



**SOLID**

**10 THINGS TO HELP  
YOU BUILD A SOLID  
FOUNDATION FOR  
YOUR EVENT**

**MICE CONCIERGE**



**Depth of experience, great communications ability, a steady nerve, and the application of the latest interactive digital technologies will mean your Logistics & Onsite Services Teams will be the arrowhead of delegate personalisation and satisfaction.**

Logistics and Onsite Services (LOS) may not be the flashiest job in the events industry, but in my opinion, a good LOS team are literally critical to seamless event execution and will lay the foundation on which a great event can be built. Well-considered, well-planned and well-managed, a combination of depth of experience, great communications ability, a steady nerve and the application of the latest interactive digital technologies will mean your LOS Team is the arrowhead of delegate personalisation and satisfaction.



My name is Andrew Bowers and I'm the Managing Director of MICE Concierge, a full-service events agency. I have over 25 years' experience in this wonderful industry, and I wanted to share with you the 10 most important things that your Logistics and Onsite Services Teams can do to build a solid foundation for any event.



## 1. Effective first touch and more accessibility

The 'oh so important' first touch often takes the form of a 'save the date' communication, and from that flows a well-managed, gently guided, interactive and engaging registration process, communications campaigns and interactive platforms that should inspire and interest your delegates. The more accessible the better, so knowing your audiences' profile and mindset, understanding what media channels suit them, clarifying their level of ability regarding technology use and using relevant languages, content and design will all serve to prep them nicely for the forthcoming event. Giving them the opportunity to input their preferences and ask questions (providing useful insights to help you tailor your event) will allow you to create a mutually beneficial event experience.

**If you're lucky your Logistics and Onsite Services team will be advanced users of the latest interactive, digital communications and software, so they can weave digital spells and orchestrate a flawless, personalised delegate journey - online or face to face**

## 2. More personalisation

In 2023 and delegates won't buy the 'one size fits all' approach anymore, so, you'd better hope that your LOS team are advanced users of the latest interactive, digital communications and software, so they can weave some digital spells and orchestrate a flawless, personalised delegate journey (online or F2F). Of course, we want our delegates to sail through their onsite experience without a glitch, and everything nicely tailored to their specific needs. From electronic branding and signage, meals and accommodation choices, D&I definitions, tailored content experiences including language personalisation, breakouts and teambuilding options or specific support for travel assistance. The fact is you'd better get this right so you can elevate your delegates' event experience and therefore maximise the value of the event for them because they got it the way they wanted it.

### 3. More calmness under pressure

Content, Communications and Production are all vital to a great event, but if you can't get your audience in the right place, at the right time, for the right reasons then you'll get 'nil point' from your attendees. I have seen many LOS teams 'make like swans' to deliver a smooth experience - no matter how busy and frantic things are - even if they're paddling like mad behind the scenes. In my experience LOS teams are masters at this, and generally manage everything with calm and confidence. This takes planning, teamwork, experience and nerves of steel.

Drawing your delegates through an event without them realising is an artform



### 4. Elevated service

What do I mean by that? Well, I could say 'more than expected' not 'could have been better'. Managing large groups of people, often from different cultures and speaking a variety of languages and drawing them through an event without them really realising is an artform. When delegates are acknowledged, welcomed, listened to, understood, cared for and have their needs met promptly and efficiently, they will have a happier mindset and a more positive event experience. Accessible staff, technology support with services like registration assistance, language support, information desks, wayfinding signage, and attendee support desks elevate the attendee experience and foster a positive impression of the event.



## 5. More accuracy with your information management

Pre, during and post-event, there are huge amounts of information swirling around between the different and complex groups needed for overall event delivery including, of course, the client or main stakeholder. And YES, it must be accurate, timely and in the appropriate format. From the outset LOS teams are often the hub that facilitates this exchange of information, which I believe is integral to the success of any event.

We know that data constantly changes throughout an event, which impacts on budgets, purchase orders, accommodation bookings, flight schedules, venue size and so on. An accumulation of small changes can create a big shift in requirements. So, the use of digital comms and software to effortlessly track changes, connected event desks, green rooms, production offices, information booths, signage and experienced onsite staff are all needed to keep the information moving and current. I always think of an LOS team like the crew of the Star Ship Enterprise getting ready to 'boldly go' etc. They spark codes, shoot pixels, fire-up systems, download and share reports, re-launch programmes and open channels so that all the different teams can track their position as the event moves out into its space.



