

FUNDAMENTAL OF EVENT DESIGN

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HAK CIPTA TERPELIHARA. TIADA BAHAGIAN DARIPADA PENERBITAN INI BOLEH DITERBITKAN SEMULA ATAU DIHANTAR DALAM APA JUGA BENTUK ATAU SEBARANG CARA ELEKTRONIK ATAU MEKANIKAL TERMASUK FOTOKOPI RAKAMAN ATAU SEBARANG SISTEM PENYIMPANAN DAN PEROLEHAN MAKLUMAT TANPA KEBENARAN PENGARAH POLITEKNIK TUANKU SYED SIRAJUDDIN PAUH PUTRA 02600 ARAU PERLIS.

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We hope that the book can help to make the learning of Introduction of event design enjoyable and beneficial experience. We welcome constructive comments from students, lecturers and other readers so that future editions can be further improved. Please email your comments or suggestions to fazlyshahril@ptss.edu.my

PREFACE

FUNDAMENTAL OF EVENT DESIGN are essential guidelines that help ensure a successful and impactful event. This book brings together all the logistics - the professional services, administration and budgeting, co-ordination, both event planning and event design for corporate and private event. "Event design is an invisible force that shapes our experiences at conferences, festivals, weddings, and everything in between. It's more than just organizing logistics or selecting décor; it's about creating an immersive atmosphere where every element works in harmony to tell a story. In the fast-evolving world of event planning, a designer's ability to craft meaningful experiences has become paramount. Finally, hopefully this book can inspire readers to produce and organize a great event.

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EVENT DESIGN ORGANIZATION

THE EVENT DESIGN DISCIPLINE

Event design discipline are essential guidelines that help ensure a successful and impactful event. event planning brings together all the logistics - the professional services, administration and budgeting, co-ordination, etc, but what is event design and how does it differ from event planning? Events design discipline provide both event planning and event design for corporate and private events.

The event design discipline

1. The producer
2. Technical production
3. Venue and site
4. Caterer
5. Staffing service
6. Entertainment agency
7. Staging
8. Set and décor
9. Rental suppliers
- Transport

EVENT DESIGN COMMITTEE

An event design committee plays a crucial role in the planning and execution of an event. This group is typically composed of individuals with various skills and expertise, ensuring a well-rounded approach to event design. Here's an overview of key components and roles within an event design committee:

1. Committee Structure

Chairperson/Leader: Responsible for overseeing the committee, facilitating meetings, and ensuring that tasks are completed on time.

Members: Include individuals with diverse skills, such as marketing, logistics, decor, and finance.

2. Roles and Responsibilities

Concept Development: Collaborate to define the event theme, objectives, and target audience.

Budget Management: Establish and manage the event budget, ensuring all expenses align with financial constraints.

Venue Selection: Research and evaluate potential venues based on capacity, location, and suitability for the event's theme.

Vendor Coordination: Identify and manage relationships with vendors, such as caterers, AV providers, and decorators.

Marketing and Promotion: Develop a marketing plan to promote the event and attract attendees, including social media strategies and promotional materials.

Logistics Planning: Handle the logistical aspects, including scheduling, transportation, and on-site management.

Decor and Aesthetics: Oversee the design and implementation of decor elements, ensuring alignment with the overall theme.

Guest Experience: Focus on creating an engaging and memorable experience for attendees, considering elements like seating arrangements and activities.

Evaluation and Feedback: Plan for post-event evaluation, collecting feedback from attendees and team members to improve future events.

3. Collaboration and Communication

Encourage open communication among committee members to share ideas, address concerns, and foster collaboration.

Use project management tools to track tasks, deadlines, and responsibilities effectively.

4. Regular Meetings

Schedule regular meetings to discuss progress, address challenges, and make decisions collaboratively.

Create an agenda for each meeting to keep discussions focused and productive.

5. Flexibility and Adaptability

Be prepared to adapt plans as necessary, whether due to budget changes, venue issues, or feedback from stakeholders.

6. Diversity and Inclusion

Aim for a diverse committee that brings different perspectives, experiences, and ideas, enhancing the overall design and execution of the event.

By establishing a well-structured event design committee, you can ensure a collaborative approach that effectively addresses all aspects of event planning and design.

List of event committee

1. Administration
2. Financial
3. Staffing
4. Transport
5. Marketing
6. Venue
7. Caterer staging
8. Décor
9. Entertainment
10. Technical
11. Security

Type of task in event design

1. Proactive tasks

- Booking venue
- Booking staging
- Briefing contractors
- Briefing caterers
- Site inspection
- Budgeting
- Calling for quotes
- Executing the event

2. Reactive tasks

- Crew meals
- Writing reports
- Thank you note
- Filing
- Invoicing
- Post evaluating the event

Effective planning tools are essential for managing events smoothly and ensuring all aspects are well-coordinated. Here are some valuable tools and resources you can use throughout the event planning process:

1. Project Management Software

Trello: A visual tool that uses boards and cards to organize tasks, set deadlines, and track progress.

Asana: Helps teams manage projects and tasks, allowing for clear assignment and tracking of responsibilities.

