

A decorative background consisting of a grid of small blue squares of varying shades, arranged in a pattern that tapers towards the center.

Evolving Venue Operations for Success

A PEOPLE-FIRST, TECH ENABLED APPROACH





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*Director of Strategy
& Transformation*



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Improvement*


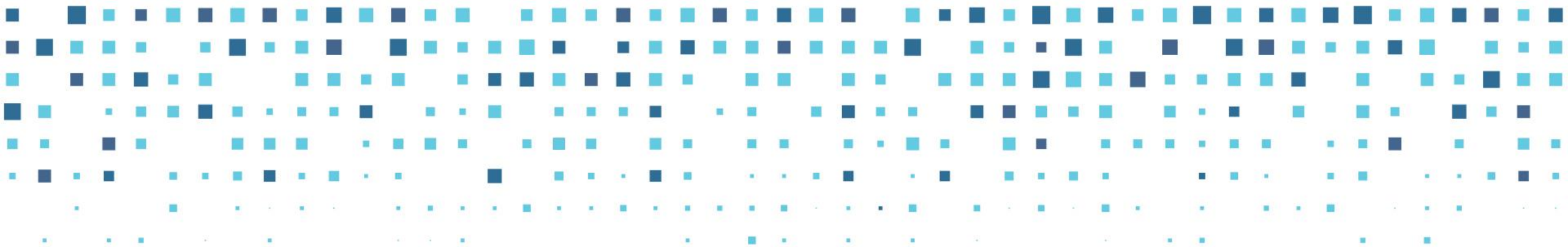


Justin King

*Executive Vice President,
Sales & Marketing*







MELBOURNE OLYMPIC PARKS





OUR MISSION:

***To empower world-class operations and
exceptional experiences.***

OVER 400 OF THE WORLD'S GREATEST VENUES



LORD'S
THE HOME OF CRICKET



**CLIMATE
PLEDGE
ARENA**

The **O₂** arena

MARVEL
STADIUM

MELBOURNE **OLYMPIC PARKS**



MADISON SQUARE GARDEN
THE WORLD'S MOST FAMOUS ARENA

SoFi
Stadium

UBS Arena



MOODY CENTER
AT THE UNIVERSITY OF TEXAS



LA STADIUM
& ENTERTAINMENT DISTRICT
AT HOLLYWOOD PARK



**RADIO
CITY**
MUSIC HALL

CedarPoint

GOLF



One-Stop-Shop for Venue Operations

Operations management software to enhance real-time communications, maximize experience, and reduce risk.

Centralize your operations with one completely configurable system, offering a remarkable user experience, lightning-fast performance, real-time communications capabilities on mobile, and self-designed reporting & analytics.



Problem One:

***How do we run our Control Centre
and our events better?***

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- ***Incident Management that supports and simplifies situational awareness and decision making***

