

Event Management

Best Practice in Event Delivery

Anthony Bowler, Lizzie Dooley and Angela Stewart
June 2021





Event Management

- Key attributes of effective event managers
- Pre-season
- Pre-match day
- Match day
- Post-match & post-season



What are some of the key attributes of effective event managers?

Key attributes of effective event managers

- Organised
- Process driven
- Attention to detail
- Ability to prioritise
- Solutions focused
- Adaptable
- Communication



Pre-season

Have a plan!

- What are you trying to achieve?
- What is your budget?
- Who will be part of your delivery team?
- When and where are your matches?
- How will you measure success?

Now it's time to break down your event plan into manageable steps.

Internal project plan (Microsoft Teams)

	A	C	D	E	F	G	H	I	J	K	L	M	N
1	NZC EVENTS TEAM 2020-21 - 12 WEEK PLAN												
2													
3													
4		Week 12	Week 11	Week 10	Week 9	Week 8	Week 7	Week 6	Week 5	Week 4	Week 3	Week 2	Week 1
5		WC 07/09	WC 14/09	WC 21/09	WC 28/09	WC 05/10	WC 12/10	WC 19/10	WC 26/10	WC 02/11	WC 09/11	WC 16/11	WC 23/11
86	Confirm any relevant venue requirements/changes to Sarah Gandy					In progress							
87	Conduct regular ticketing updates												
88	Arrange complimentary tickets for events												
89													
90	Catering - ED												
91	Obtain reviewed team requirements from JR	In progress											
92	Establish contact with caterers and distribute matrix for season *schedule pending				In progress								
93	Confirm TFNZ catering requirements					In progress							
94	Confirm CCA order/delivery												
95	By venue and group determine preferred spaces (4 S if possible)												
96	Obtain Covid Ops plans from all caterers												
97	Confirm menus for first tour												
98	Purchase additional requirements for teams and officials												
99													
100	Medical - AS												
101	Establish contact with WFA about tentative dates for booking			Completed									
102	Sign & Return St John Contract				In progress								
103	Confirm level of requirement MD and training												
104	Schedule pre-season meeting with St John to discuss booking for summer												
105													
106	Teams & Officials - ED												
107	Check with MA's re net bowlers, tickets, team requirement etc.												
108	Update on numbers & personnel attending												
109													
110	Security - ED												
111	Obtain updated estimate from Red Badge	completed											
112	Ascertain level of requirements pending Govt. enforced alert level												
113	Gav McFadyen review on scope of services pre-season				In progress								
114	Pending schedule- obtain accurate costs of services and sign contract (incl. Gav)												
115													
116	Cricket Operations - ED												
117	Contact CC and Charlie re operations forum	completed											
118	Confirm Anti-Corruption details (e.g. phone number)												
119	Match Official appointments												
120													

Functional areas for international cricket

- Accreditation
- Broadcast
- Catering
- Commercial partners
- Community
- Cricket operations
- Event presentation
- Grounds and facilities
- Health and safety
- Hospitality
- Marketing
- Match officials
- Medical
- Security
- Ticketing
- Venue operations
- COVID-19

Stakeholder project plan (SmartSheet)

File Automation Forms Hagley Oval Project Plan 2020-21 ☆

Grid View Filter Arial 10 B I U

	Functional Area (FA)	Lead Planner	2nd ODI: BLACKCAPS vs. Bangladesh 23 Mar '21	Notes 3
38	CCA		N/A	
39	GJ Gardener Homes		N/A	
40	Canterbury		Completed	Crease to Crease during drinks break
41	Powerade		Completed	Powerade Cart
42	KFC		Completed	Bucket hats given out
43	Mediaworks		N/A	
44	Community	AB Anthony Bowler	Completed	
45	Fans on the Field		N/A	
46	Ball Kids		N/A	
47	Flagbearers		Completed	Young local cricketers
48	Cricket Operations	KH Kristy Havill	In Progress	
49	Teams		Not Started	
50	Officials		In Progress	Match Referee: Jeff Crowe On Field Umpires: Chris Gaffaney, Chris Brown 3rd Umpire: Wayne Knights 4th Umpire: Ash Mehrotra AC: Sandra Manderson
51	Training Days		In Progress	Monday 22 March - Bangladesh 10:00am-1:00pm, NZ 2:00pm-5:00pm
52	Team Medical		Completed	See attachment
53	Match Day		Not Started	
54	Event Presentation	AS Angela Stewart	In Progress	
55	Script		Completed	Update for new partners
56	Content		Completed	Update for new partners; CNZ messaging
57	Hardware		In Progress	
58	Rehearsals		In Progress	MD rehearsal to be managed by producer
59	Ceremonies		In Progress	No antihens; POTM only
60	Power		In Progress	POWER - minimum of 8x10amp sockets for Big Screen, LED and Scorer plus 3x20amps for PA. Avail from MD-2 AM
61	WIFI		In Progress	
62	Grounds & Facilities	IM Ian McKendry	Not Started	
63	Practice Nets		Not Started	

