them
- What rewards should be given to participants who win; would it be trophies, cash or certificates?
- Whether facilities would be rented for the sports events

Clearly, a stadium offers just the right kind of venue for a large group of participants taking part in leisure events due to the large space available for the actual event as well as the huge car park for vehicles.

Festivals

Festivals are multi-phased events spread over several days and requiring more substantial organisation and coordination than other types of events which last for just a few hours. Festivals often involve elements of grandeur, pomp and pageantry.

Why organise a Festival?

To plan a festival, the planner needs first of all to define the objectives and use these objectives as a guide throughout the entire planning and execution period of the festival.

Why a Festival?

a) To Make Money

Festivals serve as a means of obtaining revenue through fundraising, the proceeds of which can be used for an important project in a particular community

b) To Create a Community Event

Festivals help enhance relationships between people in communities by providing the platform for diverse groups of people to interact.

c) Economic Impact

Certain communities can benefit their economies immensely by hosting festivals to attract tourists who will spend money during their visits.

d) For Education

Another important reason for organising festivals is to teach people about the history of a community and to make them aware of the natural resources of that community.

Choosing a Theme and Name

Any ambitious planner who is keen on planning and coordinating festivals needs to pay close attention to the theme and the name of the festival as a first step on the road to success. The theme guides the whole planning process and helps the planner make critical decisions on the timing of the event and the

venue to use. Themes may be created based on cultural events, indigenous history, arts or holidays. When several options become available to choose from, it is best to use one that is easy to promote and that leads to the creation of a diversity of activities to make the festival more interesting and intriguing.

Categories of Theme:

- Creativity
- Local History
- Ethnic or Cultural
- Agriculture
- Holidays or Seasonal Events
- Arts, Crafts and Hobbies
- Music and the Arts
- Local Industry
- Natural Resources

The name given to the festival is also of crucial importance. Planners should select a unique and attractive name that will grab people's attention instantly; however, the name should be short for maximum impact. A festival board is usually constituted by drawing people from local professional business organisations, club leaders, and school and church leaders.

Choosing a Time for your Festival

Conduct research to ensure that no major event in the community clashes with the date for the festival.

Concerts

The approach to planning and preparing a concert presents some challenges to planners since it is a public event with intricate dynamics of activities. The purpose of hosting concerts may be to raise funds or to make profits. Concerts are initiated by a particular artist or by the owner of a venue or a combination of both parties as a joint venture. Success is mainly driven by the choice of venue. But there are some fundamental questions that need to be answered while planning concerts, such as:

- What is the background of the people expected to attend the concert?
- What will be the seating and parking arrangements?
- Are weather conditions likely to be appropriate and what measures have been put in place to deal with unpleasant weather conditions?
- What type of audio-visual set-up is required?

- How much will it cost to host the concert?
- What extra provisions will be required for the elderly or disabled at gospel events, or what suitable security measures will be need for 'heavy metal' events?

The main source of funding is usually capital investment with additional cash obtained from ticket sales, sponsorships, merchandise sales and refreshment sales, etc. It is important to calculate how much money you will need to cover the costs of permits, rentals, insurance, and promotional activities in the media. Other forms of expenses include paying the performers' cost of transportation, accommodation and all backstage services, as well as the actual performance. Although most performers are likely to bring their own equipment, it would be advisable to also provide them with directional information to local music and electronic stores in their information pack.

Fundraising concerts are excellent opportunities for event planners to make use of free publicity to promote their businesses. Event planners have the ability to ensure the success of a concert because they have the knowledge and experience to manage the complexities involved.

Fashion Shows

Fashion shows present unique challenges to event management firms and event planners. The main challenge is concerned with making split-second decisions during the execution of a wide variety of activities. Fashion shows are normally hosted in the early afternoon or during the evening, and they last for about an hour. Lunch may be on offer during the afternoon event, with sessions interspersed with entertainment activities.

Planning a Fashion Show

a) When?