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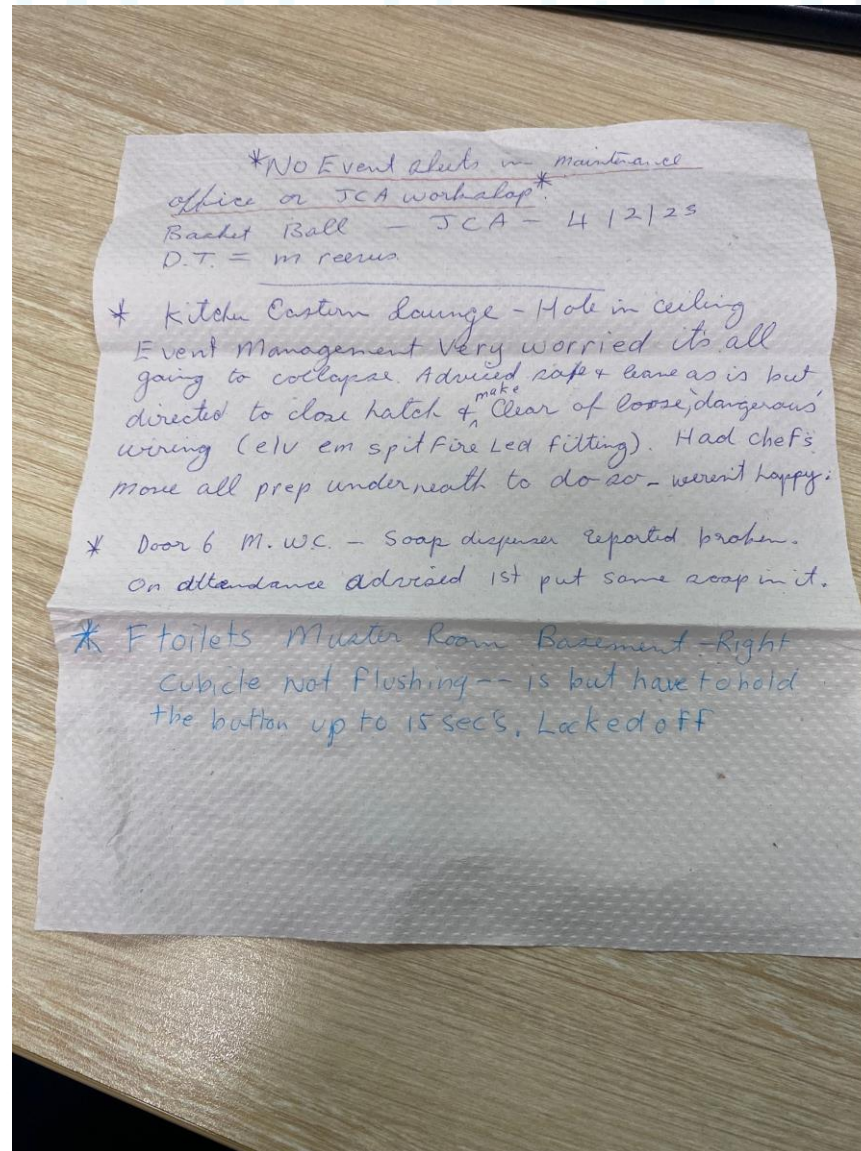
- ***Incident Management that supports and simplifies situational awareness and decision making***
- ***Clear job management that made it easy to get everything done across broad and different teams***

Problem One:

How do we run our Control Centre and our events better?

- ***Incident Management that supports and simplifies situational awareness and decision making***
- ***Clear job management that made it easy to get everything done across broad and different teams***
- ***Get information to the right people at the right time***

How things used to happen...



How things happen now



Events - Duty Technician Report

Jimmy Carr - 6 May 2023

06/05/2023 04:00:00 - 07/05/2023 04:00:00 (AEST)

Generated on 11/05/2023 21:07:33 (AEST)

Building Services Job Report

Job / Incident Summary

#	Incident / Job	Event Marker	Location	Sub Location...	Additional Location Info	Created	Closed
0001	Heating, Ventilation and Air Conditioner Request/Issue	Control Center Open - Pre Gates	JCA - Lvl 1 - Basement	Back of House	Production area	06/05/2023 16:57:09 (AEST)	06/05/2023 17:21:28 (AEST)
	Production rooms too hot						
	Adjusted control temperature setpoint down to cool production rooms. Room temperatures at 21.5 degrees. To cool production rooms all back of house will be effected as served by common outside air air handling unit. FCU B-20						
0003	Heating, Ventilation and Air Conditioner Request/Issue	Control Center Open - Pre Gates	JCA - Lvl 2 - Concourse	Catering / Bar Outlet	East	06/05/2023 18:12:45 (AEST)	06/05/2023 18:27:42 (AEST)
	The exhaust fans appear to not be on - can the duty tech please check						
	Checked all exhaust fans for kitchens - all running. Checked suction all ground level canopies all drawing air.						
0010	Broken / Damaged Infrastructure	Control Center Open - Pre Gates	JCA - Lvl 2 - Seating Bowl	Section / Row / Seat		06/05/2023 19:13:54 (AEST)	06/05/2023 19:21:46 (AEST)
	Water dripping on patrons sitting in section 66, row AA, seats 49-50						

Incomplete / On Hold / Further Action Required

#	Incident / Job	Location	Sub Location...	Additional Location Info	Resolution
0010	Broken / Damaged Infrastructure	JCA - Lvl 2 - Seating Bowl	Section / Row / Seat		INCOMPLETE - On Hold / Further Action Required
	Water dripping on patrons sitting in section 66, row AA, seats 49-50				

How things happen now



Show Report

Collingwood Magpies v Firebirds - 9 Apr 2023
09/04/2023 04:00:00 - 10/04/2023 04:00:00 (AEST)
Generated on 11/05/2023 21:11:52 (AEST)

