ICC CRICKET
WORLD CUP 2007

Eight venues.... Eight contries.

2007 was the first time the ICC Cricket World Cup was held in the Caribbean, played across eight (8) competition venues in eight (8) countries that make up the West Indies. The EPG team provided event operations services to the ICC Cricket World Cup 2007 Organising Committee as well as providing event overlay & infrastructure services to the official event merchandiser.

When providing event services to multiple venues spread across multiple islands, integration between event organisers and the incumbent venues is pivotal in ensuring event success. In our role as venue managers, we acted as the senior representative for the CWC Organising Committee at three official venues, responsible for the finalisation of venue use agreements, managing the integration of match day operations and ensuring venues adhered to their agreed deliverables as host.

Our venue managers led a cross functional team that included the incumbent venue site manager, design teams, relevant local authorities and key stakeholders to ensure event overlay & infrastructure was installed as agreed and match operations were delivered in line with the event operational plan. Our planning of the event closure phase also ensured a smooth reinstatement of the venues at the conclusion of the tournament period.

In providing services to the official event merchandiser, we were responsible for event overlay & infrastructure and event logistics at all sites. Operating logistics centres and freight forwarding operations across multiple venues and countries ensured a dynamic logistics environment and our team was responsible for activities such as the confirmation of space allocation at each venue, fit-out and installation of merchandise store infrastructure, recruitment and management of operational crews and consolidation and freight forwarding services for all equipment and assets to be used at all match venues.

Location & Year
West Indies 2007

Client Sector
Single-Sport Event

Services Provided
Event Operations
Event Overlay & Infrastructure
Event Logistics

EPG | Event Planning Group