CAPABILITY STATEMENT

EPG | Event Planning Group
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GLOBAL REACH. LOCAL FOCUS.
The world doesn’t remember the 800,000 meals we facilitated serving to athletes competing at the 2006 Melbourne Commonwealth Games.

It doesn’t remember the innovations deployed to deal with 10 million+ visitors at the largest peacetime logistics exercise the UK has ever undertaken during the 2012 London Olympics.

Or that one time a police escort – complete with flashing lights and sirens – was organised to deliver uniforms with just moments to spare until a high-profile international team would be forced to forfeit a crucial game.

It certainly doesn’t remember the 1000s of planning hours, the countless meetings, or the complexity of the coordination required to create such memorable events.

And we prefer it that way. We like to leave the spotlight focused firmly where it should be: on the field, the stadium, the podium. On the athletes who capture the world’s imagination just as often as they do trophies. However, our partners do remember the passion, excellence and authenticity we add to their events, long after the very last finish line has been crossed.

We ensure this by providing a service that is seamless. Just like a luxury timepiece, no-one needs to see the intricate inner workings of a world class event. But The Event Planning Group knows what makes events tick.

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Elite events demand elite event planners. After more than 17 years servicing the major event industries, we are leaders at strategic planning, delivering and providing support for events at any and all stages; all the way from pre-bid feasibility studies to post-event venue activation.

We know from experience that producing events on the global stage is more like running a marathon, than a sprint. To succeed, you need an elite team of industry leaders who have the passion, the endurance, the determination and the global network to execute the game plan under pressure.

We are experts in advising upon and implementing all key elements of a major event from host candidate bid strategy and commercial strategy, to operations, overlay and infrastructure, security and safety, logistics, catering, personnel requirements, technology and broadcast and the planning and operational management of Games villages. As a trusted delivery partner, we aim to have as minimal impact as possible on the environment, but maximum impact upon the headlines and history pages.
WE BELIEVE THAT EMPATHY IS JUST AS IMPORTANT AS OUR EXPERIENCE.

We listen and endeavour to develop true partnerships with the host city, organising committees and stakeholders with respect given to the local landscape, society and culture.

Our philosophy has long been “Global reach. Local focus.” Afterwards, we strive to leave behind a legacy of local skills, a return on investment and enduring relationships along with memories that last far longer than the inevitable adrenaline rush. It’s your event. The Event Planning Group – and our global network of professionals – is simply here to make it a winner.
Jake Benson was once a “ski bum” working the snow fields of Threadbo with not a care in the world. He then took a chance on involving himself in a little project called the Sydney Olympics and never looked back. That was 20 years ago. Now, as Non-Executive Director of EPG, Jake’s hospitality background, dedication to detail and natural affinity for people serves him well in both managing and partnering with others.

After working on secondment with the organising committee for Olympic Park at the London Olympics, Jake realised that behind the spectacle, fireworks and celebration – an event planner’s decisions can be crucially life-altering for athletes, spectators and hosts. As for life-altering, Jake is currently based in the deserts of Dubai with his young family. He misses skiing, surfing and his beloved Carlton Football Club. But he thinks it’s worth it for the thrill of completing yet another successful event in a different place, under different circumstances and alongside different people that are world leaders at what they do.

ANDREW SHARP

As a self-described “sports nut”, Event Planning Group’s CEO Andrew Sharp is naturally hands on in his role. With a finance logistics background, he understands what’s really required on the ground. Whether he’s bartering tickets to exchange for spare towels from the locals, personally holding electrical plugs in their sockets for hours on end while underground during an Athens road race, or travelling to little known towns in the wilds of Russia; for Andrew this is “the fun part”.

He co-founded EPG after sourcing and delivering thousands of pieces of furniture and equipment within the athlete’s village at the Sydney Olympics (while making sure he still had time to witness Cathy Freeman win that historic gold). Now, as a world-leading event planning executive, Andrew still relishes learning from fellow experts in their fields while always expecting the unexpected.
Our Event Workforce specialist is the youngest Australian to complete a marathon on every continent, including Antarctica.

Our Event Villages Team have been responsible for the planning and management of 443 hectares of athletes villages.

Our Logistics guru tours the globe managing the touring logistics for world famous bands like Coldplay, Beyoncé and U2.

Our Event Tech and Broadcasting specialist has designed a system to live stream event broadcasts directly and instantly to your mobile.

OUR PEOPLE
OUR POWER.

We have hand picked the best of the best - on and off the field - to deliver your event.
OUR PEOPLE ARE OUR WINNING EDGE.