Event Details

Total House 1528	Total Sales 804	Actual Attendance 1510	Announced Attendance -
Weather Top of 15 deg and rain persisting	Event Mode --	Retail Merch per heads Managed by hirer.	Retail Catering per heads Estimate \$11 Actual \$8.70
Evictions - Intox --	Eviction - Behaviour/Other --	Arrests --	Ambulance Transportation --
Game Result/s Magpies 69 v Firebirds 61			EBMS No. 169175

Event Overview

Event Overview

On this cold and rainy Easter Sunday, John Cain Arena welcomed back the Collingwood Magpies who hosted the Queensland Firebirds for Round 4 of the SSN Season.

Game day planning occurred with the Magpies team earlier this week to finalise activation and event bump in requirements- nothing out of the ordinary from the previous two games. Continuing the Easter theme, the Magpies had arranged for an Easter Bunny to roam the concourse handing out miniature easter eggs to all the kids.

Courtside guests were treated to a food drop in their seats as well as floor bar access throughout the game.

Both ingress and egress were smooth at Gate 6 with no large lines.

The Magpies take the win this afternoon and will be back celebrating their ANZAC Day game on Tuesday 25 April against the Sunshine Coast Lightning at 1pm.

How things happen now



Event Management Report

Bert Kreischer - 21 Apr 2023

21/04/2023 04:00:00 - 22/04/2023 04:00:00 (AEST)

Generated on 11/05/2023 21:13:41 (AEST)

Event Management Summary

Entry & Exit

Ingress: Gate 6. Long queues started forming at 18:30 making their way onto GSO. Staff deployed to handscanning and queue management team assisted with moving the crowd along and into the runs more quickly. Lines moved quickly and steady from 18:45.

Egress: Gate 6 and 7 East and West

Ticketing

Fully ticketed event. Allocated reserved seating on floor, lowers, mezz and uppers.

No ticketing issues on the night.

Venue Management

Recommended to relook at gate structure at Gate 6 for sold out events. Need to assess opening additional Gate at 7 East or West to assist with late arriving crowd. JCA Team to reassess

Operations

Production Manager was clear from the beginning with his requirements. This made the day run extremely smoothly for the Operations Team. All additional calls throughout the evening were actioned quickly.

Problem One:

How do we run our Control Centre and our events better?

Evolving for Success

- *Support our people using the product*
- *Leverage the team to improve the product*
- *Enabling champions*


Problem One:

How do we run our Control Centre and our events better?


Where do we want to go next?

Tasks

Incident **Request** **Activity** **Task** **Lost Claims** **Found Items** **Conversations**

Task Name Assigned To 

In Progress Suspended Closed
















Department Location Section Priority  Due

Summary

Event Mode 24/7 Mode

Incident **Request** **Activity** **Event Tasks** **24/7 Tasks** **Lost Claims** **Found Items** **Inbox 1** **Inbox 2** **Inbox 3**

Event Tasks Queue

#	Actions	Task Name	Priority	Due Date/Time
00035	  	Check fork gas supplies	Standard	Set Up Phase (Pre Contracted Period) +0 mins
00034	  	Check / install turnstiles as required and place tensa barriers eit		Set Up Phase (Pre Contracted Period) +0 mins
00033	  	Build FOH and camera risers if required	Standard	Set Up Phase (Pre Contracted Period) +0 mins
00032	  	Conduct shift Toolbox meeting with all staff present	Standard	Set Up Phase (Pre Contracted Period) +0 mins
00031	  	Turn on all lights	Standard	Set Up Phase (Pre Contracted Period) +0 mins

Tools in the hands of more of our people



Live Mapping

Prudential Center Map

Incident #000999

Incident Type ● Verbal Altercation	Department ✔ Security
Assigned To 👤 Emmy Cortes	Created By 👤 Kiara Fernandez
Priority 🔴 High	Created 🕒 10/27/2021 11:45:06 AM
Location Upper Level	Dispatched 🕒 10/27/2021 11:45:30 AM
Section D 903	On Scene 🕒 10/27/2021 11:46:30 AM
Reported Via Radio	Closed 🕒 10/27/2021 11:50:30 AM

Summary
Floor housekeepers have final responsibility for the condition of guestrooms. Each floor housekeeper is assigned three or more floors. The user gives the room attendants their room assignments and the floor master keys, which are returned at

[Edit](#) [New](#)

An aerial photograph of a city skyline, featuring a large stadium with a distinctive geodesic dome in the foreground. The image is overlaid with a grid of blue squares of varying sizes, creating a digital or data-like aesthetic. The text is centered and rendered in a bold, italicized, dark blue font.

