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*Subject to change and modifications*

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### Part one:

#### **Event Mission:**

*“Philly’s Got Talent”* is dedicated to fostering a safe and creative environment for up-and-coming performers to share their talents with others and the community. With so much talent in the greater Philadelphia area, artists will have the opportunity to network and share ideas with one another.

#### **Event Goals & Objectives:**

1. Create an inviting environment for local Philadelphia artists to connect and share their talents and ideas.
2. Open opportunities for talent to meet management agencies for future long-term work.
3. Grow exposure for local artists of our organization
4. Give all attendees the only one-of-a-kind music expression opportunity allowing everyone to network and possibly book one, or all of the local artists.
5. Put on a successful and safe event while providing an entertaining experience.
6. Promote sustainability and limit waste outputs

## **Background & Event Description:**

The location of this event will be hosted at the Liacouras Center's Area. The building of this event sits on the campus of Temple University on Broad street in North Philadelphia. *Philly's Got Talent* will be a large concert-style program. The purpose of this event is to give opportunities to performers around the Philadelphia area to showcase their talents and to be noticed by the community to hire. These people consist of producers, agencies, other artists, and way more. The guest will have an opportunity to receive all of the performer's contact information and have a chance to meet everyone they are interested in. The guests for this event will be able to sit in the audience sections and all VIPs will have access to boxes and special seating. There will be food stands opened in the arena along with public restrooms.

## **Customer Service Policies, Procedures, Rules & Guidelines:**

The Customer Service policies that will be put in place for the launch of *Philly's Got Talent* will entail a small team of 14 volunteers for Customer Service Guest inquiries. The customer service booth will be positioned at the entrance of our event, providing easy communication for the arriving guests and a meeting location for our Event Management team. We will have 1 booth positioned by the entrance, however, customer service volunteers will be spread out around the event to limit some of the crowding by the entrance of the Liacouras Center.

- **The Procedures we will have in place are as follows**

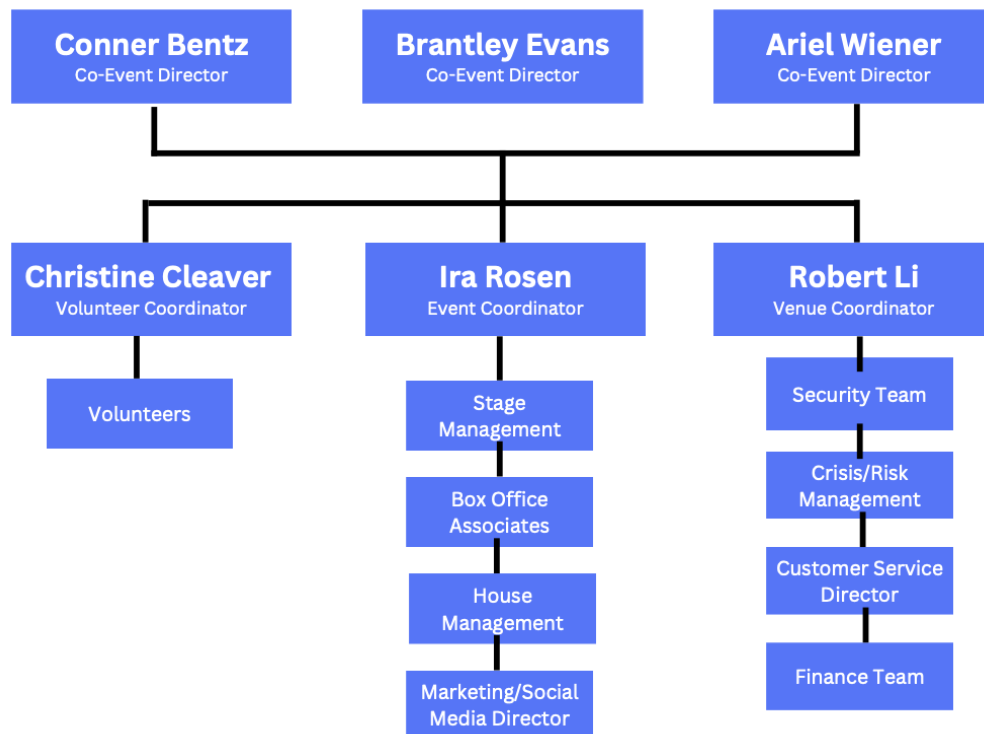
- **In case of a fire-** attendees and performers must please find the closest fire exit if safe to escape the venue safely.
- **In case of a disturbance or serious outside situation-** attendees will be locked indoors at the event venue until the surrounding area is cleared by the Philadelphia Police Department.
- If a serious medical situation were to transpire, **there will be EMTs off- and on-site indoors of the event premises at all times of the event.**

