



EVENT FAILURES - RESILIENCE TIPS FROM THE EVENTS INDUSTRY

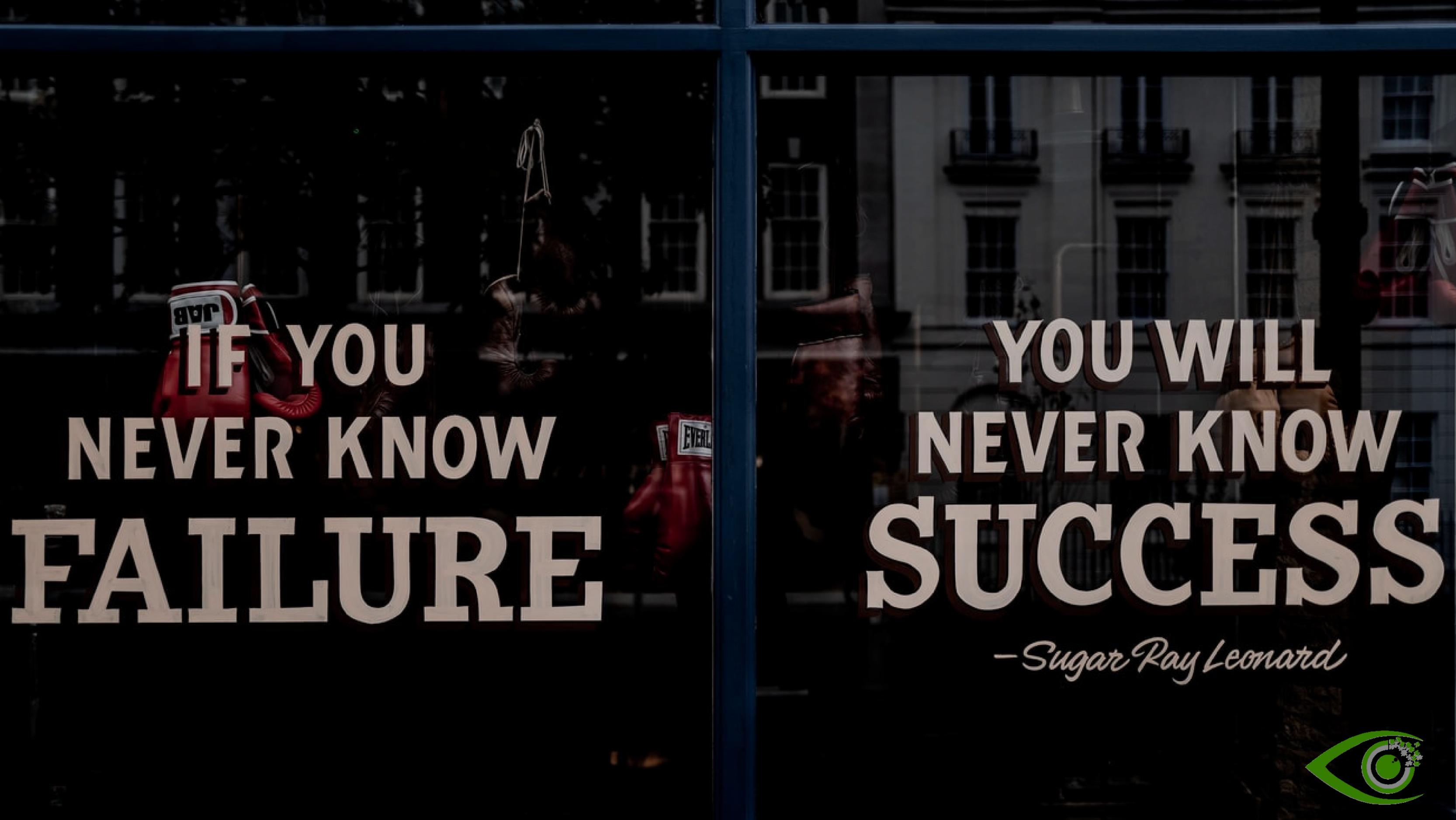
BY PANOPTIC EVENTS

WE CREATE EXPERIENCES

Panoptic /pan'ɒptɪk/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"



This e-book has been created from a recent chat with event professionals and contains tips on how to avoid event failures, sometimes at a moment's notice.



