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# **MAKING TECHNOLOGY WORK FOR YOU**

## **BEST PRACTICE FOR IMPLEMENTING TECHNOLOGY FOR A LARGE CONGRESS / EXHIBITION**

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## Intro

1. The reliance on I.T. has increased considerably;
2. Attendees have advanced in I.T. needs and expectations – Congresses that cater for these advances will be favoured;
3. The greater the reliance on I.T, the greater the potential interruption failure of event;
4. Not managing this risk can cause massive loss;
5. Technical Problems beyond your control WILL arise. Be prepared;
6. Proper Planning is essential
7. All areas are inter-related. Centralised Co-ordination has become essential



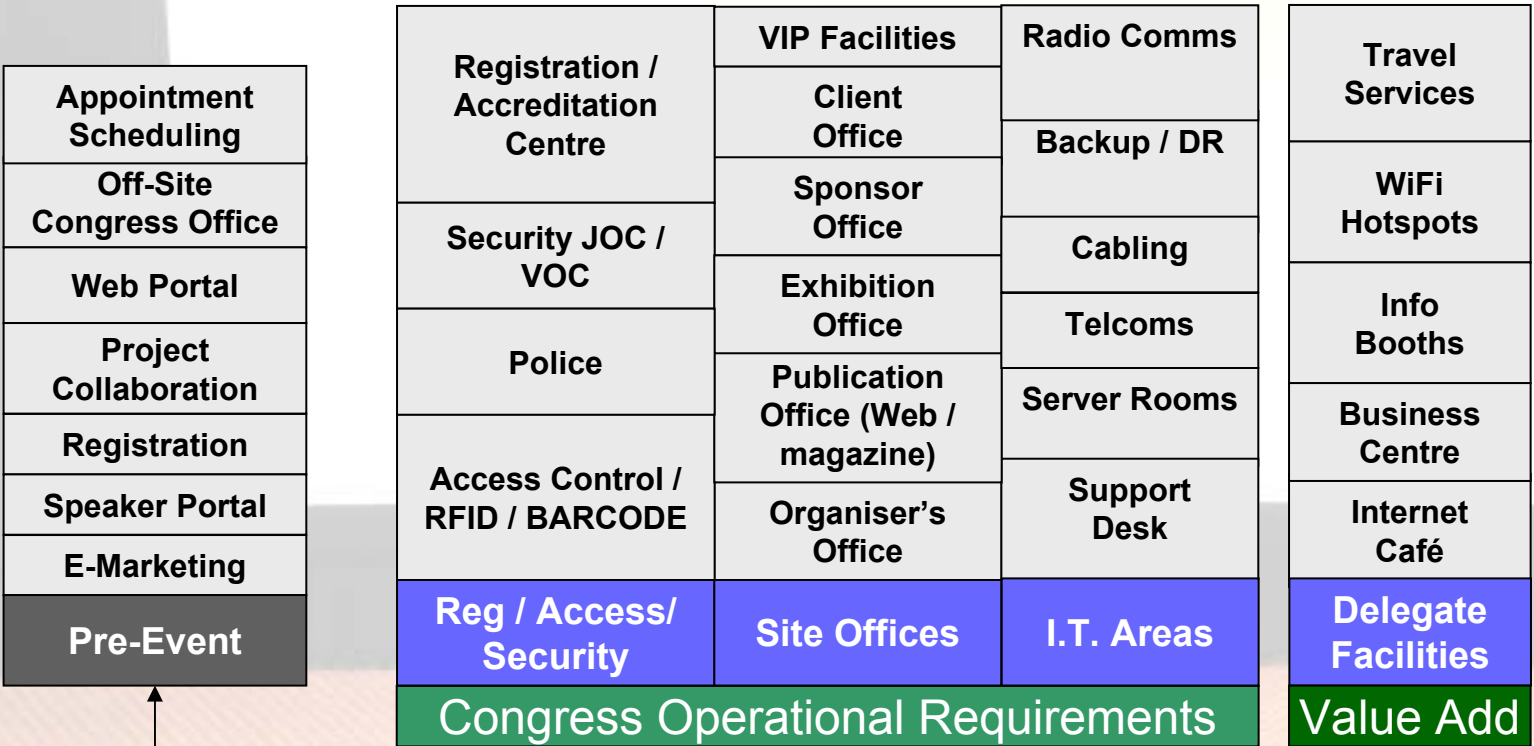
## Contents

1. **Defining Technology & Telecoms Requirements**
2. Identifying Risk / Critical Path Areas
3. Planning Process
4. Choosing Service Providers
5. Managing Cost
6. Ensuring Smooth running of I.T.