Useful pre-season planning tips

- Think about the 4 S's – Space, Services, Stuff, Staff.
- Create templates (e.g. run sheets) to streamline processes.
- Hold regular WIP's (Work In Progress meetings) with relevant personnel leading up to the season. Communication is key!
- Establish clear communication processes with stakeholders (e.g. process for training cancellations/changes).
- How will you best communicate with stakeholders during the season? WhatsApp is a useful tool.

Pre-match day

Carry out the final checks

- Include pre-match days on your runsheet.
- Hold your final WIP's with stakeholders to ensure all tasks are completed on the project plan.
- Communicate your runsheet and all other relevant information.
- Identify any challenges that need to be solved and work through these.
- Prioritise tasks that still need to be completed.
- Check all spaces at the venue to ensure everything is in place and in working order (test!).
- Health and safety venue walkthrough (app).

Runsheet (SmartSheet)

	TIME	TIME OFFSET (hr.min)	ACTIVITY	LOCATION	PERSON RESPONSIBLE	NOTES	Completed
1			MATCH DAY-2				<input type="checkbox"/>
2	15:00:00		MD-2 Operations Meeting	Venue	All		<input type="checkbox"/>
3			MATCH DAY-1				<input type="checkbox"/>
4	09:00:00		Bangladesh catering 1	Venue	Caterers		<input type="checkbox"/>
5	10:00:00		Bangladesh training begins	Venue	MA Ops Manager		<input type="checkbox"/>
6	10:30:00		Bangladesh catering 2	Venue	Caterers		<input type="checkbox"/>
7	13:00:00		Bangladesh catering 3	Venue	Caterers		<input type="checkbox"/>
8	13:00:00		Bangladesh training ends	Venue	MA Ops Manager		<input type="checkbox"/>
9	13:00:00		BLACKCAPS catering 1	Venue	Caterers		<input type="checkbox"/>
10	13:15:00		MD-1 Security Meeting	Venue	NZC Event Director		<input type="checkbox"/>
11	14:00:00		BLACKCAPS training begins	Venue	MA Ops Manager		<input type="checkbox"/>
12	14:30:00		MD-1 Match Officials Meeting	Venue	NZC Event Director		<input type="checkbox"/>
13	15:00:00		H & S venue walkthrough	Venue	NZC Events Team	TBC timing between venue and NZC	<input type="checkbox"/>
14	15:15:00		BLACKCAPS catering 2	Venue	Caterers		<input type="checkbox"/>
15	17:00:00		BLACKCAPS training ends	Venue	MA Ops Manager		<input type="checkbox"/>
16			MATCH DAY				<input type="checkbox"/>
17	10:00:00	-04:00:00	Drinks available for NZC Events	Event Presentation	Caterers		<input type="checkbox"/>
18	10:30:00	-03:30:00	NZC Events Onsite	Venue	NZC Events Team		<input type="checkbox"/>
19	11:00:00	-03:00:00	Visual walk around of venue noting health and safety issues	Venue	NZC Events Team		<input type="checkbox"/>
20	11:15:00	-02:45:00	Match Manager visual inspection of sightscreens, scoreboard operational, clock visible (either on scoreboard or manual)	Venue	Match Manager		<input type="checkbox"/>
21	11:30:00	-01:15:00	Ticket Box opens	Gates	Ticketek		<input type="checkbox"/>
22	11:40:00	-02:20:00	Bangladesh first group - estimated arrival time	PMOA	Match Manager		<input type="checkbox"/>
23	11:40:00	-02:20:00	PMOA Activated - estimated time	PMOA	ACU Manager	Activated on first team member arrival	<input type="checkbox"/>
24	12:00:00	-02:00:00	Bangladesh second group - estimated arrival time; 4th umpire - estimated arrival time	PMOA	Match Manager		<input type="checkbox"/>

Match day

Be alert and adaptable

- Keep an eye on your runsheet to ensure everything is being completed.
- Carry out final venue and H & S checks (app).
- Hold necessary briefings (e.g. events team, medical, event presentation).
- Keep constantly alert for issues and opportunities.
- Communicate changes to match timings throughout the day via your chosen channels (e.g. WhatsApp).
- Be flexible and adaptable – things do not usually go 100% to plan, and that's ok!

