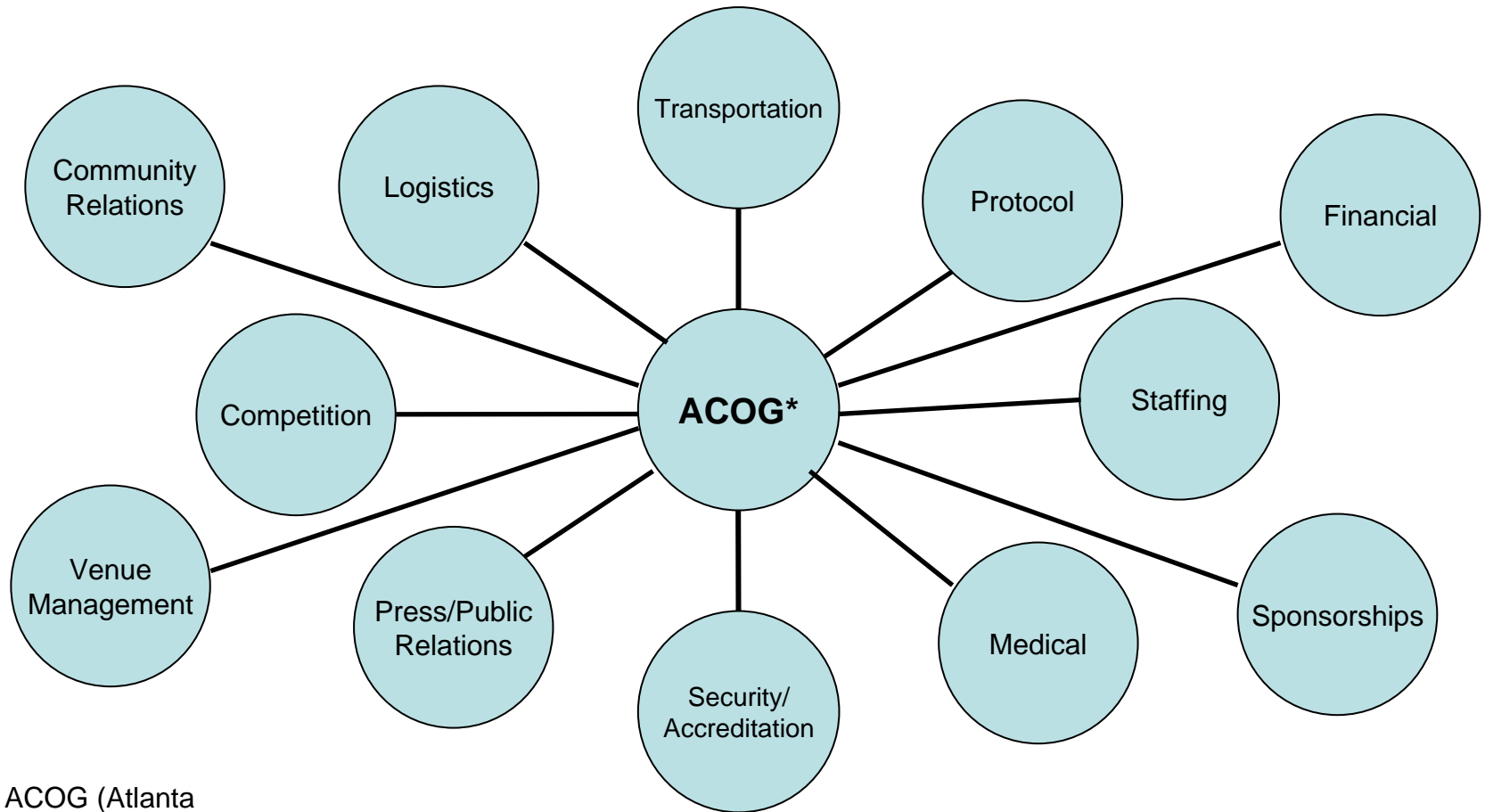


Festivals and Large International Events

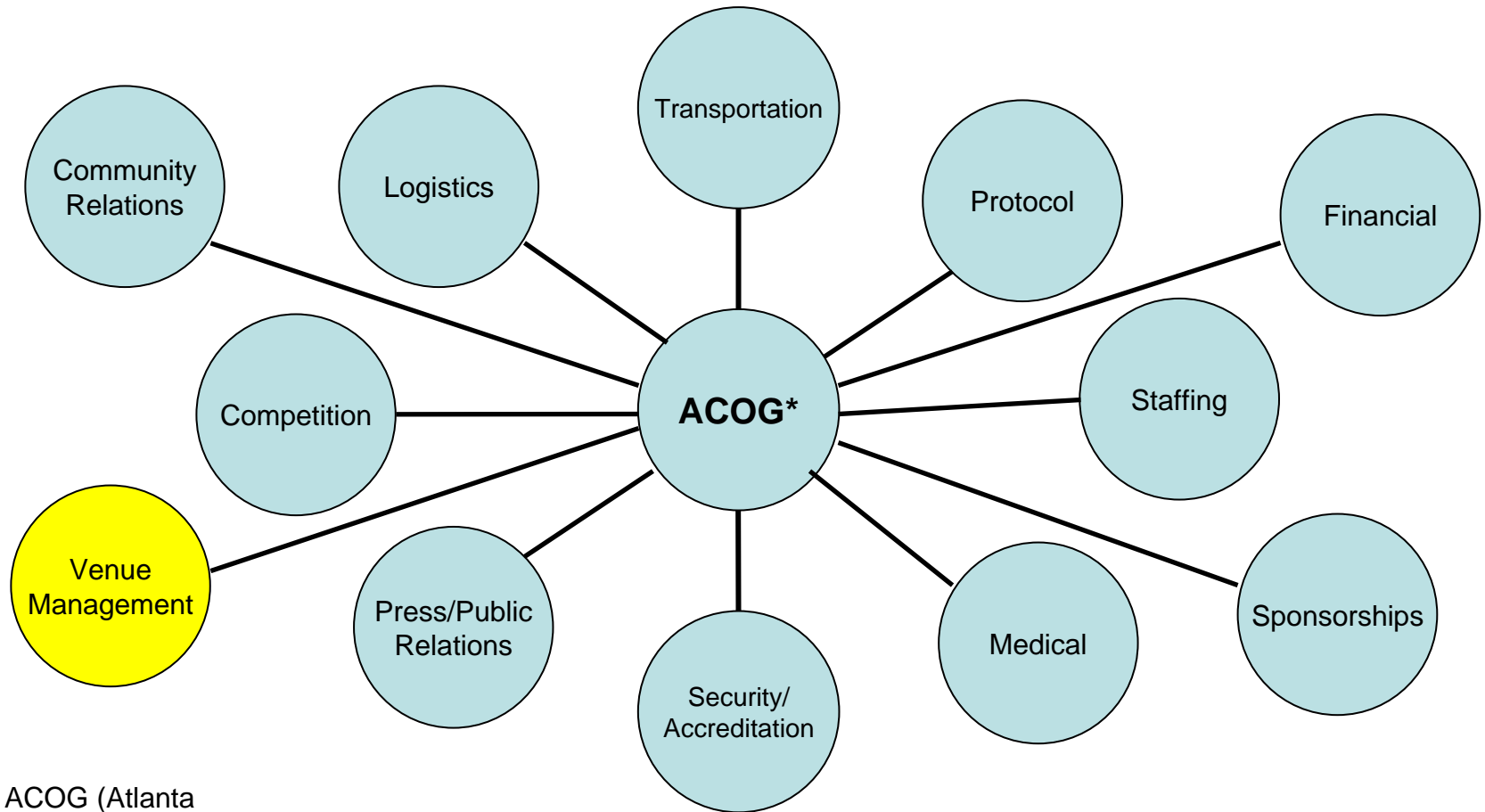
- Introduction
- Organizational Structures
- Communication Flow Down
- Budgets
- Working inside the Structure
- Press/community Relations