EPG | Event Planning Group
Commercial Strategy

Time is money. So is wisdom. With our extensive finance experience, we strategise using realistic costs and keep a sharp eye on budget to keep all event elements on track.

- Budget Preparation
- Commodity & Package
- Procurement
- Supply Chain Assessment & Selection
- Risk Management
- Benchmarking
- Cost Management & Value Engineering

Event Strategy

To achieve success at the finish line you need to start off on the right foot. Our world-leading strategists incorporate best practices and cutting-edge concepts to your major event plan from the very beginning of your journey. Nothing beats experience.

- Bid Support & Development
- Master Plan Strategy
- Functional Area Concept Development
- Feasibility Studies
- Foundation Planning
- Operations Planning
- Budget & Cost Modelling
- Candidate File Development
Event Security & Safety

EPG takes your event’s safety as seriously as you do. Security is a team effort so our global network only includes highly-trained specialists who have both the foresight and insight to develop and implement programs with confidence.

- Event Security Infrastructure
- Spectator Safety Management
- Health & Safety
- Crowd Management Strategy

Event Logistics

We understand the true complexity of large scale and know how to seamlessly ensure that all moving parts are where they need to be on time, every time.

- Venue Logistics
- Warehouse Storage & Distribution
- Delivery Management
- Operational Processes
- Freight Forwarding & Customs Clearance
- Asset Tracking & Reverse Logistics

Event Villages

Whether intended for media, athletes, visitors or officials, we create and manage inviting villages that enhance human experience while respecting social and environmental needs.

- Village Project Management
- Village Operations
- Village Facilities & Logistics
- Village Support Services

Event Catering

From concession catering to fine dining, everything is on the menu when it comes to EPG’s ability to develop and deliver hospitality infrastructure and suppliers.

- Facility Design Concept
- Site Feasibility
- Supplier Appointments
- Operational Strategy
- Site Build
- Operational Delivery
Event Workforce

We believe our people are our power. Our human resources experts are unsurpassed in sourcing and coordinating the right people – and often the only people – who can create truly world-leading events.

- Workforce Planning
- Recruitment Strategy
- Workforce Training
- Resource Allocation
- Development & Mentoring
- Workforce Retention

Event Technology & Broadcast

You won’t grab the world’s attention if they can’t witness the spectacle you’ve created. Globally significant events demand technological and broadcasting systems that seem to be effortlessly incorporated. EPG can make that happen, of course.

- Network Cabling & IPTV design
- Convergent Networks
- Broadcast Integration & Distribution
- Event Technology
- Project Management & Logistics
- Procurement & Supply Chain
- Network Solution Design & Implementation
- Rationalisation & Value Engineering

Event Operations

Our operations managers are among the most knowledgeable and in-demand in the world. They live events and bring proven experience to all stages of planning and delivery so that we don’t just make events; we make history.

- Programme Development
- Operational Delivery
- Stakeholder Integration
- Lead Cross Functional Teams
- Safety & Licensing Compliance
- Technical Standards
- Adherence
- Policy Enforcement

Event Overlay & Infrastructure

EPG’s experts know how to effectively transform spaces and venues with respect to wide-ranging compliance issues as well as immersive user experience. From installation to remediation our overlay capabilities are world class.

- Project Management
- Cost Management
- Contract Management
- Supply Chain Management
- Site Management
- Overlay Operational Planning
WE RUN ON EXPERIENCE KNOWLEDGE ADRENALINE.
GLOBAL REACH.
LOCAL FOCUS.

EPG operate dedicated offices across four continents and employ between twenty and two hundred staff.

North & South America
Lima Pan American Games, 2019
Rio Olympics, 2016
FIFA Confederations Cup Brazil, 2013
Vancouver Winter Olympics, 2010
ICC Cricket World Cup, 2007
Salt Lake City Winter Olympics, 2002

Europe
Paris Olympics, 2024
Krasnoyarsk Winter University Games, 2019
England FIFA World Cup Bid, 2018/2022
Rugby World Cup England, 2015
Sochi Winter Olympics, 2014
Glasgow Commonwealth Games, 2014
London Olympics, 2012
English Cricket Board Facility Review, 2011
Royal Parks London, 2011
Rugby World Cup France, 2007
Athens Olympics, 2004
Manchester Commonwealth Games, 2002

Asia
Taipei World University Games, 2017
Almaty Winter University Games, 2017
South East Asian Games Singapore, 2015
Baku Olympic Bid, 2011
Doha Asian Games, 2006
ITU Triathlon World Cup Doha, 2006