Planning normally starts six to eight weeks before the event begins. Major stakeholders such as retail stores, support groups and community partners should be contacted well in advance.

b) Theming a Fashion Show

You may wish to pick from popular themes such as:

- Dramatic themes
- Romantic themes (pastels)
- Design themes
- Retro themes (involving a specific era)

Decisions on the range of apparels to display during the show should be made in advance in consultation with stakeholders; it might be formal or informal wear or both of these options. Consider using themes in publicity events as well as during the actual show. Usually, background music and amplified vocals should accompany the catwalk or exhibition.

c) Venue and Date

The planner needs to secure the stage and private dressing areas before continuing with other aspects of the event plan. These may already have been provided by the organising venue; alternatively, you may need to build your own or bring along prefabricated ones.

d) Assigning Responsibilities

A successful fashion show requires quality staff to work as a team to accomplish the objectives set out in the event plan. Personnel requirements include people who will be performing vital duties such as managing clothing wardrobes, taking care of make-up and hair functions, undertaking prize and programmer management and engaging in promotional campaigns. When organising fashion shows, it is advisable to break down activities into smaller chunks to ensure efficiency and effectiveness in their execution and to assign the right person to each activity.

Personal Events

Weddings

Couples desiring a memorable wedding are often anxious about what to do to make the event incident-free or stress-free and at the same time one to remember for a long time. They find themselves at the crossroads of having to decide how much to spend and where to obtain the best services at the most affordable price. This is where the professional planner comes into the picture to ensure that matters are handled correctly to guarantee a successful wedding.

Wedding planners (or coordinators, as they may be referred to in this instance) are able to call on their vast experience to get things underway. They have encyclopaedic knowledge and networks to secure favourable terms of purchase and services that would otherwise be unavailable to couples attempting to plan their own weddings. In other words, they are able to negotiate favourable terms and conditions, thereby saving time and money. The planners are able to avoid costly mistakes and are more than capable of obtaining discounts from regular vendors with whom they have established special relationships. In short, the professional wedding coordinator ensures that everything goes according to plan.

Wedding Budget

Here is a basic breakdown of the main expenses for a wedding:

Reception: 48%-50%

Ceremony: 2%-3%

Attire: 8%-10%

Flowers: 8%-10%

Entertainment/Music: 8%-10%

Photography/Video: 10%-12%

Stationery: 2%-3%

Wedding Rings: 2%-3%

Parking/Transportation: 2%-3%

Gifts: 2%-3%

Miscellaneous: 8%

To avoid stress, about 5% of the budget should be reserved for "emergency" funds.

What do Wedding Planners do?

The duties of the wedding planner include the following:

- Picking a venue for all aspects of the wedding
- Getting involved with budget issues and providing the right input in the form of budget analysis and preparation
- Working with clients to pick suitable dresses
- Managing the theme and colour arrangements
- Setting up the venue and making arrangements for the provision of welfare and other facilities for visitors
- Getting involved in speech preparation and vows rehearsal
- Interacting with vendors and delivery people and tackling issues concerning delays and undelivered items.
- Making the itinerary
- Ensuring that wedding parties are held on time and at the appropriate venues
- Scheduling receptions
- Making arrangements for security to deal with troublemakers
- Dealing with accommodation arrangements for guests
- Honeymoon planning
- Cleaning up the venue and restoring it to its original condition
- Receiving gifts and parcels on behalf of the client

- Returning all rented items to their owners

Special Party and Celebration

Self-employed event planners tend to specialise in a limited number of events but larger organisations are able to deal with several events simultaneously. Such events may be classified as promotional, commemorations, celebrations or charitable. The following events fall under the four categories:

- Graduations
- Birthday parties
- Family reunions
- Class reunions
- Political rallies
- Corporate meetings
- Gallery openings
- Engagement parties
- Band introductions
- Music album release launches
- Movie premieres
- Awards dinners and shows
- Car shows
- Fashion shows
- Cocktail parties
- Fundraisers
- Carnivals
- Wedding showers
- Baby showers
- Promotional events

The roles and responsibilities of wedding planners and special party planners overlap in many ways; hence, most wedding planners are also special party planners.

a) The Theme

The event planner and the client may hold a discussion about the theme to adopt. The theme may be derived from the personality of the client, his/her likes or dislikes etc. During this discussion, they may come up with several choices of themes for the client to choose from.

