

EVENT MANAGEMENT

A popular saying in the special events trade is that events are like sausage: those who enjoy them are advised not to watch them being made!

The myriad details and sometimes painful logistics of event management are, for us, some of the more enjoyable aspects of the event management challenge. We use a layered approach to the organization of even the most complex programs that assures high quality with careful cost control in the execution of events from a civic “fun run” to world-class mega-events including the Olympic Games, Super Bowl and World University Games in all facets of production:

- ▶ event creation and design
- ▶ graphic and environmental design
- ▶ hospitality planning and operations
- ▶ on-site financial controls
- ▶ press/radio/television operations
- ▶ publications
- ▶ security planning
- ▶ site layout and management
- ▶ sponsorship fulfillment
- ▶ transportation planning

Our long experience in the management of special events has assisted in the success of programs including, but not limited to, these world-class affairs:

- ▶ ***JetBlue’s Long Beach Live!***
After winning a competition to organize a community street festival, we designed a three-day event in early July, 2002 that included recruitment of 16 sponsors, programming on five stages, 31 vendor booths, 11 restaurant pavilions, and a 70-foot-high Ferris wheel. Attendance was 20,000+, with 14,196 paid over a Friday night and full-day Saturday and Sunday, with the police reporting no significant incidents over the 28 hours of the festival.
- ▶ ***Los Angeles Jewish Festival***
Expanded the one-day program by adding an Israeli-themed dance party, attracted the first corporate sponsors in the 17-year history of the event and staged a chicken-soup tasting which received national TV coverage. The festival featured two stages, a games area for kids and 153 food, crafts and community booths. Despite 104° temperatures, attendance topped 20,000.
- ▶ ***Reform Party 2000 National Convention***
Produced the convention for the Party’s Convention Committee, including development and coordination of the floor layouts, graphic design elements, lighting, sound and staging support for all seven business sessions plus the Party’s offices and committee meeting rooms. We also provided support services for the 182 news organizations from nine nations in attendance.
- ▶ ***USA Track & Field National Senior and Junior Championships***
Provided meet management for the four-day, 80-event 2005 national championships at The Home Depot Center, including coordination of competition equipment, food service, medical staff, media operations, officials, uniforms and recruitment of 609 support staff.
- ▶ ***World University Games***
Developed and managed 11 functional departments, including accommodations, accreditation, ceremonies, food service, language and medical services, press operations, protocol and villages plus 24 venue sites for the 1993 edition of this event, held in Buffalo, New York with 5,320 athletes from 117 nations. Managed 38 full-time staff and a budget of \$7.76 million.