Your LOS team should be like the crew of the Star Ship Enterprise



## 6. The human face of your event

An LOS team is the human face of your event, and so this team must look and sound like they really care. Wherever possible, every interaction must be a positive memorable experience. A good LOS team will foresee issues and head them off at the pass, and they will respond intelligently and empathetically to enquiries or even challenges (even when under tremendous pressure). They will be a unifying force across the event and work in partnership with the other delivery teams such as production and communications to effectively orchestrate the movement of the audience.

**This team must look  
and sound like they  
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## 7. Enhancing Networking Opportunities

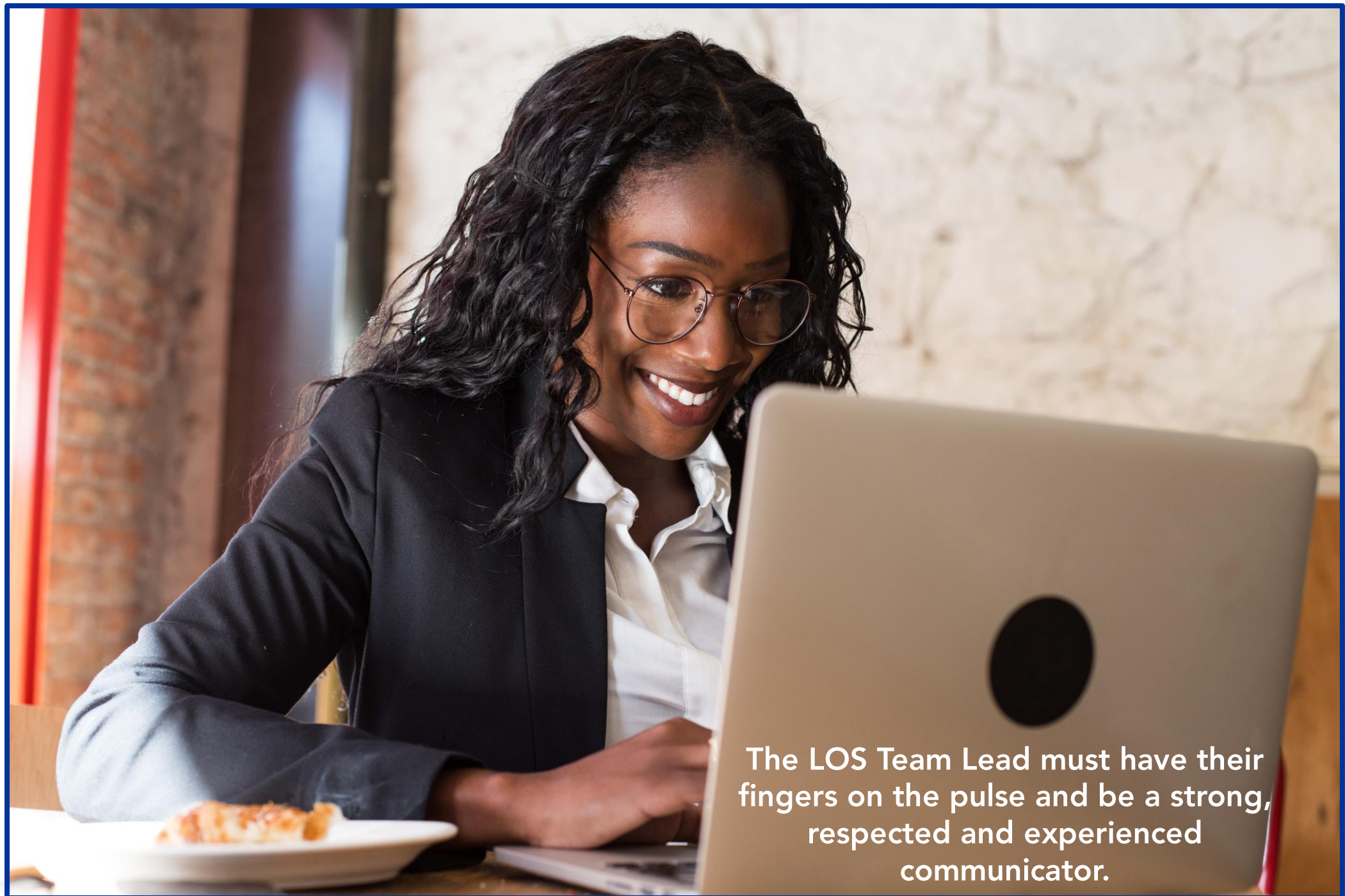
When asked, 2 out of 3 delegates will put 'networking' in the top 3 reasons why they're attending an event, and so creating good networking opportunities is vital. Networking comes in different guises and at different times during an event – and so onsite spaces such as breakfast lounges, formal receptions, vestibules and expo areas, casual breakouts or even team-building groups, all afford the possibility to network. Dynamic technologies can lubricate interactions across attendees, exhibitors, and speakers enhancing the 'value' delegates will place on the event. An experienced LOS team won't just pick random spaces for 'a bit of a natter' with some pastries, tea and coffee. They'll want to understand the rationale and objectives for the proposed engagement opportunities, where they fit within the overall event programme and what the delegates may want to get out of it. They will then choose spaces or venues to create environments and experiences that are appropriate and select apps or technologies that support the delegate in reaching out to capture networking contacts.