b) The Budget

The planner needs to ascertain the client's budget and determine whether the event will be a simple affair or a sophisticated one.

c) The Date

The client and the planner need to consider a suitable date that will not conflict with other pending events

d) Party Location

The planner needs to determine the preferred venue for the event depending on the number of guests expected.

e) Number of Guests

The planner should determine the number of guests expected and the demography in order to make appropriate preparations.

f) Age Range(s)

The ages of children, if any, should be determined in advance to help design activities for them

g) Menu

The menu and the quantity of food to be provided should be decided, with consideration for extra visitors

h) Invitations

The planner must also determine the design of invitation cards and the mode of dispatch

i) Decorations and Supplies

These include the provision of cutlery, tables and chairs, table clothes and gift bags for guests

j) Schedule

The schedule for the party must be prepared by the planner to cover all aspects of the event

Event Planning Essentials

Flowers

Event planners enjoy using flowers to enhance the atmosphere. Flowers may be placed at certain key locations within the venue hosting the event. They may be placed on buffet tables, in ladies' restrooms, or at receptions or entrances. Flowers come in different shades and sizes including curly ones for decorating columns, potted floor-standing flowers and some that have been specifically designed for banisters. Some florists may provide flowers for paths and walkways or even arches. The main function of flowers is to provide an attractive and elegant surrounding to impress the guests at the event. We may have silky and green types to choose from. Who should be responsible for the floral arrangements at venues? Well, an experienced and knowledgeable florist capable of dealing with large orders would be contracted to decorate the venue and give it a pleasing and professional appearance. It is advisable for the planner to enquire about the prices of both silky and green flowers from businesses that supply large organisations with flowers. Why should event venues be decorated? The simple answer is to set the mood and promote positive emotions in the guests and to give importance or high status to the event.

Decoration

Decorating a venue can be an activity full of fun and excitement but it should only be carried out by collaboration between the event coordinators who understand the theme as well as the decor requirements to synchronise for the best results; having too many people involved in the decoration may result in a disjointed presentation. The planner may decide to use a simple arrangement or undertake extensive and sophisticated decoration. Floral decorations tend to be popular and should be seriously considered. These flowers may be placed at convenient locations such as on the guest table centrepieces and to anchor the stage backdrops. The florist or the person responsible for decorations may also use ribbon streams and bows at vantage points such as on entry doors, tables and stages to add an opulent flavour to the atmosphere.

Sound

An adequate sound system is essential for the keynote speaker to deliver messages to the guests. This system will also be used by the MC to make announcements and the DJ to interact with a large crowd. Additional audio speakers will be required during occasions where several events are occurring simultaneously over different areas. Sound systems require critical components such as electricity, wiring, a sound board and CD players as instruments for producing sound and those meant to regulate the volume or quality of the sound (i.e. mixers and amplifiers). Most event-goers tend to complain about too much or too little sound; hence, sound systems suitable for creating both soothing music and rhythmic beats are highly regarded by DJs and bands to create an entertaining and pleasant occasion for

the audience. The venues should be designed to eliminate hollow echoes, and speakers should be strategically placed to cancel out such echoes. Another important feature that should be made available is a monitor for the guest speaker and performers to enable them to hear their own voices and adjust appropriately to acceptable quality levels.

Event Photos

Most events require the recording of proceedings to be used for future event promotions. The services of professional photographers are needed to capture the entire event or certain aspects of it. Photographers are expected to bring their own equipment including cameras and other accessories such as films, lenses, lighting etc. There are various types of pricing packages for the photographer and his clients to agree on. Price packages may be designed for the number of shots to be taken or the final portfolio of sizes created. Photographers with extra sets of skills in editing photos after the event are highly prized by clients (planners). Photo-editing might involve any number of modifications to the original photos including retouching, removing unwanted backgrounds, removing red eyes etc., in order to enable the edited material to be used in print or electronic media.