Problem Two:

How do we report across the precinct better?

Problem Two: How do we report across the precinct better?

- *An easy way for everyone to contribute to the safety of the precinct*

OH&S Request Form



Melbourne & Olympic Parks Hazard Report

This process is for NON-EVENT reporting of Hazards or Safety issues. If your request is related to an event, please contact the VCC/SCC and for an Emergency, where immediate assistance is required, contact Precinct Control Centre 03 9286 1000.

Details

Person Reporting

Email Address

Phone Number

Location

Sub Location

Additional Location Info

Summary

Attachments

Attachments

Reset

Submit

Problem Two: How do we report across the precinct better?

- *An easy way for everyone to contribute to the safety of the precinct*
- *An easy way for our guests to be reunited with their lost items*

Lost & Found Request Form

LOST PROPERTY

Lost Item Details

Facility*

Melbourne & Olympic Parks

Lost Date*



Item Category*

Select

Item Description (include name if located on the found item)*

Location*

Select

Additional Location Information

Event Name / Purpose of Visit*

Problem Two:

How do we report across the precinct better?

Where do we want to go next?



Problem Three:

***How do we communicate with guests better
in the event environment?***



Problem Three:

How do we communicate with guests better in the event environment?

- ***Direct way for our guests to talk to our people***

Problem Three:

How do we communicate with guests better in the event environment?

How things used to happen



Problem Three:

How do we communicate with guests better in the event environment?

What have we learnt?

- *Personalised communication became such an opportunity*
- *Practical solutions for guests*
- *Opportunity to educate guests*
- *Genuine safety and validation that our guests needed*

Problem Three:

How do we communicate with guests better in the event environment?

Where do we want to go next?

Guest Services Helpline



*WhatsApp
Integration*

*TEXT "ASSIST" TO:
0412 345 678*

Successes & Challenges

- *Partnership*
- *Communities*
- *Ownership*
- *Enabling and empowering frontline teams*
- *Governance*

