

# ISES EVENTWORLD 2009

—AN INSTITUTE FOR PROFESSIONAL DEVELOPMENT—

## 5 Things To Know....

### Entertainment



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# ISES EVENTWORLD 2009

## Entertainment Basics Overview

- Objective 1 - Terminology
- Objective 2 – Basic Information for a RFP
- Objective 3 – Fulfilling Client Objectives
- Objective 4 – Common Mistakes
- Objective 5 – On Site Success



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# ISES EVENTWORLD 2009

## 1. Terminology

Green room      Sets      Upstage/downstage

Backline      Self Contained

FOH      Guitar World      Mixer

Monitor World      Gig      Quad Box

Sound      Lights      Overtime



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### 1. Terminology Resources

- APEX Glossary
- Backstage Handbook
- Event Management Dictionary



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### 2. RFP - Request for Proposal

Basic information necessary for your entertainment partner:

- Event Date
- Event Hours
- Budget
- Event Location – Indoors / Outdoors
- Load in restrictions – time, space, curfew, sand/dirt, distance



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### 3. Client Objectives

Basic information necessary for your entertainment partner:

- Client's specific goal and requests
- Theme and required program content
- Audience demographics
- Previous events history
- Venue site information
- Payment Schedule Peculiarities



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#### 4. Planning Considerations

Common mistakes to avoid  
for a successful event



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#### 4. Planning Considerations

##### Pre-planning

- on-site coordination for installation, show and strike
- dressing room and catering requirements
- storage areas for equipment cases
- installation and sound check time in schedule
- pre-arranged overtime costs and specifics



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#### 5. On-Site Logistics

Pre planning details for on-site success

- On site coordinator introduction
- Loading dock and parking validation arrangements
- Schedule installation of stage and scenery
- Schedule electrical installed and functionality tests



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**5. On-Site Logistics continued**

Pre-planning details for on-site success

- Schedule necessary labor for install and strike
- Send updated time line and script alterations
- Schedule private dressing room with requirements



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**5. On-Site Logistics continued**

On-site success and pre-planning details prior to artist's arrival

- Access to loading dock and parking
- Stage and scenery installation completed
- Electrical installation completed
- Labor in position
- Dressing room set up completed



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**5. On-Site Logistics continued**

On-site success - details to provide to entertainers upon arrival

- Updated time line and script alterations
- Responsible person to approve overtime
- Review audio and lighting levels



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**Upon completion of event.....**

- Follow up with client to measure and rate objectives
- Review overtime and client's evaluation with entertainment
- Invoice for overtime
- Offer repeat contract to client and entertainment



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**5 Things To Know....Entertainment Review**

1. Terminology
2. Basic information for RFP
3. Achieving your client's objectives
4. Avoid common mistakes through pre planning
5. On Site Success and follow up



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**5 Things To Know....**

**Entertainment**



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