# **Event Management**

**Best Practice in Event Delivery** 

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### Key attributes of effective event managers

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







#### 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	С	D	Е	F	G	Н	ı	J	K	L	М	N
1	NZC EVENTS TEAM 2020-21 - 12 WEEK PLAN												
2													
3		Week 12	Week 11	Week 10	Week 9	Week 8	Week 7	Week 6	Week 5	Week 4	Week 3	Week 2	Week 1
4		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 acurate 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													



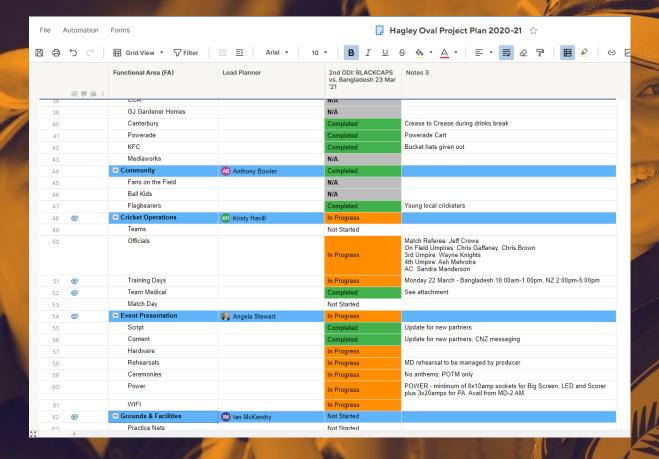
#### Functional areas for international cricket

- 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)





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#### 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.



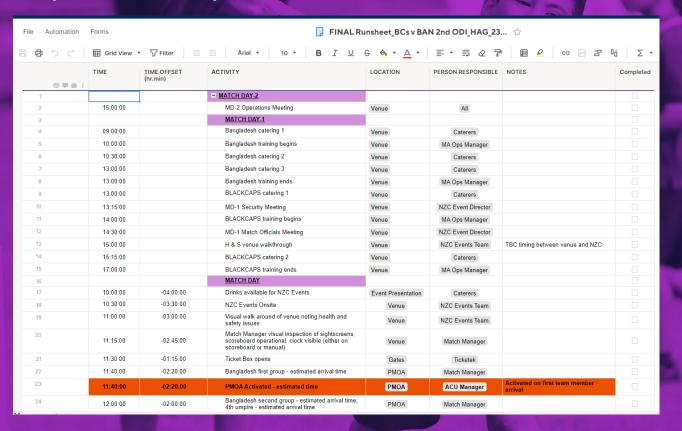


#### Carry out the final checks

- 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)





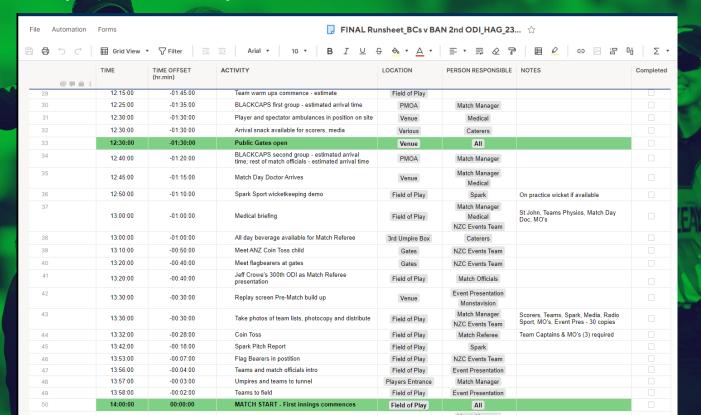


#### Be alert and adaptable

- 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)**







#### 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?