**IF YOU
NEVER KNOW
FAILURE**

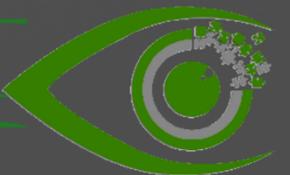
**YOU WILL
NEVER KNOW
SUCCESS**

- Sugar Ray Leonard



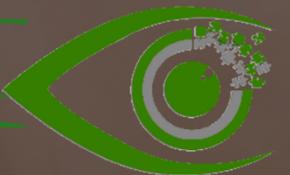
LEARN TO SAY NO

- As event creators, we tend to try and keep our clients happy at all times, however, it is important to decline certain things if you feel like it won't be beneficial for you as a company or the overall goal of the event.
- Trust your gut instincts, if you feel like you are taking the wrong step - don't.
- Don't be afraid to discuss why you don't want to take on responsibility for certain elements of the events.



LISTEN TO LOCAL KNOWLEDGE

- Always thoroughly research about the culture and lifestyle on the location of the event. For example, while making a toast is a celebratory action all around the world, it's quite the opposite in Georgia, they make toasts with wine, vodka or beer if they wish someone bad luck.
- In addition to research, to avoid misunderstandings or cause unintentional offence, it's always best to listen to local knowledge to get the most accurate information.



EQUIPMENT CHECK AND BACK UPS

- Some of the major incidents at events arise from technical problems, either due to small mistakes, not testing equipment or simply not having enough knowledge to use them.
- Know how to work with your equipment - if it's new technology, make sure to read the instructions booklet in advance. In addition to this, be sure to test equipment prior to the event to avoid embarrassing moments.
- Always have a backup in case things go wrong, it's better to be safe than sorry.



HAVE SYSTEMS IN PLACE

- It's important to have an established system in place to ensure the work flows smoothly.
- The systems in place will enable you to plan things accordingly while allowing you to make changes.
- In addition to this, it's a great way to organise and allocate the workload between your team.
- Be sure to select the ideal tools for your business, whether its a certain app or plug-in - make sure it aligns with your work style.



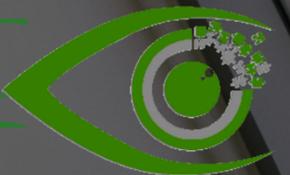
HAVE RELIANCE AND TRUST IN YOUR TEAM

- Regardless of job type, teamwork matters. Being a master of one or jack-of-all-trades in today's world no longer brings success if you are unable to work as a part of a team.
- When you ensure a standing trust between you and your team, you can rely on them with things you cannot get done - with events, it's extremely important to know you can rely on your team mates with unprecedented situations.



KNOW YOUR AUDIENCE

- As mentioned previously, cultures differ, meaning you could cause unintentional offence, so to avoid this, know your audience.
- Prior to planning the event, you should request in-depth information on your attendees from your clients to plan accordingly.
- A great example of this is an illusionist who caused unrest amongst soldiers with a simple trick. Not knowing the nature and culture within the army base, the trick got out of hand and ended with physical confrontation.



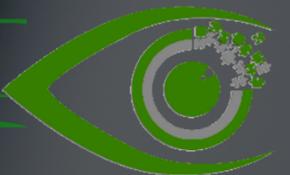
COMMUNICATE CLEARLY

- When it comes to events, communication is key, and the lack of it can be the essence of major problems.
- Listen to your clients and their needs to provide the optimum scenario for your event.
- As well as listening to your clients, keep an eye on your surroundings too. An example of this is event creators successfully outmanoeuvring protest attempts to disintegrate the event through the utilisation of a proactive approach.



ALWAYS THINK ON YOUR FEET

- No matter how much you plan in advance, events have an element of unpredictableness in their nature, therefore it is key to be able to think on your feet and make quick, rational decisions.
- Think of what can go wrong and how you can react to it - taking these factors into consideration will equip you with solutions and will avoid unfortunate surprises.



DON'T OVER DO IT

- Taking on too many assignments will not only lead to the reduction of productivity levels, meaning poor quality of work, but also increase the chances of mistakes and accidents.
- Event professionals imply the importance of having systems in place to schedule work accordingly and not overloading - which can also lead to burnout.
- Only take on work that you know you will be able to complete on time - take time to schedule all tasks.
- Take on external help if you cannot cope with the workload.



**"BY FAILING TO PREPARE
YOU ARE PREPARING TO FAIL"**

BENJAMIN FRANKLIN





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EXPERIENCES CROSS-SECTOR
THAT **AMAZE AND INSPIRE.**



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PREPARED BY

CEREN ORUC OF **PANOPTIC EVENTS**, IN COLLABORATION WITH **ABIGAIL MCLOUGHLIN**, **CRAIG MCGEE** AND OUR 'EVENT FAILURES - WHAT EVENT PROFESSIONALS HAVE LEARNT' CLUBHOUSE ROOM GUESTS.

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