Atlanta Olympic Structure - General



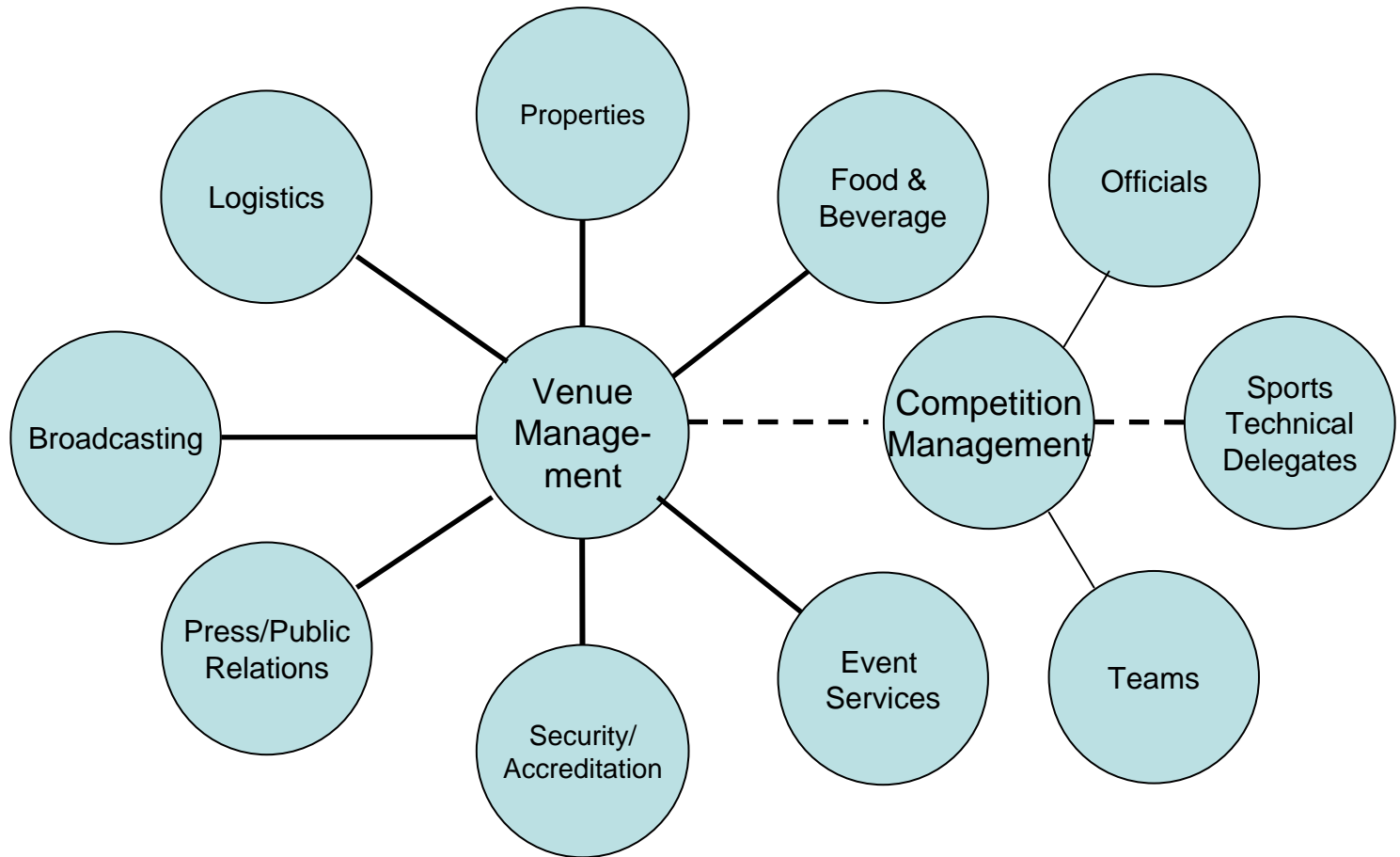
* ACOG (Atlanta Committee for Olympic Games)

