

DACUM Research Chart for Event Management, Planning, and Production*

DACUM Panel

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TIDEWATER COMMUNITY COLLEGE
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*Includes positions such as:

- ✓ Event Planner
- ✓ Event Coordinator
- ✓ Event Manager
- ✓ Event Producer
- ✓ Conference Service Manager

Produced by



**1900 Kenny Road
Columbus, OH 43210**

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DACUM Research Chart for Event Management, Planning, & Production

Duties		← Tasks				
A	Determine Purpose & Viability Of Event	A-1 Brainstorm event concept	A-2 Conduct event research (e.g., comparative & competitive, demographics)		A-3 Research existing events	A-4 Identify event target audiences
		B	Develop Event Budget	B-1 Project event expenses (list of expenses provided)	B-2 Project event revenue (list of revenue provided)	B-3 Forecast event profit/loss
C	Plan Event Logistics	CA Establish Event Facility Access		CA-1 Generate entrance policies (VIP, media, staff, volunteers)		CA-2 Establish event credentials (media, entertainers, vendors, VIP)
		CB Plan Event Concessions	CB-1 Develop concession manual	CB-2 Solicit potential concessionaires	CB-3 Review concession applications	CB-4 Book selected concessions
		CC Plan Event Entertainment	CC-1 Assess event programming needs	CC-2 Review event programming options	CC-3 Determine event programming costs	CC-4 Select event programming
		CD Plan Event Infrastructure	CD-1 Establish event parking needs (e.g., attendees, vendors, artists)	CD-2 Design event VIP area	CD-3 Establish event guest services locations (e.g., first aid, box office, lost & found)	
		CD-11 Fulfill ADA requirements for event				
		CE Plan Event Production	CE-1 Solicit bids for event services	CE-2 Develop event production schedule	CE-3 Develop event production checklist	CE-4 Develop event opening/closing procedures
		CF Plan Event Transportation	CF-1 Develop event internal transportation plan	CF-2 Develop event external transportation plan	CF-3 Develop attendees' ingress & egress for event	
D	Develop Event Marketing & Public Relations Plan	D-1 Develop event marketing strategy	D-2 Develop event marketing budget	D-3 Develop event marketing timeline	D-4 Secure event marketing partners (e.g., RFPs, media, partner with brand)	
		D-10 Develop event promotions (e.g., special offers, stunts)	D-11 Coordinate marketing plan with event team	D-12 Create event sponsor recap		
E	Develop Vendor/ Exhibitor Sales Strategy for Event	E-1 Develop event action plan	E-2 Determine event sales inventory	E-3 Develop event sales budget	E-4 Formulate event sales rate (e.g., space, services)	E-5 Identify potential event vendors/exhibitors

A-5 Establish event goals & objectives	A-6 Determine viable event duration & dates	A-7 Identify potential event locations	A-8 Propose event concepts to stakeholders	A-9 Assess potential risks & rewards of event	A-10 Research strategic partnerships for event	A-11 Develop master event timeline
CC-5 Finalize event programming contracts						
CD-4 Develop event site map	CD-5 Arrange for temporary structures for event	CD-6 Arrange for event equipment requirements	CD-7 Arrange for event utilities	CD-8 Assess event environmental impact	CD-9 Arrange for event waste management	CD-10 Determine event physical security requirements
CE-5 Fulfill event sponsor requirements						
D-5 Develop event media plan	D-6 Develop event public relations plan	D-7 Develop event online marketing strategy (e.g., website, webcast, Internet, social media)		D-8 Develop event special marketing strategies (e.g., direct mail, street teams)	D-9 Develop creative content for marketing event (e.g., media, television ads, logos)	
				Acronyms ADA American Disabilities Act CMP Certified Meeting Professional EAP Emergency Action Plan MTA Master of Tourism Administration OSHA Occupational Safety & Health Admin. RFP Request for Proposal		
E-6 Administer event contractual documents						