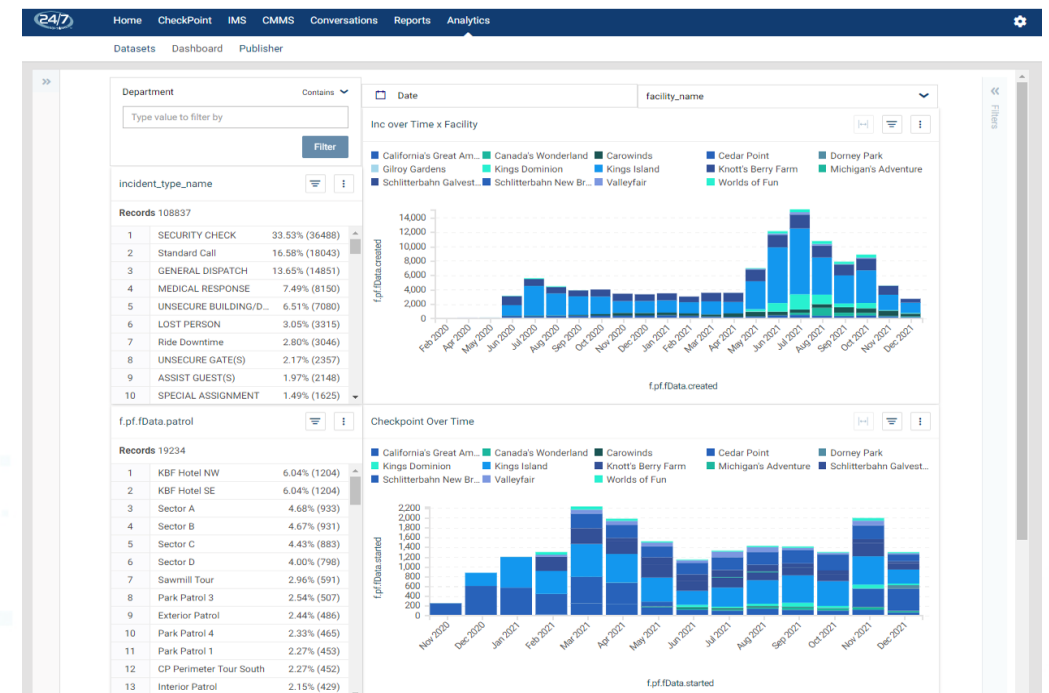
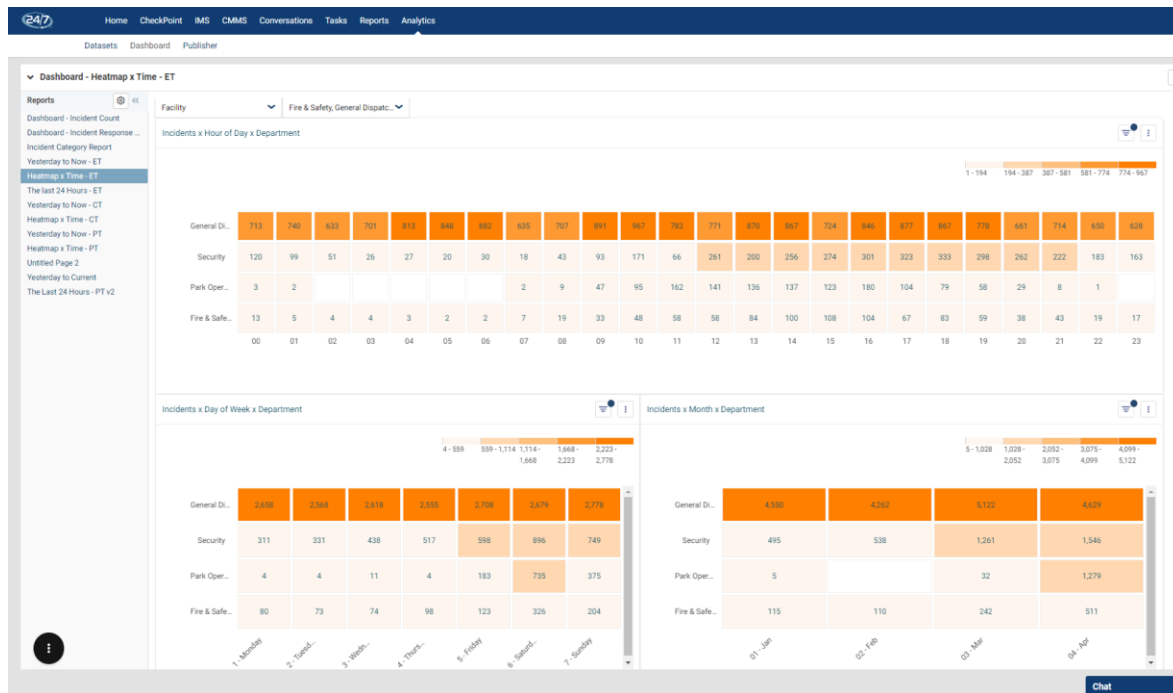


Where to next for 24/7 Software?

Continuing to Build our Market Leadership for Data and Analytics

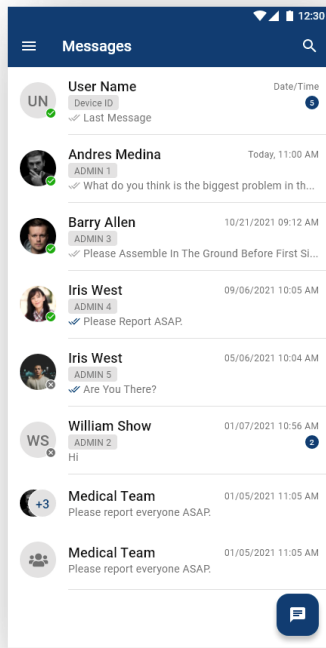
Predictive Safety and Risk Dashboards:
Understand Key Areas of Risk Within Your Venues

District and Group Level Dashboards:
Compare Multiple Venues Within Your District or Group