Middle East
Dubai Expo, 2020

Oceania
Gold Coast Commonwealth Games, 2018
Invictus Games Sydney, 2018
World Masters Games Auckland, 2017
ICC Cricket World Cup, 2015
Melbourne Commonwealth Games, 2006
Volvo Ocean Race Melbourne Stopover, 2006
Deaf Olympics Melbourne, 2005
Commonwealth Youth Games, 2004
UCI World Track Cycling Championship, 2004
Rugby World Cup, 2003
17 YEARS EXPERIENCE IN THE MAJOR INTERNATIONAL EVENT INDUSTRY

PROJECTS PER REGION

- Oceania 36%
- Europe 32%
- North America 5%
- Asia 19%
- South America 5%
- Middle East 3%

WORKED ON PROJECTS ACROSS MANY INTERNATIONAL REGIONS IN EIGHTEEN DIFFERENT COUNTRIES

- North America
- Europe
- Asia
- South America
- Oceania
- Middle East

EVENT PLANNING GROUP OFFICE LOCATIONS

AUSTRALIA, UK, NZ, LATIN AMERICA, UAE

FOR THE 2018 GOLD COAST COMMONWEALTH GAMES EPG DELIVERED AND INSTALLED 85,500m OF CABLE FOR NETWORK AND BROADCAST CABLING OR APPROX 12.95M OF CABLE PER ATHLETE

HELPED DELIVER THE LARGEST PEACETIME LOGISTICS EXERCISE EVER UNDERTAKEN IN THE UNITED KINGDOM (LONDON 2012 OLYMPICS)

TOTAL VIEWING AUDIENCE OF ALL EPG EVENTS WELL EXCEEDS 8 BILLION

TO DELIVER ALL EVENTS OVER THE LAST 18 YEARS WE HAVE LEARNT TO CONVERSE IN 8 DIFFERENT LANGUAGES

EPG HAVE SUPPORTED THE PLANNING AND MANAGEMENT OF 443 HECTARES OF Athlete villages & accommodating 56,893 athletes and officials

PART OF THE LAST 5 OLYMPIC GAMES

HAVE BEEN PART OF HELPING OVER 61,000 ELITE ATHLETES COMPLETE AT THE HIGHEST POSSIBLE LEVEL

UNIQUE CORE SERVICE OFFERINGS

- FIFA World Cup
- Olympic Games
- FIFA Confederations Cup
- Asian Games
- Rugby World Cup
- Winter Olympics
- Cricket World Cup

INVOLVED IN 7 OF THE MOST WATCHED SPORTS EVENTS IN HISTORY

ELITE ATHLETES COMPLETE AT THE HIGHEST POSSIBLE LEVEL

To deliver all events over the last 18 years we have learnt to converse in 8 different languages.

EPG have supported the planning and management of 443 hectares of athlete villages & accommodating 56,893 athletes and officials.

For the 2018 Gold Coast Commonwealth Games, EPG delivered and installed 85,500m of cable for network and broadcast cabling, or approx 12.95m of cable per athlete.

Helped deliver the largest peacetime logistics exercise ever undertaken in the United Kingdom (London 2012 Olympics).

Total viewing audience of all EPG events well exceeds 8 billion.

Part of the last 5 Olympic Games.

Have been part of helping over 61,000 elite athletes complete at the highest possible level.

Worked on projects across many international regions in eighteen different countries.

- North America
- Europe
- Asia
- South America
- Oceania
- Middle East

10 unique core service offerings:

- FIFA World Cup
- Olympic Games
- FIFA Confederations Cup
- Asian Games
- Rugby World Cup
- Winter Olympics
- Cricket World Cup
Jennah Wooten  
Chief Executive  
World Masters Games Limited  
The whole EPG Team were first class. Their experience and expertise added significant bench strength to our organisation. They were the ones who adapted, not our team and that was hugely valued by all who worked with them. I have no doubt the Games were better off for their involvement and I would have no hesitation in using EPG again in the future.

Clive Stephens  
General Manager Olympic Park  
London Organising Committee of the Olympic & Paralympic Games  
All members of the team who were supplied by EPG were of the highest standard and level of competence. Their respective ability to interpret operational requirements into the design of infrastructure and its delivery were exceptional. Their people management skills and ability then to manage their teams was very good and evident during the delivery of the games. I would have no doubt using any of the people provided to me again in the future.

Lauren Scrymgour  
Head of Games Services  
Invictus Games Sydney 2000  
Many thanks to EPG for all the support helping us to deliver the Invictus Games. EPG led us to provide an outstanding catering service which received great feedback from both our competitors and family & friends and workforce which came in under budget. Thanks for your enthusiasm, support and expertise that allowed us to deliver this great event.