Philly's Got Talent Rules & Regulations- Event attendees and performers **MUST** sign the Rules & Regulations Waiver upon entry, Performers and Attendees have the option to sign the photo release acknowledgment waiver. NO firearms and/or weapons are permitted inside of the event, Disorderly conduct/ Violence/ Abuse is NOT permitted, situations will be recognized by our staff and you will be asked to leave the event's premises.

- **NOTICE-** Attendees are not advised but permitted to leave the event and Venue. Attendees that leave will NOT be allowed second entry back inside the event and venue. Attendees should please see an official specified Security Guard inside and outside for any inquiries or concerns.

## PART TWO:

### Organizational Chart



Name	Position	Email	Phone Number
Conner Bentz	Co-Event Director	cbentz@pgt.com	717-556-8879
Brantley Evans	Co-Event Director	bevans@pgt.com	803-917-7048
Ariel Wiener	Co-Event Director	awiener@pgt.com	516-660-4078
Ira Rosen	Event Coordinator	irosen@pgt.com	215-768-9834
Christine Cleaver	Volunteer Coordinator	ccleaver@pgt.com	665-345-7645

Robert Li	Venue Coordinator	rli@pgt.com	845-221-8771
John Elmo	Stage Manager	jelmo@pgt.com	631-271-4111
Ellen Grey	Box Office Manager	egrey@pgt.com	516-353-7804
Shania Gorging	House Manager	sgorging@pgt.com	845-661-2365
Adam Jacobs	Marketing/Social Media Director	ajacobs@pgt.com	917-757-0806
Bari Secondino	Customer Service Director	bsec@pgt.com	215-445-6723
Max Kaplan	Security Director	mkap@pgt.com	205-556-7891
Alex Perez	Financial Director	aperez@pgt.com	821-234-5468
Debra Jones	Crisis/Risk Manager	djones@pgt.com	771-664-8955

## Job Descriptions

- **Event Director** - Oversees the event as a whole. Founders of this program and hire all employees. Job also includes consulting with the financial team, marketing team, performance team and facilitating all guests.
- **Event Coordinator** - Manages all jobs the day of event and assists anyone who needs help. Communicates with workers across the venue and relies on when any worker needs help.
- **Volunteer Coordinator** - Oversees all volunteer workers and makes sure everyone does their job. Only positions allowed to sign off on hours and manage the time volunteers work. Works closely with Event Coordinator and also assistant workers as needed.
- **Venue Coordinator** - The venue coordinator will oversee the venue operations and insurance over the rental and provide some of the clients limited requests. The



employee will work with the client to coordinate a room layout as well as formalizing the clients catering needs and processing the final invoice.