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Duties		← Tasks				
F	Develop Event Ticketing Strategies	F-1 Select event ticketing system	F-2 Develop event ticket pricing & packaging	F-3 Determine points of sale for event tickets	F-4 Develop event sales & refund policy	F-5 Develop event special ticketing needs (e.g., ADA, trouble sheets)
G	Develop Event Sponsorship Plan	G-1 Determine method of sale for event sponsorship (e.g., in-house, agency)		G-2 Identify event sponsorable areas (e.g., in-kind, cash, services)	G-3 Identify event sponsor categories	G-4 Determine event sponsorship benefits & pricing
H	Assess Legal & Risk Management Requirements for Event	H-1 Develop event EAP	H-2 Determine event required permits & permissions	H-3 Determine event insurance needs (e.g., liquor liability, auto, general liability)		H-4 Obtain necessary event permits & permissions
I	Develop Event Staffing Plan	I-1 Identify event staffing needs (e.g., security, clean up, box office, paramedics)		I-2 Source event staff (e.g., union, volunteers, staffing company)	I-3 Develop event job descriptions	I-4 Develop event staff policies & procedures (e.g., handbook, uniforms)
J	Maintain Event Community Relations	J-1 Disseminate event information	J-2 Address community concerns about event	J-3 Secure stakeholder support for event (e.g., politicians, community associations, neighbors, commissions)		J-4 Facilitate participation of charitable & community groups
K	Execute Event Plan	K-1 Launch planned event	K-2 Monitor event activities	K-3 Make event modifications & adjustments	K-4 Collect receivables for event	K-5 Pay expenses for event
L	Evaluate Event	L-1 Calculate event profit/loss	L-2 Conduct post-event survey (e.g., attendees & non-attendees)	L-3 Conduct event post-mortem (e.g., staff or vendors, executive committee)		L-4 Conduct post-event public relations

Determine Event Expenses

Entertainment
 Permits
 Facilities
 Rent
 Equipment
 Staffing/labor
 Insurance
 Security
 Production (e.g., staging, sound, lights, tents)
 Marketing
 Programming
 Travel & lodging
 Sponsorship fulfillment
 Taxes
 City services
 Commission/rebates
 Catering
 Miscellaneous

Determine Event Revenue Sources

Ticket sales
 Sponsorships
 Grants
 Vendors
 Concessions
 Merchandise
 Registration fees
 Raffles
 Rides
 Parking
 Contributors
 Advertising

F-6 Identify event group ticket prospects						
G-5 Develop event sponsorship budget	G-6 Identify potential event sponsors	G-7 Produce event sales kit	G-8 Schedule event sponsor recap			
H-5 Obtain legal review of contracts & agreements for events	H-6 Determine applicable taxes & license fees for event (e.g., music, film, admission tax)	H-7 Determine ADA requirements for event	H-8 Determine OSHA requirements for event	H-9 Determine worker eligibility for event (e.g., J1, H2B, visa)		
I-5 Develop training plan for event staff	I-6 Determine payroll methodology for event staff	I-7 Schedule event staff				
J-5 Assess community impact for event						
K-6 Conduct marketing survey at event						
L-5 Prepare event summation						

General Knowledge and Skills

Marketing
Communication (oral and written)
Organization
Prioritization
Interpersonal relations
Creativity
Negotiations
Crowd control
Policies, codes, procedures
Decision making
Fiscal
General technical
Problem solving
Time management
ADA requirements
Multitasking
Industry terminology
Conflict resolution
Political (know the players)
Regional practices
Sales
Public relations
Community culture

Tools, Equipment, Supplies and Materials

Smart phone	Chalk
Event software	Basic office equipment
Computer	Camera
Basic office supplies	Subscriptions
CAD software	Web site
Graph paper	Communication devices
Measuring wheel	Spray paint

Worker Behaviors

Interact with talent	Critical thinker
Tactful	Accepts diversity
Detailed	Good listener
Punctual	Out-of-box thinker
Flexible	Goal oriented
Adaptable	Ethical
Assertive	Disciplined
Resourceful	Integrity
Accountable	Reputable
Self-motivated	Collaborative/team player
Confident	Leader
Thick-skinned	Problem solver
Decisive	

Future Trends and Concerns

Government regulations
Technology
Economy
Changing advertising landscape
Engaging audiences
Oversaturation of venues
Reduction in government funding
Lack of participation in community groups
Proliferation of charitable events
Inexperienced event planners
Strain on city services
Increasing liability exposure
Advent of small independent producers
Private event producers
Management company trends
Increasing talent costs
Social media
Green initiatives/sustainable events
Increased gas prices (people staying closer to home)
More competitive convention business
Outdoor festivals growing