

CHAPTER 14

Facilities and Events Management

Lesson Objectives

- **Differentiate between On-stage and Off-stage planning needs for an event coordinator.**
- **Identify key differences between events related to a public sports organization vs. a private sports organization.**
- **Explain the need for clear and thorough Emergency Action Plans.**

Event Planning

Events don't just happen. Events that are problem free involve a whole team of event planners who have been at work behind the scenes scrambling, smoothing, and problem solving for months, if not years.

Event Types

- **Sport Contests**
- **Fundraisers**
- **Community outreach (5K's)**
- **“Days in the Park”**
- **Celebrations - Philadelphia Eagles Parade**
- **Trade Shows**
- **Catalina Wine Mixer**

Differentiate between public sport org events and private sport org events?

Considerations for Event Planners

- **What's the Vision? (What do you want event to look like - down the road?)**
- **Participants - advertise & register, timeline**
- **Sales (Tickets, apparel, concessions, raffles)**
- **Staff (Parking, greeters, judges, security, concessions, talent)**
 - **Staff support (food, parking, training etc)**
- **Day-of Coordination, internal controls.**
- **Licenses and permits, insurance**
- **Community partners & stakeholders**
- **Budget, sponsors, financial backing**
- **Facility considerations (prep, management, grounds)**
- **Weather considerations**
- **Media (Social media, print media, TV/Radio)**
- **Emergency management & Security (EAP's, police, EMT)**
- **ADA compliance**

Three Steps to Contingency Planning

1. **What might go wrong?**
2. **How can I prevent it from happening?**
3. **If it does occur, what can I do to minimize its effect?**
 - **This relates to weather related issues, possible emergencies, etc.**
 - **Having a clearly outlined EAP and well communicated EAP is crucial.**

EAP Considerations

- **Contact numbers**
- **Medical Emergencies**
 - **Info for on-site personnel**
 - **Directions to on-site locations for EMS**
 - **Defined roles of all staff during specific emergencies**
 - **Shelter in place directions**
- **Active Violence Guidelines**
 - **We use RUN HIDE FIGHT**
- **Criminal Acts & Suspicious Activity**
- **Fire & Evacuation**
- **[LINK to KDHS ATHLETICS](#) - Down and dirty EAP**
- **Train staff to use and apply EAP guidelines**

Flags That Indicate Poor Planning

How do you want to be evaluated?

- **Objectives that are not met**
- **Continual crisis**
- **Idle resources**
- **Lack of resources**
 - **Poor utilization of resources**
- **Duplication**

On Stage vs. Off Stage

- **On stage = during the actual event. What are you doing during the day of?**
 - **Demeanor, communication ability, decision making**
- **Off Stage = before and after the event.**
 - **How well did you plan, did you think and prepare, are people informed, do you have a vision?**
 - **Is the vision shared?**
 - **Evaluation - what worked, what didn't?**

Personal Leadership Plan

- **Declaration of your preferred area of industry**
- **Evaluation of your leadership experience**
- **Evaluation of your leadership traits and abilities**
 - **Determine your strengths**
- **Are you better suited for management or leadership?**
- **What is your plan for growth moving forward?**

Housekeeping

- **Last Zoom class will be 5/7**
- **Final quiz will be 5/12 (via blackboard)**
- **No final exam**
- **Personal leadership plan due Monday 5/18 (submit to blackboard)**
- **Survey - anonymous**
- **Final Grade Breakdown**
 - **Exams & Quizzes** **35% of Grade**
 - **Blackboard discussions** **30% of Grade**
 - **Personal Leadership Plan** **15% of Grade**
 - **Strat Planning Project** **10% of Grade**
 - **Class Participation** **10% of Grade**