- **Stage Management** - Stage managers facilitate constant communication with everyone involved with the on-going event and live performances. The stage manager is in coherence with the co-event directors to ensure the lighting, sound, and technological locitics are in line with the event performance time.
- **House Management** - Facilitates all guests on the main floor and arena area. This position knows where everything is in the venue and is responsible for helping maintain safety.
- **Customer Service Director** - Responsible for making sure all guests are satisfied and helped in any way possible. Job responsibilities also include reaching out to all guests for surveying and learning ways to improve events in the future.
- **Marketing/Social Media Director** - The Marketing and Social media director and department is responsible for promoting the event;s fundraising and mission beforehand. The team will be responsible for coming up with engaging ads and finding ways to intrigue local artists to perform, as well as attendees to join the premier of the event.
- **Human Resources Director** - The Human Resources Director's duties will include planning, coordinating, and directing the administrative functions of the events organization. The department and director will oversee the interview process, hiring of new staff, and consulting with the directors of the event. This position will act as a link between the employees and upper management departments to address any and all concerns regarding the organization.
- **Risk/Crisis Manager** - In charge of having a plan for any accident that happens or has potential to happen to ensure people's safety.
- **Finance Team** - Takes care of budgeting and financing in all ways. Works closely with Event Directors to make sure money is managed properly.

- **Security** - The security team is responsible for the security of the attendees and operation flow of the specified event date. The security team is responsible for patrolling indoors and outdoors at the event locations and specified call times. Any security member that arrives to work impaired by drugs or alcohol will be asked to leave the property.
- **Volunteer** - Volunteer job duties will include extra help for the management team for *Philly's Got Talent*. Volunteers must understand before entry into the venue that their work is unpaid.

### **Location & Hours**

Event Location- The Liacouras Center

Event Address- 1776 N. Broad Street Philadelphia PA 19121

Event Date- Saturday, May 13th, 2023

Event Time- 12:00 PM- 4:00 PM

### **Flow/Layout/Design**

*Philly's Got Talent* will be hosted at the Liacouras Center on Broad Street in North Philadelphia. Outside the venue will be fences and aisles for guests to go through before entering the venue. The purpose of these fences is to utilize the limited area and space outside and to get people inside in an organized way. As people enter, there will be a secured entry point to make sure people do not bring outside materials into the venue. Once they make it through security, they will have their QR codes scanned by our volunteer workers and staff. Once they get scanned in, they will be granted access to the space. On the main floor past the scanning station, there will be concession stands, restrooms, and

vendors all around the space. When entering the arena, an usher guides people to their seating sections. Ushers will be stationed at the top of staircases around the arena to manage performance areas. Security will be posted around the space and at the bottom of the arena area to maintain everyone's safety.

Stage managers will be stationed backstage and will be in charge of making sure everything is behind the scenes. With multiple stage managers working, there will be a form of communication set up between workers and performers to make sure the performances run smoothly. Each performer will get a designated time on stage and there will be a 5-minute gap between each performance for breakdown/setup for anyone who needs it.

### **Employee/Volunteer Policies and Procedures**

*Absence/Tardiness:* There will be an absolute no-tardiness policy. We need everyone to be on time for the one-day event unless there is a medical or family emergency. Employees who show up late will not be allowed to work the event and will not be paid or granted volunteering hours.

*Employee Assistance Programs:* During the duration of the planning and day of events all employees will have access to complementary counseling services.

*Employee Perk Programs:* Each employee will receive two complimentary tickets to the show and will be given two food vouchers for the concessions. Each volunteer will receive a 10% discount code to use for two tickets and one food voucher for concessions.

**Alcohol/Drug:** The use of drugs or alcohol is strictly prohibited while any employee or volunteer is on duty. Should anyone be suspected of use they will be asked to leave immediately. *Philly's Got Talent* has a zero-tolerance policy when it comes to drugs and alcohol.

**Smoking:** The act of smoking or the use of any kind of smoking device is strictly prohibited when in-office or on venue property. If an employee is caught in either of these acts they will be issued a single warning before ultimately being terminated. Employees and volunteers will be able to smoke and use devices freely when on their breaks and meal times. At the office and venue, there will be specific smoking zones.

**Potential Health Issues:** Should any employee or volunteer feel or get sick they must notify their higher-up immediately. If a fever is present the person must be 24 hours fever free in order to return and have proof of a negative COVID test. If the issue is related to a pre-existing condition and/or not COVID-related next steps will be discussed on a need-to-be basis.