Nicole Wood  
Project Manager  
Delaware North Companies Australia  
Melbourne Commonwealth Games Village  
The Event Planning Group’s experience in logistics and large-scale events was invaluable... Their leadership and management were outstanding, and proved to be a fundamental ingredient in the effective delivery of the logistics component of the project, at the Melbourne Commonwealth Games Village.
MAKING THINGS HAPPEN WHILE THE WORLD WATCHES.
EXPO 2020 DUBAI UAE.

A major component of EPG's operational consultancy service to date has been to review infrastructure designs of some of the most iconic facilities to be built for the Dubai Expo. We have validated Al Wasl Plaza and the three districts themed Sustainability, Mobility and Opportunity that surround it, plus the Urban and Public Domain, the Sustainability Pavilion, the Mobility Pavilion, the Conference and Exhibition Centre and all fire, police and emergency services facilities.

Watch this space for future developments as we countdown to the launch of an influential and immersive Expo 2020 Dubai.

Global thought leaders, innovators, and policymakers will convene at the Expo site, Al Wasl Plaza, to connect, share best practices and engage in creative, meaningful dialogue about the next generation of innovation. With all eyes on the United Arab Emirates, EPG is mindful of the need for experiences that educate and inspire diverse participants amid an atmosphere and spaces that foster meaningful partnerships across borders, cultures and industries.

Since the Bureau Expo Dubai 2020 appointed EPG in April 2016 as 'Expo Operations Consultant' we have already delivered;

- the commencement of consultancy services for the six progress stages of the project spanning from 2016 to 2021.
- operational review and gap analysis of the Expo’s master plan.
- detailed plans for site-wide operations, key functions strategies and commissioning of services.
- a concept of operation and business case for the Contact Centre and Visitor Information Centres.
- a holistic accessibility and inclusion strategy plus review of accessible communications, transport, services, aids, training and awareness.
- a suite of temporary overlay commodity specification packages that suit all building codes, accessibility requirements and civil defense and structural guidelines.
- a growing team of industry leading consultants and specialists with the most relevant and up-to-date events knowledge and experience.

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Location & Year: Dubai 2020
Client Sector: Single Event: Universal Exposition
Services Provided: Operations Consultancy

Under the banner of ‘Connecting Minds, Creating the Future’, the vision for Expo 2020 is to produce the largest World Expo to date, bringing together 25 million visitors from 180 nations to Dubai over six months. After five years of planning, it will also be the first World Expo ever to take place in the Middle East.
Location & Year: London 2012  
Client Sector: Multi-Sport Event  

We know through experience that every Olympic Games is unique and with that comes unique challenges. Our solution as ever: always keep our focus on local needs. EPG listened to the requirements of security, transport, broadcast, government and sporting delegations including the International Olympic Committee (IOC), London Organising Committee of the Olympic Games (LOCOG), Olympic Delivery Authority (ODA) and international sports federations.

We delivered:

- key strategy advice in the early stages of event planning for the Olympic Park.
- an integrated solution of event overlay, infrastructure planning, project management, event security infrastructure, event management and operations for the venues and infrastructure team, based on that strategy.
- a coordinated team of architects, quantity surveyors, engineers and construction managers.
- innovative overlay solutions to temporary venues such as Horse Guards Parade (Beach Volleyball) and Riverbank Arena (Field Hockey).
- start-to-finish supervision of overlay procurement, venue construction, installation, overlay removal and the venue reinstatement process during the event closure phase.
- management and monitoring of health and safety obligations, costing reports and change control.
- a line-up of senior venue managers to oversee all aspects of games time planning, operations and thousands of staff active in the common domain during the event itself.

In addition, late in the game, the UK Home Office requested highly strengthened security infrastructure. Due to our existing agile personnel, networks and systems, we were able to provide a total solution for all London venues outside of Olympic Park. Our project managers led the security infrastructure project, formulated scope and budget and integrated this new security element into the rest of the installation programme to create a safe, streamlined and ultimately successful Olympic Games.
The Lima 2019 Pan American Games, officially the XVIII Pan American Games is a major international multi-sport event that is scheduled to be held from July 26th to August 11, 2019, in Lima, Peru. The games is the second largest international multi-sport event in the world and will welcome approximately 6,700 athletes and will feature 39 sports and 62 disciplines, gathering 41 National Olympic Committees that make up PanamSports.