Atlanta Olympic Structure - General

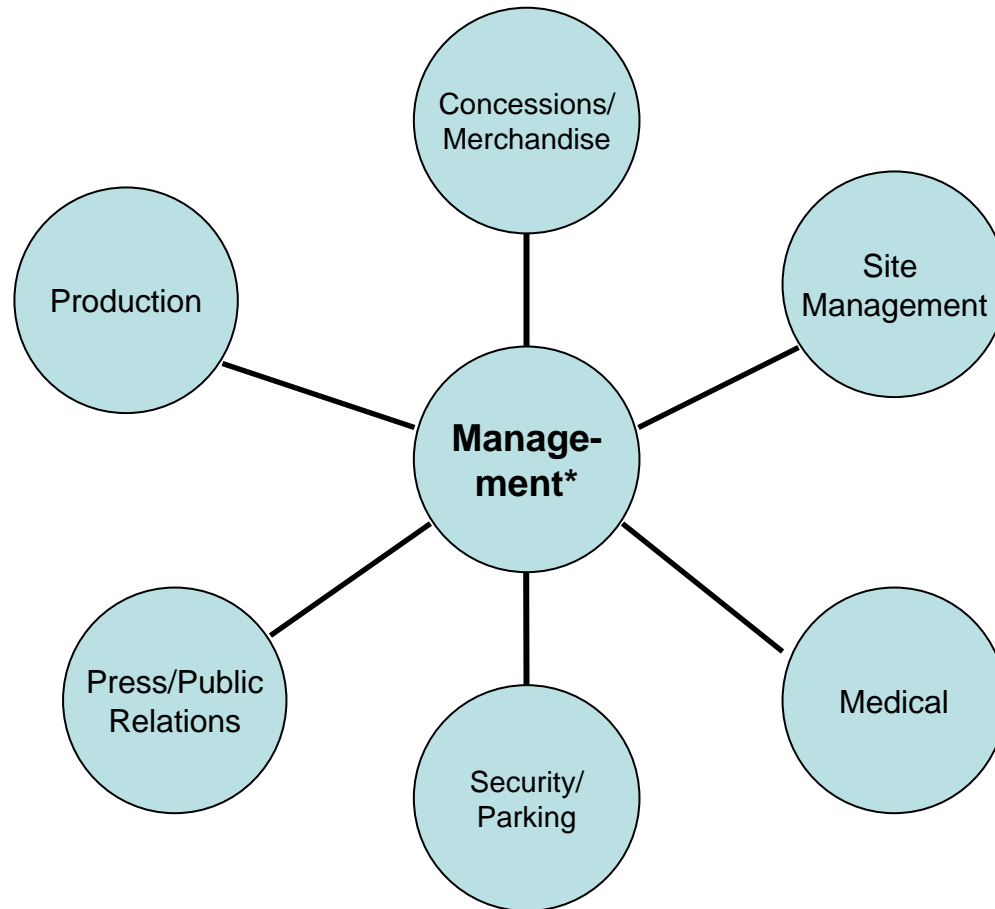


* ACOG (Atlanta Committee for Olympic Games)

Atlanta Olympic Structure - Venue



Big Spring Jam Structure (Pre 2000)



* Management included VBC, Heritage Foundation, and Jennings Enterprises

Communication Flow

- Planning is essential, but plans are usually useless
- Training is imperative for success
- Meetings must be effective
- Informal communication groups essential
- Short term group dynamics can create a synergy which is not found in long term projects



Budgets

- Ticket Sales + Sponsorships = Revenue
- Watch the trade-outs for services needed
- The Case of the “Oh, I forgot’s” can drain the reserve account faster than Lindsey Lohan can get into trouble.
- Having smart buyers/procurement specialists can save \$\$\$.



Working Inside the Structure

- Top/Middle Management must be accessible to the worker “bees”
- Worker “bees” must be given the freedom to take initiatives to an extent.
- The small percentage of those who do the majority of the work shouldn't go un noticed, but make sure the total team is recognized for achievements.

