

# PROJECT PORTFOLIO

Client: Flower Festival, The Netherlands, 50.000 annual visitors

Project: Planning & Organising Entertainment, Food & Beverage, Facilities, VIP experience

Role: Event coordinator/organiser (on-site) 2010-2017

01

## Start of project

### Goal:

Organise all entertainment, F&B, facilities and VIP experience around the Flower Festival to create 30k minimum revenue.

Project dates: Annual Event in September 2010-2017

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## Individuals involved

- Flower Festival Directors & team
- Committee members
- Council representatives
- Fire & Emergency department
- Entertainment & facilities agencies
- Volunteers
- Public

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## My added value

Having extensive background information regarding history of the event and established connections in the local area allowed me to connect with various stakeholders easily.

02

## Timeline

November: consolidate theme & budget for next year

December - February: brainstorm & research

March-May: book entertainment & facilities according to specs

June-July: recruit & instruct volunteers

August: physical lay-out of festival area & last minutes

September: Festival live, on-site

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## KPIs

Increase F&B revenue every year

Status



Increase visitors number every year

Status



Volunteer retention (keep number level)

Status



06

## Tools used

- G-suite
- Excel for rundown sheets & scripts
- Email for communication