## Defining Technology & Telecoms Requirements

1. Review of Previous Events - Legacy Documents
2. Proposed Requirements
3. Engaging Stakeholders
4. Consulting
5. Outlining Constraints
6. Core Requirements v.s. “Nice to Haves”



**DETERMINING CORE IT REQUIREMENTS**

<b>Exhibition</b>	PC/AV Rental
	AV Rentals
	Internet
	Telecoms
	Registration
	Lead Track

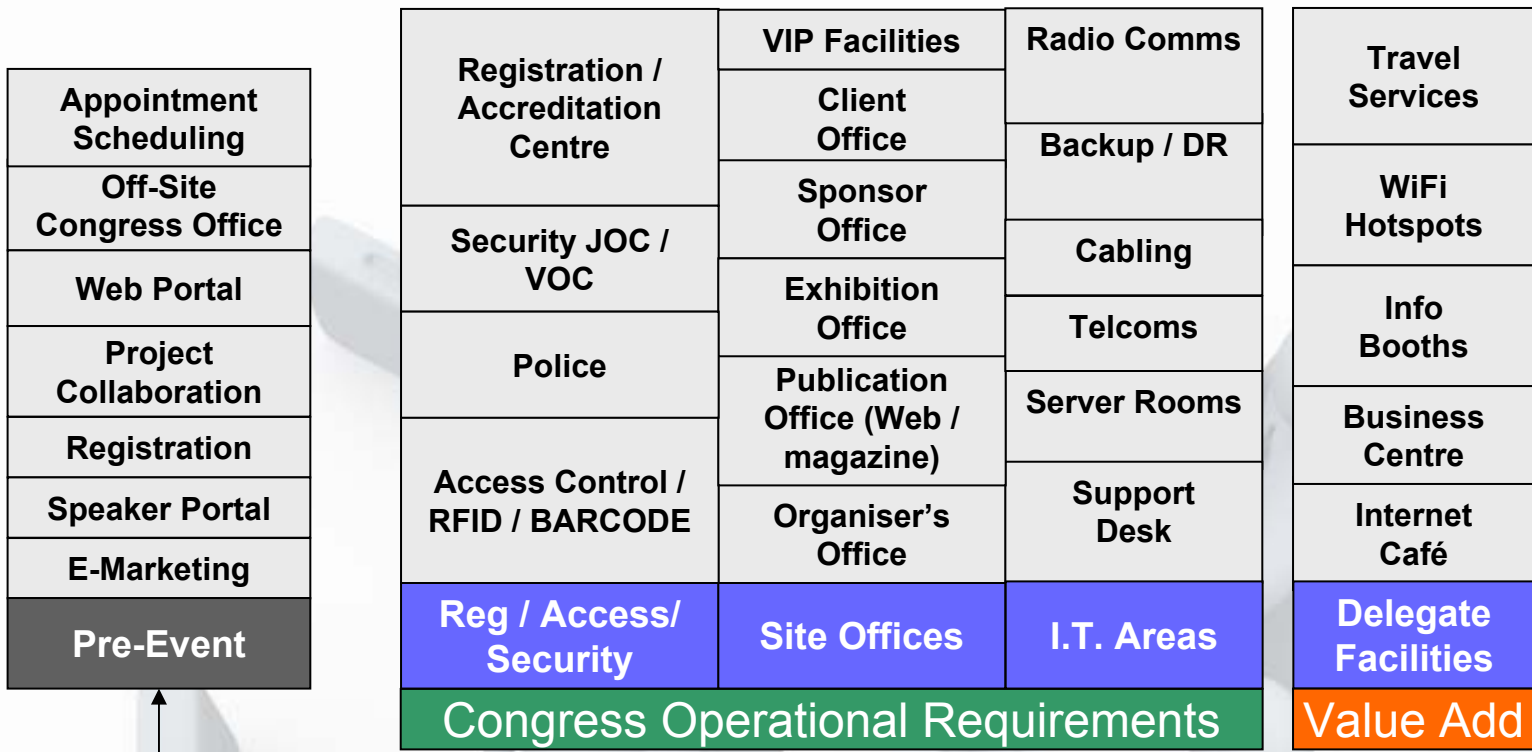
**Alternative Venues**

<b>Audio Visual, Press/Media and Speaker Requirements</b>					
Audio Visual	Language	Speakers	Network	Press	Other
Plenaries	Interpretation / Translation	Speaker Prep Room	A/V Network	Press Centre	Streaming Media
Breakaways				Live Feeds	
Staging	Transcription			OB Vans	
Lighting				Cabling	



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18 Months

12

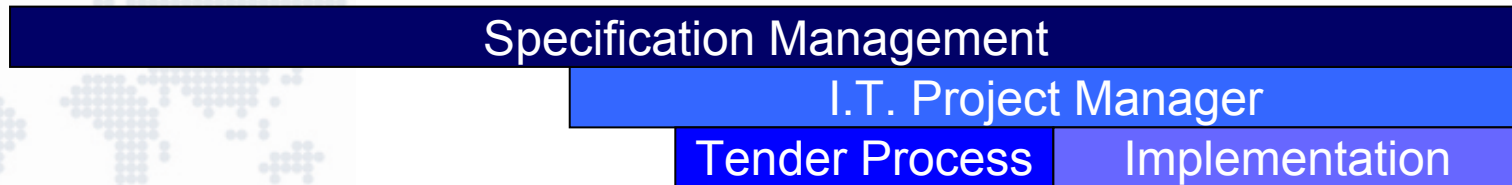
6 Months

2

4 Months

4

0 Months



1. Appoint IT Director / Consultant
2. Engage I.T. Director in all elements of Congress. (Understanding requirements to identify cost savings / security risks, deliverables)
3. Determine the REQUIREMENTS
4. Assess the VENUE technical infrastructure and contractual constraints
5. Assess the TELECOMMUNICATIONS environment
6. Identify areas not in your control
7. Detail the Requirements into DELIVERABLES
8. Identify and Engage with POTENTIAL PARTNERS early
9. Forecast BUDGET of each element
10. Write up DETAILED RFP's (Request for Proposals) down to component level



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## Choosing Service Providers

1. Do not choose service providers until the planning process is complete
2. Develop relationships with potential partners early
3. Empower I.T. Director / Consultants
4. Set a timeframe by which service providers will be appointed
5. Late appointment will impact on quality / cost and reduced planning time for s.p's will increase risk of failure

## Planning Process – Best Practice

18 Months

12

6 Months

2

4 Months

4

0 Months

Specification Management

I.T. Project Manager

Tender Process

Implementation

1. Appoint Event I.T. & Telecoms Project Manager
2. Call for RFP's on each area
3. Engage Potential Sponsors
4. Look for responses that demonstrate knowledge of event environment
5. Get Project Manager and Project Director to evaluate
6. Confine traditional I.T. companies to core network
7. Desktop environment managed by Conference Specialists
8. Before appointment insist on technical specifications
9. Contracts
10. Planning: Joint project meeting sessions
11. Risk Management / Contingency Planning / Disaster Recovery
12. Implementation

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## Planning.. ctd

### **Contracts for appointed Service Providers**

- Define exact deliverables, both in end user “plain talk” and technical
- Specify the project team and exact roles
- In a large organisation, ensure divisions have worked together. Large consultancies / network companies can draw skilled resources, but have no project background until the day before the event
- Overtime



