

# CAPABILITY STATEMENT EPG | Event Planning Group

# CONTENTS

OUR STORY	4	DUBAI CASE STUDY
ABOUT US	7	LONDON CASE STUDY
OUR TEAM	8	PAN AMERICAN GAMES CASE STUDY
CORE SERVICES	10	COMMONWEALTH GAMES CASE STUDY
OFFICE LOCATIONS	14	EVENT TIMELINE
FAST FACTS	15	CONTACT DETAILS





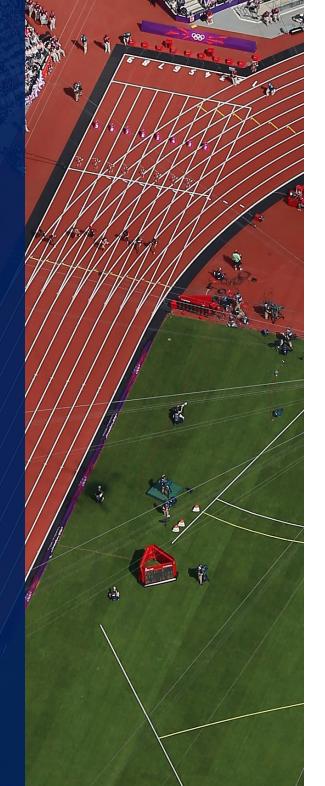
# GLOBAL REACH. LOCAL FOCUS.

## THE WORLD REMEMBERS...

That heart-in-throat feeling as Michael Phelps shattered the all-time medal record with his 19th gold at 2012 London Olympics.

It remembers collectively holding its breath during the 2003 Rugby World Cup as England's Johnny Wilkinson drop-kicked a goal to claim victory from Australia in the final minute of overtime.

It remembers the shock of the 2002 Salt Lake City Winter Olympics when underdog speed skater Steven Bradbury reined supreme after all of his fellow competitors fell over.



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.

## WE'VE GOT THAT WINNING EDGE.

That's why, since 2000 we've been a part of every summer Olympics and an essential part of the Winter Olympics, Asian Games, Commonwealth Games and the Cricket, Rugby and Football World Cups.



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.

## ABOUT US.

### 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.

### JAKE BENSON

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.

## OUR PEOPLE OUR POWER.

We have hand picked the best of the best - on and off the field to deliver your event.



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







Our Event Workforce specialist is the youngest Australian to complete a marathon on every continent, including Antarctica.

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



## OUR PEOPLE ARE OUR WINNING EDGE.

EPG | Event Planning Group



## INTERNATIONALLY TRUSTED TO DELIVER.

When you put your project in the hands of someone else and you know that you don't have to worry. That's trust.



### 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 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 Security & Safety

EPG takes your event's safety as seriously as you do. Security is a team effort so our global network only includes highlytrained 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 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 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 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

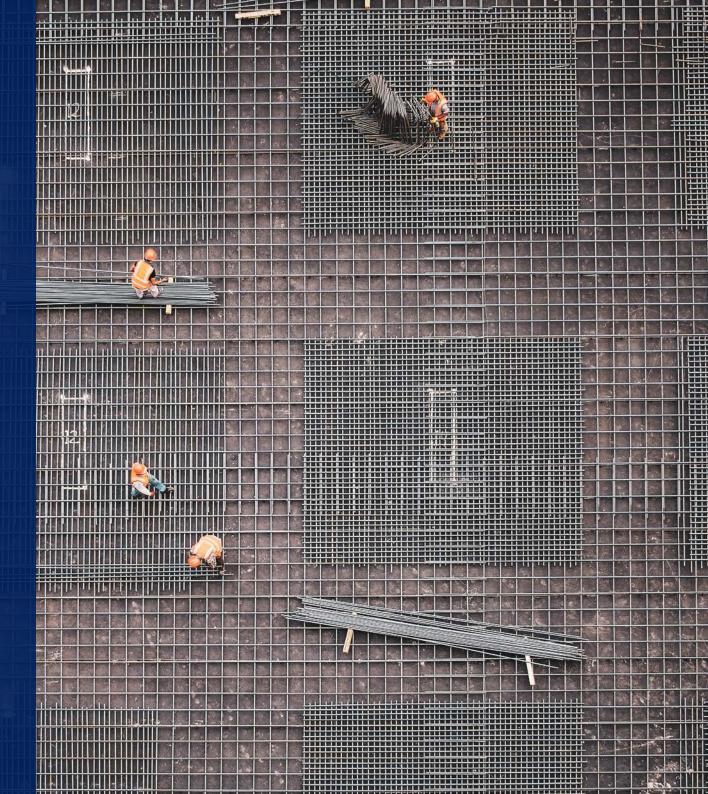
### Event Overlay & Infrastructure

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.