Monday.com: Offers customizable workflows to manage tasks, timelines, and collaboration.

2. Event Planning Software

Eventbrite: Simplifies event registration, ticketing, and promotion.

Cvent: Comprehensive event management platform that includes registration, venue selection, and attendee engagement tools.

Whova: Facilitates event management with features for attendee engagement, agenda planning, and networking.

3. Budgeting Tools

Excel or Google Sheets: Simple spreadsheet tools to track expenses, budgets, and financial forecasts.

Event Budget Templates: Pre-made templates available online can help organize and manage financial details effectively.

4. Communication Tools

Slack: A messaging platform for real-time communication and collaboration among team members.

Zoom: Useful for virtual meetings, discussions, and coordination with remote team members.

5. Design and Visual Planning Tools

Canva: An easy-to-use graphic design tool for creating event materials, including invitations, flyers, and social media graphics.

Pinterest: Great for gathering inspiration and ideas for decor, themes, and overall event design.

6. Timeline and Scheduling Tools

Gantt Charts: Tools like Smartsheet or Microsoft Project help visualize project timelines and dependencies.

Google Calendar: Useful for scheduling meetings, deadlines, and event timelines.

7. Guest Management Tools

Mailchimp: For email marketing and managing communication with attendees.

Guest List Apps: Tools like Guestline or Zkipster help manage RSVPs, check-ins, and attendee lists.

8. Feedback and Evaluation Tools

SurveyMonkey or Google Forms: Useful for collecting feedback from attendees post-event.

Event Feedback Apps: Platforms like Happy or Sli.do can facilitate real-time feedback during the event.

ELEMENT OF DECOR

EVENT DESIGN VENUE

Selecting the right venue is a critical aspect of event design, as it sets the stage for the entire experience. Here are some key factors to consider when choosing a venue:

1. Capacity and Layout

Ensure the venue can comfortably accommodate your expected number of guests.

Consider the layout options for different setups (e.g., theater, banquet, classroom) and how it aligns with your event goals.

2. Location

Choose a location that is accessible for your attendees, with good transportation options and parking facilities.

Consider the neighborhood and nearby amenities (hotels, restaurants, etc.) that might benefit your guests.

3. Ambiance and Style

The venue's aesthetic should match your event theme and desired atmosphere (formal, casual, corporate, etc.).

Look for unique venues that can enhance the experience, such as historic buildings, outdoor spaces, or galleries.

4. Facilities and Services

Assess the available facilities, including restrooms, stage, AV equipment, and Wi-Fi.

Check if the venue provides on-site staff for support and coordination.

5. Accessibility

Ensure the venue is compliant with accessibility standards for guests with disabilities.

Consider features like ramps, elevators, and accessible restrooms.

6. Cost and Budget

Evaluate the venue rental cost in relation to your overall budget.

Be aware of any additional fees (catering, cleaning, security) that may apply.

7. Catering Options

Some venues have in-house catering, while others may require you to hire external caterers. Confirm what works best for your needs.

Consider whether the venue can accommodate specific dietary requirements.

8. Audio-Visual Capabilities

Ensure the venue has the necessary AV equipment or the ability to accommodate rentals.

9. Flexibility and Restrictions

Check for any restrictions regarding decor, setup, or noise levels.

Look for venues that offer flexibility in terms of setup and scheduling.

10. Reputation and Reviews

Research the venue's reputation and read reviews from previous clients.

Consider visiting the venue in person to get a feel for the space and meet the staff.

By carefully evaluating these factors, you can select a venue that enhances your event's success and aligns with your vision.

Key element in event design

Event design is a multi-faceted process that involves several key elements to create a memorable experience. Here are some essential components:

Concept and Theme: Establishing a clear theme that reflects the purpose and message of the event is crucial. This serves as the foundation for all design decisions.

Venue Selection: Choosing the right venue that aligns with the theme, capacity, and logistical needs is essential. Considerations include layout, accessibility, and ambiance.

Audience Engagement: Understanding the audience and tailoring the experience to their preferences and needs enhances engagement. This could include interactive elements, activities, or networking opportunities.

Visual Design: This encompasses all aesthetic elements, including color schemes, decor, signage, and branding. Consistency in visual design helps create a cohesive experience.

Lighting and Sound: Proper lighting and sound design set the mood and atmosphere. Effective use of these elements can transform a space and enhance the overall experience.

Food and Beverage: Catering should align with the event theme and cater to dietary preferences. The presentation of food and drinks also plays a role in the overall aesthetic.

Logistics and Planning: Detailed planning of timelines, vendor coordination, and on-site management ensures the event runs smoothly. This includes scheduling, equipment rental, and staffing.

Technology Integration: Utilizing technology, such as event apps, live streaming, or social media, can enhance the experience and facilitate communication.

Lighting and Sound: Proper lighting and sound design set the mood and atmosphere. Effective use of these elements can transform a space and enhance the overall experience.

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Element of décor in event design

Decor is a vital element of event design that contributes significantly to the overall atmosphere and guest experience. Here are key components to consider when planning event decor:

1. Theme Alignment

Ensure that all decor elements reflect the event's theme and purpose. This creates a cohesive look and feel.