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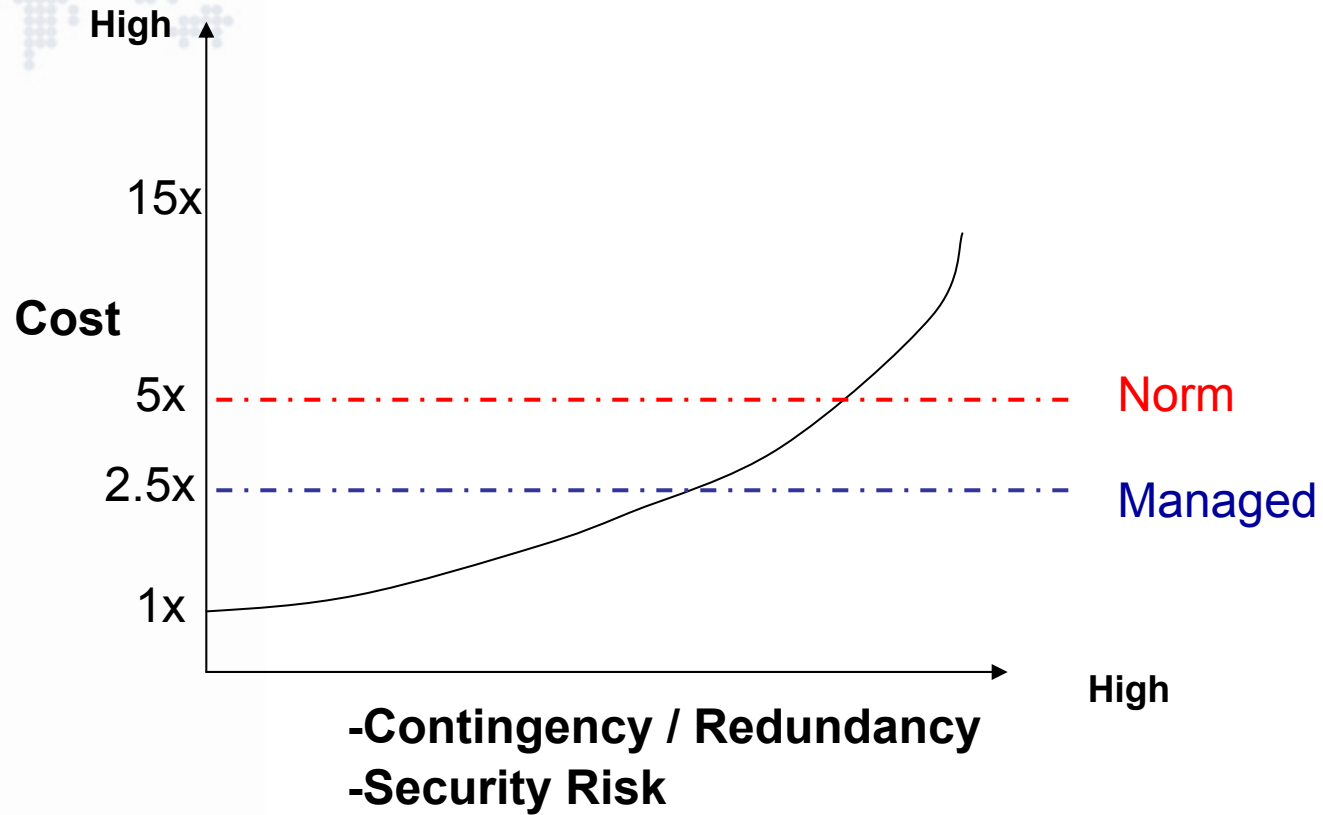


## **Primary Factors that will influence Cost**

- Planning
- Lead Time
- Location (Rural vs Urban)
- Partners
- Risk / Redundancy
- Security
- Setup time



# Managing IT Cost



## Managing Risk

1. Identifying Risk Types: Power / Telecoms / Hardware / Security / Network / People
2. Prioritisation / Risk Profile of all areas
3. People
  - A person for every role
  - I.T. Project Director role
  - Continuity in Project Management
4. Disaster Recovery