Catering

The planner must also spend time carefully choosing a suitable caterer for the event as this is one of the most critical components of major events. There is a wide range of choices of caterer to choose from. Catering may be provided by small firms, individuals or hotel-affiliated chefs with a good reputation for delivering excellent services. For events taking place at hotels, catering may be in-house or contracted from external sources. Regardless of who is chosen to provide the service, they will be expected to provide the serving dishes such as utensils, warming trays and beverages, too.

The planner must inform the catering team of the expected number of guests and the type and quantity of drinks and any other meal specifications to be provided. The caterer should also supply the serving team as well as the main equipment. The planner should check and cross-check to ensure that all necessary items and personnel are available in order to avoid unwanted embarrassment due to shortage or the lack of any of the above-mentioned items for serving meals.

Floor Plan

The planner must also have detailed knowledge of the floor space at the event venue. This will help in identifying the locations of electrical outlets for all the equipment to be used for the event. The planner can then assign locations for computers, display stands, food trolleys, space for musical instruments and band members, food preparation areas for catering personnel and allocations for items such as floral displays, signage easels, product displays, stages, and space for servers to gather and wait on the guests.

Invitations

Invitations are compulsory for special events involving a specific number of guests. Invitations require the use of commercial printers; thus, to achieve high quality, one should use quality printing paper, the ideal font type, the right size of envelope and RSVP cards. The contents of the invitation should be worded appropriately. Before printing, however, the planner should have secured the venue and finalised the date and the time of the event. The invitations should be dispatched at least three weeks before the date of the event but they may be sent much earlier depending on the circumstances, of course. Bear in mind that sufficient time should be allowed for printing if the invitation is expected to be part of the promotional activities, meaning that the invitations should be printed much earlier. It is common practice to post the invitations with newspapers or brochures with prompts to remit monies for the booking of accommodation, transportation or banquet attendance with political, business or religion-related events. Other ancillary options of attending related events such as the opening of a new business or dedication of a building may also be provided in the invitation for people to tick, but these are not part of the main event.

Event Security

Event planners need to make adequate provision of security personnel at events. Security personnel for events may be contracted from a variety of sources including from members of social clubs, retired police officers, security companies, off-duty police officers and volunteer groups. The main function of security personnel is to prevent opportunistic stealing of properties by thieves and to prevent damage to properties by disgruntled attendees. Adequate security is also necessary to resolve misunderstandings or to prevent arguments from turning into full-scale chaos and violence.

It is important to clearly outline the role and responsibilities of all security personnel before the event begins to ensure little or no disruption to the plan and to maintain the smooth progress of the event. Visible security personnel in obscure areas of the venue, particularly at car parks during the evening, are a welcome sight to participants who are unfamiliar with the surroundings, even more so in the presence of a few drunken people. Sufficient numbers of security personnel should be available to cover the floor of the venue as well as other pertinent areas. This number should also be sufficient to deal effectively with any crowd disturbances and to restore calm quickly. The number of personnel may be selected based on the ratio of the number of security persons to the number of participants or based on the number of personnel per square feet of the venue with enough personnel left over to man ticket booths or other checkpoints. The presence of security personnel is also required during the installation and dismantling of equipment at the site.

Parking

Adequate parking arrangements should be put in place as part of the event-planning process. Provision of parking facilities prevents guest from becoming disenchanted and also encourages the attendance of people who might otherwise have stayed at home due to lack of parking. Consider renting additional parking space in the remote areas if space at the venue is insufficient to accommodate the number of vehicles expected, and offer transportation from this extra remote parking place to the venue. One way to ensure orderly and problem-free parking is to employ parking assistants to direct goods vehicles to park in other areas instead of the parking spaces for guests to free up more space. With regard to open-space parking at outdoor events, the parking assistants may be able to stop guests from parking in the wrong place, possibly resulting in damage to their vehicles; they will also be able to prevent vehicles from damaging particular areas of the ground. The presence of security personnel at parking spots at night is always a welcome sight for guests.

Further Reading:

- ✓ *Events Management: An International Approach*, by Nicole Ferdinand, Paul Kitchin, 2012
- ✓ *Event Representation in Language and Cognition*, edited by Jürgen Bohnemeyer and Eric Pederson