Via the UK Government to Government agreement with Peru, EPG has been engaged by the UK Govt as Operations Consultant to the Lima 2019 Organising Committee since May 2017 and have been an integral part of the Master Planning consultancy, Model Venue Operation planning and Functional Area operational planning since our appointment. EPG have provided specialist consultants to assist with the operational planning for the following areas:

- Games Wide Operations
- Technology Operations
- Venue Operations
- Accreditation
- Overall Games Finance & Budget
- Catering, Cleaning & Waste
- Overlay & Infrastructure
- Medical & Doping
- Ticketing
- Delivery of the risk & assurance functions within the Games Project Management Office

The Lima 2019 Pan American Games is the second most important sporting event of the Olympic Circuit and the sports legacy that it will leave will be reflected in all the districts of Lima and represents a great challenge and a global showcase for the city of Lima, Peru and all its capabilities and benefits as a destination for tourism, investment and the development of its population and will spread a renewed image as evidence of excellence, good management and transparency of operations.
In addition to setting a new benchmark for major events with our fit-for-purpose IPTV/CA TV solution, EPG also consulted on venue technology infrastructure, overlay cost estimates, athlete village planning and catering plus testing and readiness for the QLD Department of Transport & Main Roads.

EPG were proud to be a part of the 2018 Commonwealth Games and to ‘Share the Dream’ with them.

**Location & Year:** Gold Coast 2018  
**Client Sector:** Multi-Sport Event  
**Services Provided:** Venue Data Cabling and IPTV/CATV Supply Contractor

EPG were appointed as the official Data Cabling and IPTV (Internet Protocol TV) / CATV (Closed Access TV) supply contractor by the Gold Coast 2018 Commonwealth Games Organising Committee (GOLDOC). To deliver this we partnered with the Convergence Technology Group to form a specialised collaborative venture – EPG | Convergence Technology – to provide a custom package for the Games.

Delivering without a single major outage, our streamlined service across 25 different event venues included:

- development, implementation and management of 25 venue implementation plans  
- data cabling and CATV system detailed designs  
- recruitment, training and supervision of 100 sub-contractors to design, supply, deliver, test, maintain and remove the system  
- an extensive contractor orientation program including onboarding documentation and comprehensive orientation workshops  
- managing the installation of 175 data racks, 110kms of optical fibre, 3000+ optical fibre splices, 80kms of coaxial cable, 500+ Wireless Access Points, 320kms of CAT6 cabling and 19 IPTV/CATV media platforms  
- 360 hours of uninterrupted multicast streaming to over 5000 stakeholders

1.5 million spectators attended the 2018 Gold Coast Commonwealth games. But without EPG’s help, much of the rest of the world wouldn’t have been able to see five emerging nations win their first ever medals.

Nor would they have witnessed Malawi’s netballers come back - from seven goals down at half time no less - to beat the “untouchable” New Zealand team after nine previous attempts. Or see the youngest Commonwealth athlete in history, 11 year old table tennis player Anna Hursey, represent her home country of Wales.
WE DON’T MAKE EVENTS
WE MAKE HISTORY.
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<th>Year</th>
<th>Event</th>
<th>Country/Region</th>
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<tr>
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<td>ICC CRICKET WORLD CUP AUSTRALIA &amp; NEW ZEALAND</td>
<td>Event Overlay &amp; Infrastructure, Event Logistics, Event Operations</td>
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<td>RIO SUMMER OLYMPIC GAMES</td>
<td>Event Villages</td>
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<td>COMMONWEALTH GAMES GOLD COAST</td>
<td>Event Technology and Broadcast, Event Villages, Overlay Cost Management</td>
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<tr>
<td>2014</td>
<td>SOCHI WINTER OLYMPIC GAMES</td>
<td>Sochi, Russia</td>
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<td>2015</td>
<td>SINGAPORE 28TH SOUTH EAST ASIAN GAMES</td>
<td>South East Asia</td>
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<td>2016</td>
<td>IRB RUGBY WORLD CUP UK</td>
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<td>2017</td>
<td>29TH SUMMER UNIVERSIADE, Taiwan</td>
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<td>2017</td>
<td>KAZAKHSTAN ALMATY WINTER UNIVERSITY GAMES</td>
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<td>AUCKLAND WORLD MASTERS GAMES</td>
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<td>INVICTUS GAMES</td>
<td>Sydney, Australia</td>
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<td>2018</td>
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<td>2019</td>
<td>KRASTOYARSK WINTER UNIVERSIADE</td>
<td>Russia</td>
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<td>2019</td>
<td>LIMA PAN AMERICAN GAMES</td>
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