**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

**Written by: Dr Razaq Raj and Dr Tahir Rashid**

**Chapter 14**

**Event Logistics**

**Chapter Overview**

This chapter will discuss and introduce a specific orientation of event logistics. The chapter will analyse and evaluate the fundamentals of event logistics practices and tools that are being used by the event industry. In addition, the event industry has grown over the last two decades and health safety concepts have been changed to meet the event logistics requirements. The chapter further will discuss different approaches of event logistics that need to be designed to meet the regularly changing situation of the events environment. This chapter will identify event management roles within logistics and provide a practical guide for event organisers and staff through developing guidelines around venue location, arrival, departure and disperse.

**Exercises and activities**

**Tips for Tutor**

1. Ask each student to read following sections from the chapter 14, before coming to class.

* Event Logistics Procedure and Tools
* Designing and Delivering the Event
* Client Briefing Form
* Event Logistics Planning
* On-Site Event Logistics
* On-site Health and Safety
* Events Transportation Logistics
* Hosting a Virtual Logistical Challenges for Event Manager

**Tips for Tutor**

It is best to begin the class by debating with the importance of Event Logistics.

Discuss with students’ event logistics techniques that needs to be designed to meet regularly changing events from each other and fluctuating market settings and environment?

1. **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and ask them to watch and read the material for classroom discussion.

**Internet resources**

* <https://blog.containerexchanger.com/what-do-festival-logistics-include/>

**What Do Festival Logistics Include?**

These days, when you put on an event, you really can’t afford to mess anything up. If you do, you risk a costly, potentially irreversible black mark on your reputation. For example, you might remember hearing about the notorious Fyre Festival from last year. Thousands of expensive tickets were sold, travel arrangements were made and commercials were filmed, only for the festival’s organizers to fail miserably in the logistics department. The caterer dropped out, the accommodations fell through and, inevitably, people left the festival in droves. This is an example of how not to run your festival.

From getting event materials to the venue in the right equipment containers to picking the perfect ticketing platform, this guide will give you a basic rundown of what festival logistics encompass.

* <https://www.youtube.com/watch?v=mwwmojPcM4I&t=2s>

**How to Install the Lighting Truss and Stages for Outdoor Event and Party?**

Sino Tent & Lighting Truss & Stage building outdoor lighting truss and stages.

* <https://www.youtube.com/watch?v=erJcERTT0rI&t=4s>

**IMHX 2019: The UK's largest logistics & supply chain event?**

IMHX is the largest event in the UK for professionals within the logistics, supply chain and materials handling industries. Welcoming over 450+ leading suppliers of intralogistics products and services, the event allows buyers from all sectors to access the latest technology to boost efficiency throughout their supply chain network.

* <https://www.youtube.com/watch?v=3zxiNjYPcQw>

Record attendance of 2,160 exhibitors from 62 countries; 115,000 square meters of exhibition space; driving force of the industry: This is transport logistic, the world's leading trade fair for logistics, mobility, IT and supply chain management.

Federal Minister Dobrindt has come to Munich to open transport logistic. For him, the big event emphasizes the fact that Germany is and will remain logistics world champion.

Transport logistic is the most important contact point for answering current industry issues and presenting innovative solutions. The framework program with 48 conferences, country specials and special offers for the industry's newcomers is a major part of this.

**Tips for Tutor**

* 1. Divide students into groups of four to five and instruct them to:
* Read Case Study 14.1: BASIK Charity
* Ask students to discuss and develop understanding of organising and managing all the equipment that arriving to the venue and preparing for the day of the event?

Case study 14.1 BASIK Charity

The aim of the event is to raise awareness of BASIK charity the work they do in Kenya and also want to raise money for BASIK through making profit on ticket sales and donations.

To support BASIK charity which is improving the lives of African children. BASIK was set up by Chris Normington in 2006, with the purpose to help fund education in Kenya, providing schools and necessities which help to develop the poor conditions which continue to exist in Africa today. The team at BASIK are working together to end poverty through education, providing children with a brighter future.