### **Part Three:**

#### **Accounting Policies and Procedures**

Our Accounting policies and procedures will be taken care of by our Financial team. The directing team will oversee the budgets. These teams will work closely together when it comes to any finances, income, and approval rights. They will also be responsible for making sure we are being sustainable when it comes to purchases and any legal content.

## **Security/Risk Management Issues**

All staff and volunteer members will have access to common areas of the venue which include, private restrooms, break areas, and spaces reserved for keeping personal belongings. Everyone will have a work pass on a colored lanyard indicating where they are working and allowed to go. Our backstage staff will have red lanyards, our main floor and arena staff will have white, and our private box and room workers will have blue lanyards. Security will be guarding all spaces in the venue and all workers must be wearing lanyards to be granted permission to enter all private places. All directors and leaders will arrive at 8:00 am to open up and prepare sign-in and breakfast for all workers. All workers should arrive by 9:30 am to sign in and eat breakfast before being at their working station by 11:00 am. When the event is over, workers and volunteers must be dismissed by their assigned management staff. At 9:00 pm, workers may start gathering personal belongings and sign out the way they signed in. As a result of all the training, the staff has been taught and the security hired for this event, we can ensure a safe event for our guests and performers. Our event will have law enforcement officers and EMS ready for any kind of emergency.

- Risk/Crisis Protocol:
  - Bag check when entering to avoid weapons and harmful substances aren't brought into the venue
  - Ushers stationed at all stairs to make sure everyone is where they are supposed to be
  - Wristbands for people above the age of 21 drinking alcoholic beverages

- Nurse located on the main floor to have quick access to emergencies
- Security surrounding perimeter to prevent accidents

Having all of these protocols will help us ensure a safe and secure event. Our directors and Liacouras Center workers will oversee security and give them full control when handling emergencies.

### **Covid-19 Specific Safety Protocols**

*Philly's Got Talent* will follow all of Philadelphia's Covid-19 regulations and rules. In addition to that every performer, guest, employee, and volunteer will sign an agreement on their ticket form or contract. This agreement will state that if that person tests positive or has any Covid-19 related symptoms they will not attend the event. This is a way to minimize the risk of spreading Covid-19 to other guests, performers, employees, and volunteers. All Covid-19 related information will be posted on our website and sent in an email to guests, performers, employees, and volunteers. When an email is provided during ticket purchasing or contract signing, the Covid-19 information will be sent one week before the event as a reminder.

### **Overall Planning Schedule**

#### **12 Months Out**

- ☐ Event Directors first planning meeting

- ☐ Determining the purpose, goals, outcomes of the event, and prospective locations
- ☐ Hiring Process begins
  - ☐ HR Director, Risk Management Manager, Finance Manager, Marketing Director, Security Director, and Social Media Coordinator
- ☐ Budget is determined
  - ☐ Finance Manager and Director will be given the budget for the event and start planning on how the money will be spent

### **7 Months Out**

- ☐ Sustainability Plan is created
- ☐ Marketing team will have their first presentation
  - ☐ Logo will be presented and changes can be made

### **6 Months Out**

- ☐ Marketing team will present again
  - ☐ Final logo will be shown
  - ☐ Ideas for possible staff and volunteers shirts will be shown
- ☐ Final Location Determined
- ☐ The rest of the team members will be hired
  - ☐ Team members will meet with their respective bi-weekly

### **5 Months Out**

- ☐ Marketing team will launch the social media pages and website

- ☐ We will have a TikTok, Instagram, and Facebook
- ☐ Food service will be finalized
  - ☐ We will determine the caterer for the concessions and for the artists
- ☐ Risk Plans will be made and approved
- ☐ Teams will continue to meet Bi-weekly

#### **4 Months Out**

- ☐ Potential Sponsors will be pitched
  - ☐ Proposals will be made and completed for presentation
- ☐ Artist outreach will begin
  - ☐ Artist will be given 1 week to respond to the offer
- ☐ First in-person all staff meeting