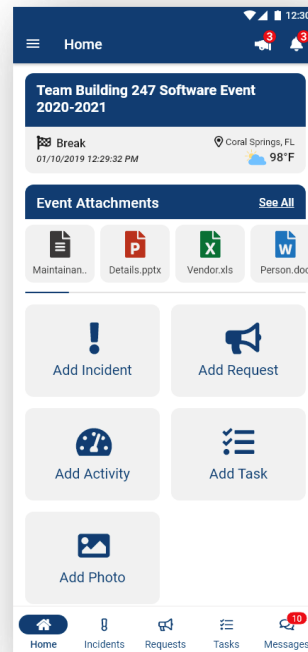


Mobile First Build Strategy

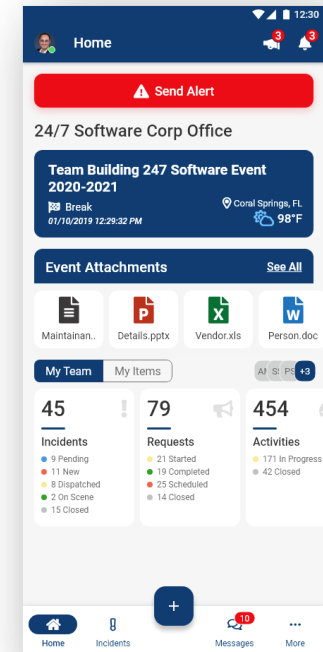
Communicator Chat



Communicator



Communicator +



SOLUTIONS & PROBLEM SOLVING

Integrating an IMS with Ticketing Data and Body Cams

Integrations & Implementations

- Understanding the Guest Interaction Workflow
- Driven by Safety and Event Security Director + Special Projects Lead
- Outsize Benefits of Integration Quickly Made Clear



Results:

- **REDUCTION of 98.75%** on Time Spent Linking Incidents to Videos
- **Scalable, Real-Time, In-Event** Investigation
- Best Practices for Addressing Fan Interactions
- Guest Encounter Preparation & De-escalation
- Streamlined Fan Conduct Reporting

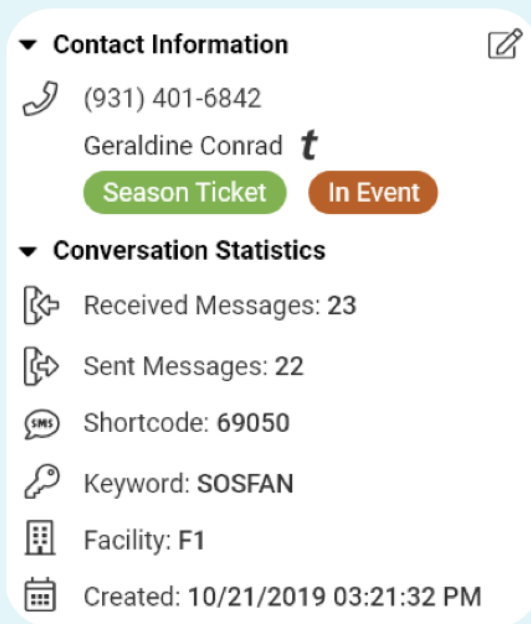
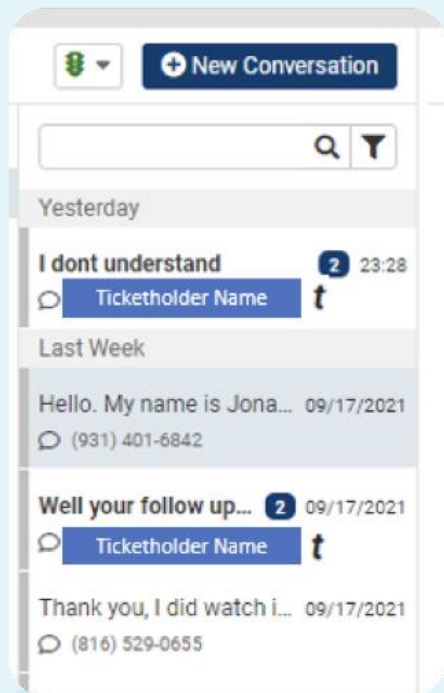
Questions & Answers

GUEST IDENTITY INTEGRATION

Using Fan identity to create Investigative Identity in your Incident Management System

Automated Caller-ID

With Real-time lookup, In Event Labels, and Contact Import



Investigative Fan Identity

With Reverse Seat Look up, and Associated Person Import