Runsheet (SmartSheet)

File Automation Forms

FINAL Runsheet_BCs v BAN 2nd ODI_HAG_23... ☆

Grid View Filter Arial 10 Bold Italic Underline Link Background Color Text Color

	TIME	TIME OFFSET (hr.min)	ACTIVITY	LOCATION	PERSON RESPONSIBLE	NOTES	Completed
29	12:15:00	-01:45:00	Team warm ups commence - estimate	Field of Play			<input type="checkbox"/>
30	12:25:00	-01:35:00	BLACKCAPS first group - estimated arrival time	PMOA	Match Manager		<input type="checkbox"/>
31	12:30:00	-01:30:00	Player and spectator ambulances in position on site	Venue	Medical		<input type="checkbox"/>
32	12:30:00	-01:30:00	Arrival snack available for scorers, media	Various	Caterers		<input type="checkbox"/>
33	12:30:00	-01:30:00	Public Gates open	Venue	All		<input type="checkbox"/>
34	12:40:00	-01:20:00	BLACKCAPS second group - estimated arrival time; rest of match officials - estimated arrival time	PMOA	Match Manager		<input type="checkbox"/>
35	12:45:00	-01:15:00	Match Day Doctor Arrives	Venue	Match Manager Medical		<input type="checkbox"/>
36	12:50:00	-01:10:00	Spark Sport wicketkeeping demo	Field of Play	Spark	On practice wicket if available	<input type="checkbox"/>
37	13:00:00	-01:00:00	Medical briefing	Field of Play	Match Manager Medical NZC Events Team	St John, Teams Physios, Match Day Doc, MO's	<input type="checkbox"/>
38	13:00:00	-01:00:00	All day beverage available for Match Referee	3rd Umpire Box	Caterers		<input type="checkbox"/>
39	13:10:00	-00:50:00	Meet ANZ Coin Toss child	Gates	NZC Events Team		<input type="checkbox"/>
40	13:20:00	-00:40:00	Meet flagbearers at gates	Gates	NZC Events Team		<input type="checkbox"/>
41	13:20:00	-00:40:00	Jeff Crowe's 300th ODI as Match Referee presentation	Field of Play	Match Officials		<input type="checkbox"/>
42	13:30:00	-00:30:00	Replay screen Pre-Match build up	Venue	Event Presentation Monstavisation		<input type="checkbox"/>
43	13:30:00	-00:30:00	Take photos of team lists, photocopy and distribute	Field of Play	Match Manager NZC Events Team	Scorers, Teams, Spark, Media, Radio Sport, MO's, Event Pres - 30 copies	<input type="checkbox"/>
44	13:32:00	-00:28:00	Coin Toss	Field of Play	Match Referee	Team Captains & MO's (3) required	<input type="checkbox"/>
45	13:42:00	-00:18:00	Spark Pitch Report	Field of Play	Spark		<input type="checkbox"/>
46	13:53:00	-00:07:00	Flag Bearers in position	Field of Play	NZC Events Team		<input type="checkbox"/>
47	13:56:00	-00:04:00	Teams and match officials intro	Field of Play	Event Presentation		<input type="checkbox"/>
48	13:57:00	-00:03:00	Umpires and teams to tunnel	Players Entrance	Match Manager		<input type="checkbox"/>
49	13:58:00	-00:02:00	Teams to field	Field of Play	Event Presentation		<input type="checkbox"/>
50	14:00:00	00:00:00	MATCH START - First Innings commences	Field of Play	All		<input type="checkbox"/>

Post-match & post-season

Take actions from learnings

Post-match

- Hot debrief at the end of the match
- Events team debrief at the end of the day/following day

Post-season

- Have you achieved your objectives?
- Have you met your budget?
- Have you achieved success?
- Identify your successes, challenges and areas of improvement.
- Put in place an action plan to make these improvements for future matches.

Any
questions or
comments?