2. Color Scheme

Choose a color palette that complements the theme and evokes the desired mood. Consistent use of colors in linens, centerpieces, and signage enhances visual appeal.

3. Centerpieces

Design impactful centerpieces that draw attention and serve as focal points on tables. They can be floral arrangements, candles, or themed items.

4. Lighting

Utilize lighting to set the ambiance. Options include uplighting, string lights, and candles, which can transform a space and highlight key areas.

5. Furniture Selection

Choose furniture that fits the event's style and layout. Consider seating arrangements, table shapes, and lounge areas to enhance comfort and interaction.

6. Backdrop and Stage Design

Create an engaging backdrop for photo opportunities and presentations. This could include branded elements, draping, or artistic displays.

7. Floral Arrangements

Incorporate fresh or artificial flowers that align with the color scheme and theme. Flowers can add elegance and a natural touch to the decor.

8. Signage

Use creative signage to guide guests and reinforce the theme. This includes directional signs, welcome boards, and informational displays.

9. Textiles

Consider using table linens, curtains, and cushions to add texture and warmth to the space. Fabrics can dramatically change the look and feel of a venue.

10. Themed Props and Accessories

Integrate props that enhance the theme, such as vintage items, themed sculptures, or interactive elements that guests can engage with.

11. Personalization

Incorporate personalized touches, such as custom name cards, photo displays, or unique favors that resonate with the guests.

12. Seasonal Elements

If appropriate, include seasonal decor (like autumn leaves or holiday-themed items) to enhance the experience and relevance of the event.

Theme creation

Theme creations

Creating a compelling theme for an event is essential for setting the tone and enhancing the overall experience. Here's a step-by-step guide to help you develop a unique and engaging theme:

1. Define the Purpose and Goals

Identify the Event's Objectives: Understand what you want to achieve (e.g., celebration, education, networking).

Consider Your Audience: Tailor the theme to resonate with the interests and demographics of your attendees.

2. Brainstorm Ideas

Involve the Team: Gather input from your planning team or stakeholders to generate a range of theme ideas.

Use Themes from Various Sources: Look at literature, movies, art, or current trends for inspiration. Consider seasonal themes or cultural events.

3. Narrow Down Options

Evaluate Feasibility: Assess the practicality of each idea, including budget, venue, and resources.

Align with Brand Identity: Ensure the theme reflects your organization's values and brand image.

4. Create a Theme Concept

Develop a Core Message: What is the main idea or feeling you want to convey? This could be a quote, a value, or an experience.

Visual Elements: Think about how the theme will manifest visually through colors, decor, and branding.

5. Design Supporting Elements

Decor: Plan how the venue will be transformed to reflect the theme, including centerpieces, lighting, and signage.

Attire: Consider whether you want to encourage specific dress codes that align with the theme.

Activities and Entertainment: Choose entertainment options and activities that enhance the theme, such as themed games or performances.

6. Engage Attendees

Pre-Event Promotion: Use the theme in marketing materials and communications to generate excitement.

Interactive Elements: Incorporate activities that allow attendees to engage with the theme, such as photo booths, contests, or themed giveaways.

Element in theme creation

Creating an engaging event theme involves several key elements that work together to create a cohesive and memorable experience. Here are the essential components to consider:

- Theme decor
- Colors
- Tables
- Linens
- Accessories
- Music
- Entertainment

EXERCISE 1

1. List down (5) event design discipline
2. List down (5) event committee
3. List down (5) task in event design

EXERCISE 2

1. Identify (10) key factors to consider when choosing event venue
2. List (5) key element in event design
3. List (5) element of decor in event design

EXERCISE 3

- 1.State (6) step to develop unique and engaging theme
- 2.List (5) element in theme creation

EXERCISE 4

Event Design Exercise:

You have been hired as the event planner for a corporate conference that will be held over two days. The event will host 200 attendees, including professionals from various industries. The objective of the event is to provide networking opportunities, share industry knowledge through workshops and keynotes, and foster team-building through interactive activities.

Your task:

Event Theme and Concept:

Choose a theme that will align with the goals of the conference.

Explain how this theme will enhance the attendee experience and support the overall objectives of the event.

Venue Selection:

Describe the type of venue you would select for this event and why it is suitable. Consider location, capacity, accessibility, and amenities.

Agenda and Activities:

Create a detailed two-day agenda with times for keynotes, workshops, networking sessions, and team-building activities. Be sure to balance educational content and interactive opportunities.

For one of the team-building activities, describe the setup, objectives, and how it will encourage collaboration among attendees.

Design Elements:

Provide a visual or conceptual description of the event's atmosphere, including décor, lighting, and layout.

How will the design reflect the event's theme and objectives?

EXERCISE 5

1. list down (5) event design themes
2. State on of your chosen theme _____
3. Based on your theme list (2) color palette suitable for your event theme
4. List (5) suitable element for your theme

EXERCISE 6

1. What is the theme or concept of the event?
2. What is the desired atmosphere or mood for the event?
3. How will the event space be organized?
4. What are the key elements of guest engagement during the event?

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