



B.Com Honours

Semester II

Calicut University

Event Management

Course Code: COM2FM106 • Module 3 Notes

1. Staging the Event: Sites, Rehearsals, and Production Services

Staging is the process of bringing the event concept to life on the day of execution. It requires site selection, theme execution, rehearsing, catering coordination, and managing the physical environment. This module covers site selection, theme development, technical rehearsals, catering coordination, and staging management.

Site Selection & Theme Development

- **Site Selection Criteria:** Venue capacity, cost, geographical location, transport access, parking availability, weather protection, and on-site amenities (restrooms, dressing rooms).
- **Theme Development:** Implementing consistent color palettes, visual props, music, and stage setups that align with the core message (e.g., traditional themes for cultural festivals, corporate designs for product launches).

Rehearsals, Scheduling, and Operations

Role of Rehearsals

Conducting full technical rehearsals is essential to test sound levels, lighting sequences, microphone coordination, and presentation slides. Helps build team coordination and prevent live delays.

Production Services & Scheduling

- **Cue Sheet (Running Order):** A minute-by-minute breakdown of the event flow used by the stage manager to cue speakers, light cues, and sound effects.
- **Catering Management:** Coordinating food choices, dietary restrictions, menu setups (buffet, plated, finger foods), and hygiene practices.

Environmental Control & Crowd Safety

Staging requires active environmental controls:

1. **Temperature & Ventilation:** Keeping indoor venues comfortable using air conditioning or fans.
2. **Crowd Barriers:** Using barricades or ropes to guide lines and secure the stage area.
3. **Waste Management:** Placing recycle bins around the venue to ensure clean operations.

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