



Service Management and Event Management

In this article, when I refer to Event Management it is not the type we ITILites know and love. I am not talking about planning what to do when an alarm goes off. I am talking about organising and managing major entertainment events for the public.

Staging shows, charity walks, rock concerts or whatever, represent significant service delivery exercises, for a specific audience, and in a project-style manner. Consider all of the services providers that need to be orchestrated to make such events succeed.

I once had the pleasure of talking with the man challenged with event managing the Melbourne F1 Grand Prix each year. So, what does this type of Event Management have to do with Service Management? Quite a bit it seems.

To begin with, staging such an event, our intrepid project manager needed to engage with and oversee at least 34 different authorities. Those that I remember are:

Victorian State Parliament	Victorian Police	Melbourne City Council
Vic Roads	St John Ambulance	Security firms
Fencing and construction	Electrical and Lighting	Audio/Visual contractors
Parking Authority	Local councils	Vic Parks
McDonalds	Subway	Yarra Trams
Advertising companies	TV and radio companies	Helicopter Operators
Australian Airforce	Qantas	Roulettes
Temporary facilities construction	Albert Park Golf Course	and more...

Not to mentions the F1 Grand Prix Authority and all the racing teams.

Can you think of a more complicated **Service Integration and Management (SIAM)** engagement?

There is such a diverse range of Service Level Objectives (SLOs) to be monitored and managed. Consider the processes that need to be in place to ensure a smooth event. (NOTE: A say SLOs and not SLAs so that the Event can operate with a degree of Agility.)

And every one of the above service providers has to deliver on time (no slipping the deadline!), and up to the required level of service expected, else it would reflect poorly on the event and Victoria.

The **Service Level Management** required to coordinate all of these services must demand a unique service catalogue, request catalogue, monitoring and review process. Part of this would come from experience, and part from trial and adjust accordingly.

By the way, for the F1 Grand Prix, it is not a single project manager, but a team of highly skilled project managers and service analysts, required to carry this off.

All of this is not unique to the F1 Grand Prix. Any major event has a similar degree of complexity. Consider a rock concert. Permits and restrictions. Noise pollution. To drug test or not to drug test.

The average Event Manager applies service management skills to ensure all parties are able to provide the right level of service, and for them to all work together, to meet the expectation of their clients.

Then there are the individual service providers, and their need for service management processes. They must manage their own **Capacity, Availability and Continuity management**. What profiling and planning must they do so as to deliver to contracted SLOs?

But that's a story for another article.