**Delegates put 'networking' in the top 3 reasons  
why they'll attend an event**



## 8. The Overview



Very often it will be the LOS Team Leader or Director that has the overview of the event, and their job will be to communicate with the client or main stakeholder, ensuring they are comfortable with progress and sense checking that the event remains on brief, and delivering against KPIs. LOS Team Leaders often manage the budget and schedule and oversee and direct their own LOS team as well as being the pivot point or knowledge hub for other teams, suppliers and producers. Anyone who works in events knows everything is linked and impacts on everything else, so the LOS Team Lead must have their fingers on the pulse and be a strong, respected and experienced communicator. They'll be the regular, central point of contact for all the other suppliers, and they'll consistently promote engagement, create reports and share information as part of an effective communications process throughout.



## 9. Revenue Generation

Increasingly there are commercial aspects to event attendance which are self-funded by the attendee or their company, and this can offer revenue generation opportunities to the client. The LOS team can be asked to set-up and manage ticket purchase sites. It can also include the sourcing and managing of a wide range of services such as food and beverage, merchandise booths, exhibitor spaces, and sponsor activations that will generate additional income. This can offset costs and contribute to the financial success of the event. Sourcing appropriate suppliers, negotiating the right deals and managing delivery and is often a big part of the LOS teams' job.

## 10. Safety and Security

LOS teams are often the emergency responders who troubleshoot during an event. Whether it's personal problems, transport, venue, accommodation issues, technology or equipment malfunctions - having an experienced, confident team onsite ensures problems can be addressed quickly and effectively. This will pay huge dividends in terms of minimising disruptions and maintain a seamless experience for attendees. Services such as security personnel, emergency response teams, first aid stations, and safety protocols all help create a secure environment and provide peace of mind to attendees. A good LOS team will know the protocols and guidelines, source quality support, use tried and tested suppliers and processes and ensure the security and safety of the delegates and the event team throughout the event.



## And finally ....

If you've managed to get to the end of this book, I'm hoping you'll understand more clearly the value that a good LOS team brings to an event - because it's definitely not all about badges and meal plans!

The depth and breadth of experience, the level of responsibility, the wide range of knowledge and expertise needed means it can be a highly complex role, and being able to bring all the elements together against a fine-tuned delivery schedule is literally like laying the foundations of a house. Everything else that goes into an event will be stacked on top of it, so it had better be rock-solid!

Thanks for reading. I'm Andrew Bowers, MD of MICE Concierge and if you're looking for an experienced, capable Logistics and Onsite Services Team we'd be happy to help.

Call +44 (0) 1438 908770 or drop me a line to [andrew.bowers@miceconcierge.com](mailto:andrew.bowers@miceconcierge.com)

**We're hiring:** If you love Logistics and Onsite Services and think you've got what it takes to become part of a brilliant team, then drop me an email with your CV. We'd love to hear from you.

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