Event Venue

The location of the event is nestled in seventy acres of tranquil gardens at Hazelwood Castle. It is an idyllic location only a short distance away from the city of Leeds. Hazelwood Castle venue was chosen to offer an audience that also fits with our attendees the experience the beauty of Hazelwood Castle, whilst enjoying a three-course dinner, preceded by coffee and petit fours.

**[Insert Table 14.2 ]**

**Table 14.2 BASIK Charity logistics plan**

The case study 14.2 clearly highlights that the organiser should provide an end to end logistical and planning support to clients by working with internal and external partners. On the day of the event working with internal partners is vital and important to have a successful event. The internal partners may include (IT support team, security and administrative team) and external partners will be venue, performers, hospitality and event catering team, emergency services).

* 1. **Divide students into groups of four to five and instruct them to:**

**•** Read Case Study 14.2: Olympic and Paralympic Winter Games 2018

* Ask students to discuss and evaluate the event logistics planning and preparing live event for client?
* Ask students to outline the event logistics for Olympic and Paralympic Winter Games 2018?

**Case Study 14.2: Olympic and Paralympic Winter Games 2018**

**Venue Delivery Manual**

The 23rd Olympic Winter Games will be held from 9 February to 25 February 2018 in PyeongChang, Korea. The 12th Paralympic Winter Games will be held from 9 March to 18 March 2018.

Olympic Winter Games PyeongChang 2018 is expected to be the largest Winter Games competition in Olympic history. Over 6,000 athletes and team officials up to 95 different nations will take part in a competition for 102 gold medals, distributed among 15 sport disciplines.

PyeongChang 2018 Paralympic Winter Games will feature about 1,500 athletes and team officials from up to 50 different nations, taking part in a competition for 80 gold medals in six sports.

**About the POCOG Logistics**

POCOG Logistics (LOG) is the body-in-charge of the logistics management and the support activities for all POCOG Functional Areas and clients for the duration of the 2018 Winter Games.

The responsibilities of POCOG LOG include the acquisition and distribution of POCOG supplies and rentals to be used during the PyeongChang 2018 Winter Games; design of the logistics management system; receipt, storage and transportation of competition-related cargo; management and operation of MDC (Main Distribution Centre); and inventory management duties.

**Official Logistics Supplier**

Hanjin Transportation Co., Ltd.(Hanjin Transportation) is the designated Official Logistics Supplier of the POCOG. Hanjin Transportation has over 70 years of experience in logistics and transportation, employing over 2,200 logistics experts in 27 branches in Korea as well as 450 logistics experts in 29 branches around the world. Hanjin Transportation has four regional headquarters (North America, Europe, Asia-Pacific and the Korea Headquarters).

**PyeongChang 2018 Winter Games: Facts and Figures**

* 17 days of events for the 23rd Olympic Winter Games
* 10 days of events for the 12th Paralympic Winter Games
* 102 events, 15 disciplines and seven sports in the Olympic Winter Games PyeongChang 2018
* 80 events, six sports in the PyeongChang 2018 Paralympic Winter Games
* 3,000 athletes taking part in the Olympic Winter Games PyeongChang 2018
* 1,500 athletes taking part in the PyeongChang 2018 Paralympic Winter Games
* Up to 95 countries taking part in the Olympic Winter Games PyeongChang 2018
* Up to 50 countries taking part in the Olympic Winter Games PyeongChang 2018
* 20,000 volunteers
* 12,000 broadcast, print, photography and other media participants
* 1.5 million spectators expected
* 3 billion viewers across the world

Source: Olympic and Paralympic Winter Games 2018, [file:///C:/Users/raj01/Downloads/2018-PC%20-%20Venue%20delivery%20manual.pdf](file:///C:\Users\raj01\Downloads\2018-PC%20-%20Venue%20delivery%20manual.pdf)

**4. Discussions questions**

**Question 1**

Critically evaluate and analyse event logistics procedure and tools for major sporting events?

**Question 2**

Analyse and evaluate key obstacles that event managers will overcome in the logistics and planning stages.

**Question 3**

Discuss and explain the goal of the event – the event needs to have event logistics?

**Question 4**

Outline why sometimes event manuals play an important role in delivering the final event for clients? What is the point of this event manual?