## Managing Build-up and On-Site

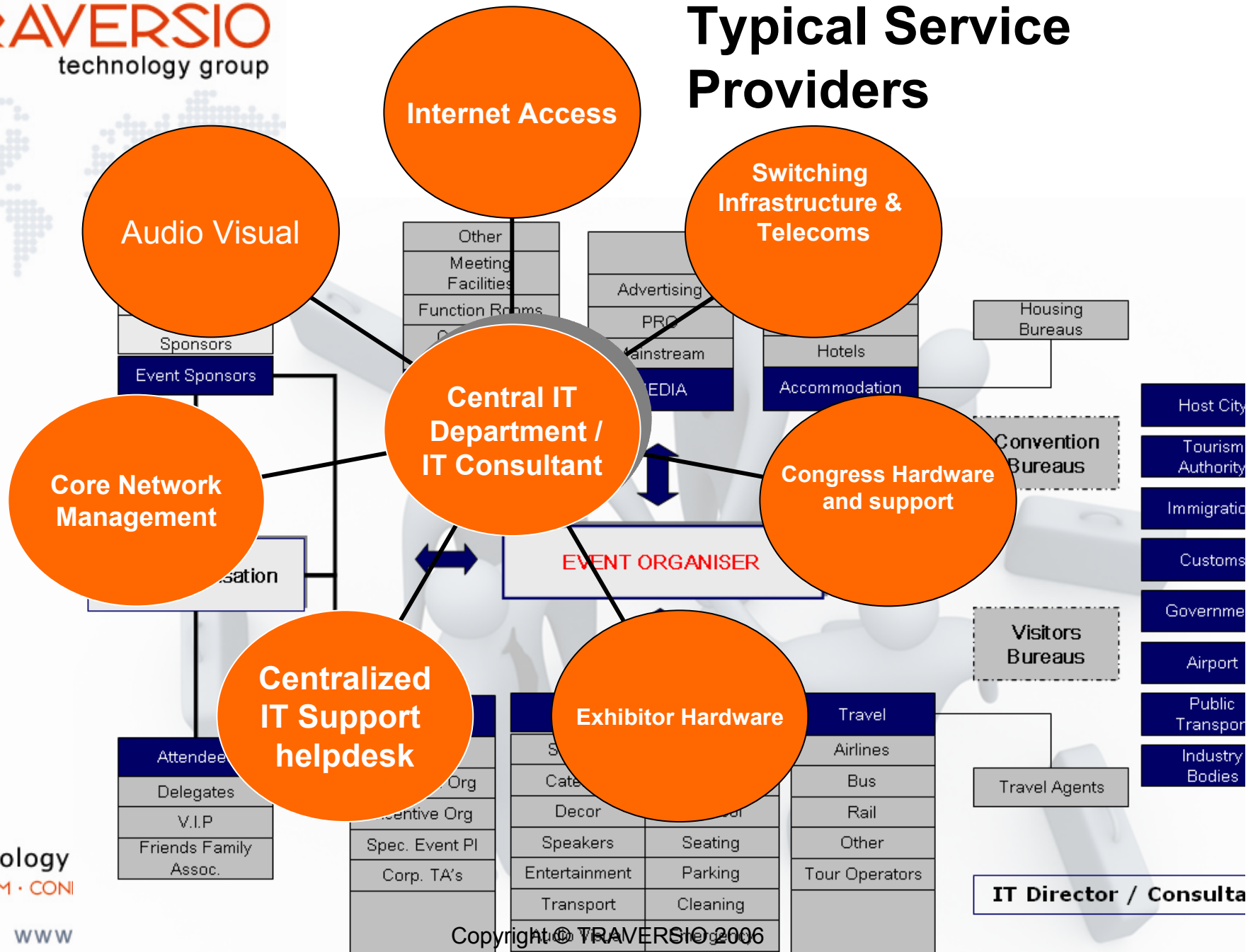
1. Buildup: adequate time, and storage
2. Get core network and telecoms backbone installed and tested 2-3 weeks prior to the event
3. Centralise Helpdesk

## Internet Access....planning

### Internet Access

1. How much bandwidth do you need?
2. How critical is the bandwidth? And to which areas of the network?
3. How much is available at the venue?
4. How do you upgrade for the duration of the event?
5. Is available bandwidth dedicated to you, or shared with others?
6. Is the bandwidth for your congress usage linked to wireless hotspot?
7. Who is the Telco carrier? Redundancy?
8. Who is the Internet Service Provider? Redundancy?
9. Are you contractually bound to obtaining internet access from them?
10. Does the venue manage it internally, or is it outsourced?
11. What is their IT service delivery like on shows? Ask regular exhibitors

# Typical Service Providers



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# Thank You!

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