#### **3 Months Out**

- ☐ Weekly team meetings start
- ☐ Sponsorships finalized
- ☐ Artist Contracts go out
  - ☐ Artist will have 1 week to sign their contracts
- ☐ Prize for winner determined
  - ☐ Once we know who is sponsoring us and what leftover money we will have a prize will be announced for the winner of *Philly's Got Talent*
- ☐ Start putting out volunteer opportunities



**2 Months Out**

- ☐ Artist will be announced on our social media and website
- ☐ Tickets will go on sale
  - ☐ Ticket link will open on March 1st 2023
- ☐ Catering will be finalized
  - ☐ Food options for concessions will be picked
- ☐ Security for the event will be hired
- ☐ Volunteers will be hired
  - ☐ Volunteers will receive a contract and have 1 week to sign it
- ☐ Staff, Volunteers, and security shirts will be ordered

**1 Month Out**

- ☐ All staff members will be meeting 4 days a week
- ☐ 5 days of staff training
- ☐ 2 site visits will be planned
  - ☐ 1 at the beginning of the month and 1 at the end for a final visit
- ☐ Specific roles will be assigned to volunteers and staff members
- ☐ Social media push

**Week of Event**

- ☐ Monday-Wednesday- Staff and volunteers will have training
- ☐ Thursday- Load in
  - ☐ Stage set up, lights, sound equipment, catering load in

☐ Friday- Tech rehearsal

☐ Artists will have time slots to come in and do a soundcheck at the venue

### **Overall Day of Events Layout**

Who/What	Time
All Staff Call Time	8:00 AM
Staff Meeting	8:05 AM
Volunteer Call Time	9:00 AM
Volunteer Meeting	9:05 AM
Catering Staff Call	9:30 AM
Artist Call	9:45 AM
Sound Check	10:00 AM- 11:00 AM
Lobby & Concessions Open	11:15 AM
House Opens	11:30 AM
Show Starts	12:00 PM
Show Runs	12:00 PM- 5:00 PM
Post Staff and Volunteer Meeting	5:30 PM
Catering Load Out	5:30 PM
Volunteers Dismissed	6:00 PM
Load Out	6:00 PM

Non-Essential Staff Dismissed	6:30 PM
Everyone Dismissed	9:00 PM

## **Human Resource Training/Certification Schedule**

We will have 5 training days for our staff at the beginning of the month prior to our event. The training will consist of learning the perimeter of the building, policies/procedures to follow, and testing on knowledge learned on the 5th day of training. Those who don't receive an 85% or higher on the test will have an additional day of training and must receive a 90% or higher to work at *Philly's Got Talent*. This additional test will be the day after the 5th day of training. Those who do not pass will be offered a volunteer position but will not be considered paid staff members.

### Part 4:

## **Evaluation Procedures**

Since our event is new, we plan on emailing out a survey for our event for people who purchased tickets to make improvements if we would like to keep doing events like this in the future. Since our mission is to provide a performance opportunity and recognition for people, we are assuming more people will want to be a part of this if we host another event like this. Ideas we will include in our survey will be ticketing, venue/location, accessibility, vendors, service, and more! We will also ask for feedback from our workers and volunteers to improve their experience.

## **Sustainability Plan**

The *Philly's Got Talent* Event will focus on our Sustainability efforts by using and promoting reusable products within the venue location. Alcoholic beverages and nonalcoholic drinking cups will specifically be reusable cups from (INSERT COMPANY) to ensure the waste from the event carries a low impact on the surrounding environments.

We will also not provide water bottles at the event, the entry admission fee includes free water throughout the event to ensure low plastic waste from attendees and performers. The venue is willing to install and promote the use of single-standing refillable water bottle stations; there will be approximately 6 at the *Philly's Got Talent* premiere.

*Philly's Got Talent* will be a paperless event, no paper tickets or playbills will be printed or handed out. Every customer will receive a QR once they have purchased their ticket that will be scanned at the door. Playbills will be available on our website under the "View our Talent" tab.