

EVENT STRATEGY

Building the Framework to deliver your Event.

An event strategy is critical to ensuring you deliver a successful event (economic, financial and with minimal impact). At EPG we have extensive experience in helping event organisers attract large scale events by supporting the development of strong candidate files, bid applications and promoting the host city. We are able to assist in all aspects of the Strategic Planning process - bid support and development, feasibility studies, master-plan strategy, foundation planning, budget & cost modelling, functional area concept development and operations planning.

We have specialist expertise in-house and within the EPG network to apply our comprehensive approach to strategy development, which includes:

- A thorough understanding of your event requirements, clients and stakeholders
- Assessment and feasibility of meeting your event's technical requirements
- Development of solutions that can deliver the requirements

Our strategy also involves the selection of the most experienced industry professionals and external advisers in relation to your event. We will work with you through a selection process to achieve a formidable consortium. This allows us to manage the process in line with the developed strategy and budget constraints.

PARTNERS

EPG has formed strategic alliances with industry leaders and has partnered with the most knowledgeable and experienced global event firms who have been a part of the most famous Olympic Games host city bidding applications since 1996.

Our Track Record

- England FIFA World Cup Bid 2018/2022
- Baku Olympic Bid, 2020
- Almaty Winter University Games, 2017
- Rio de Janeiro Olympic Games, 2016
- XX Commonwealth Games, Glasgow 2014
- London Olympic Games, 2012
- AFL European Challenge, London 2012
- Royal Parks London, 2011
- ECB Facility Review, 2011
- Santa's Kingdom, 2005
- UCI World Track Cycling Championships, 2004

BID SUPPORT

The process of bidding for and winning global events and conferences can be a complex process, but our team of strategic experts are there to help you throughout the entire process from developing your event 'bid book' documentation and high level event delivery programme, cost estimates and budgets, through to site and venue assessment and selection, outlining temporary versus permanent infrastructure to be utilised, as well as the creation of event legacy goals and objectives e.g. in sport, environment, education, business and urban planning and infrastructure.

MASTER PLANNING

Master planning sets the foundations for your event and subsequent operational phases of the event life cycle, including key client and stakeholder mapping, outlining key roles, responsibilities and event structures as well as setting the vision and strategic objectives for the event life cycle. Master planning also includes establishing high level milestones, key deliverables and interdependencies as well as budgetary planning and cost modelling.

FEASIBILITY STUDIES

While a feasibility study can be completed in isolation it is often done as part of the strategic planning phase and includes venue assessment, evaluation of technical requirements, gap analysis studies, including identification of rectification measures required and lastly the identification of revenue generating opportunities not currently realised.

CONCEPT OF OPERATIONS

Turning our focus to operational delivery, we look to elaborate on the approaches outlined within our master plan, including the concept of operations development for key departments, the identification of stakeholders and client groups and the development of client service levels.

OPERATIONS PLANNING

In operations planning we outline the concept of operations in more detail for functional areas including defining the development approach to key service delivery areas and how the services will be delivered, detailed planning of resource requirements, stakeholder engagement and emergency planning.