34





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



**United Kingdom** 

#### 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

### YEARS EXPERIENCE IN THE MAJOR INTERNATIONAL EVENT INDUSTRY



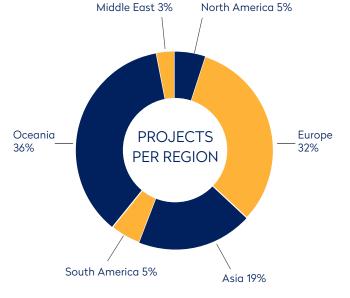


AUSTRALIA, UK, NZ, LATIN AMERICA, UAE

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

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

## 8 BILLION

### PART OF THE LAST 5 OLYMPIC GAMES

HAVE BEEN PART OF HELPING OVER

ELITE ATHLETES COMPLETE AT

THE HIGHEST POSSIBLE LEVEL

MANY INTERNATIONAL REGIONS IN EIGHTEEN DIFFERENT COUNTRIES

WORKED ON PROJECTS ACROSS



North America Europe Asia South America Oceania Middle east UNIQUE CORE SERVICE OFFERINGS

INVOLVED IN 7 OF THE MOST WATCHED SPORTS EVENTS IN HISTORY FIFA World Cup Olympic Games FIFA Confederations Cup Asian Games Rugby World Cup Winter Olympics Cricket World Cup

## NOTHING BEATS EXPERIENCE.

### **G G** 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.

66

#### 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.

### 66 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.

### 66

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.

EPG | Event Planning Group



## EXPO 2020 DUBAI UAE.

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

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.

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.

## LONDON 2012 SUMMER OLYMPICS.

28 competition venues.
20 non-competition spaces.
£530 million of infrastructure works.
10 million+ visitors.
5000+ staff.

That's the endeavor we faced at London 2012; the largest peacetime logistics exercise ever undertaken in the United Kingdom. EPG, along with our team of 90, was proud to be a crucial part of that undertaking as the "official supplier of project management services" for temporary venues and overlay. Location & Year: London 2012 Client Sector: Multi-Sport Event Services Provided: Event Strategy, Event Operations, Event Overlay and Infrastructure, Event Security and Safety, Event Logistics, Event Villages, Event Workforce

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.

on 20

- 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.

## XVII PAN AMERICAN GAMES.

EPG are working with the Lima 2019 Pan American Games to deliver the first Pan American Games held in Peru, becoming the largest sporting event hosted by the country. Location & Year: Lima, Peru 2019 Client Sector: Multi-Sport Event Services Provided: Event Operations

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.

## XXI commonwealth GAMES.

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. 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 I 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 supervison of 100 subcontractors 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

In addition to setting a new benchmark for major events with our fit-for-purpose IPTV/CATV 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.

WE D MAK EVEN WE N HIST	ITS 1AKE	COMMONWEAL GAMES MANCH Event Operations Event Overlay & Int Event Logistics Event Villages Event Villages Event Catering	New	MELBOURNE XVII COMMONWEALTH GAMES Event Operations Event Overlay & Infrastructure Event Logistics Event Villages Event Villages Event Catering Event Workforce		
2000	2001	2002 SALT LAKE CITY WINTER OLYMPICS Salt Lake USA	2003 2	004 2C UCI WORLD TRACK CYCLING CHAMPIONSHIPS Melbourne, Australia COMMONWEALTH YOUTH GAMES Bendigo, Australia ATHENS OLYMPICS Athens Greece	005 20 AUSTRALIAN DEAF OLYMPICS Melbourne & Ballarat, Australia	OOO VOLVO OCEAN RACE STOPOVER Melbourne, Australia ITU TRIATHLON WORLD CUP Doha, Qatar DOHA ASIAN GAMES Doha, Qatar

#### 







ICC CRICKE WORLD CU Event Overla Event Opera	ICC CRICKET		VANCOUVER XXI WINTER OLYMPIC GAMES Event Operations Event Villages Event Catering			LONDON OLYMPICS Event Strategy Event Operations Event Overlay & Infrastructure Event Security & Safety Event Logistics Event Villages Event Workforce		
2007	2008	2009	20	10	20	011 20	012 20	D13
RUGBY WO FRANCE LEXUS LUXURY EDITION ROADSHOV USA						ECB FACILITY REVIEW London LONDON ROYAL PARKS London BAKU 2020 OLYMPIC BID Baku, Azerbaijian	LONDON COCA COLA SHOW CASE PAVILION London LONDON AFL EUROPEAN CHALLENGE London	FIFA CONFEDERATIONS CUP Brazil TRENTINO 26TH WINTER UNIVERSIADE Italy 2013/2014 AUSTRALIA CRICKET AUSTRALIA VENUE READINESS
								l Australia











# THANKYOU.

Contact info@eventplanninggroup.com www.eventplanninggroup.com

EPG | Event Planning Group

