

1.0 Purpose:

The purpose of this document is to define the procedure to be followed by the Marketing & Communications (MarCom) department for planning of events taking place on behalf of Nassau Cruise Port Ltd. or within the Nassau Cruise Port Limited facility. This document will also be the guiding document for any event planning committees.

2.0 Responsibility:

The procedure applies to all aspects of event planning, including before, during and after the event. Considerations for health & safety, security, budget, and publicity are made for each event. While events may differ, this process will be followed, and the standard will be maintained. Supplements to this document include a preferred vendor list, an event planning checklist, a media partner list, a budget template, a risk assessment template, and a post-mortem template.

3.0 Procedures:

The overall planning of events at Nassau Cruise Port Limited will follow steps as outlined in the sections below.

Define goals, objectives and KPIs:

- Define goals.
 - Event goals are outcome-oriented, i.e. they are focused on the results of the event.
 - With this desire in mind, NCPL event goals should be focused on achieving general outcomes that support the long-term strategies of the MarCom department and ultimately, the strategic goals of the business.
 - General examples of event goals:
 - Increase brand awareness.
 - Sell event tickets.
 - Increase port marketplace traffic.
 - Promote a strategic partnership.
 - Specific example of event goals:
 - Generate awareness about the \$300 million opening of the newly redeveloped Nassau Cruise Port through a three-day launch event.
- Define Event Objectives.
 - Objectives are set to specify how you will achieve the (broad) goal. They should be:

- Specific - What outcome are you aiming for? What's the deadline? A specific objective could be "to drive 30% of disembarking passengers (per day) into Port Marketplace by July 15."
- Measurable - You should measure your objectives with numerical data whenever possible. For example: "12,000 passengers entered Nassau through the security access point today and 3,600 of them entered the Port Marketplace."
- Achievable – Be realistic and create objectives that are within reach. Set objectives that motivate you to succeed, but not impossible to achieve.
- Results-oriented – The objectives must be tied to the company's goals.
- Time-bound – Objectives must have a defined start date and end date to help measure whether or not the goal has been achieved in the allotted time.
- Objective example:
 - Earn 50 media mentions about the grand opening of Nassau Cruise Port in U.S. based cruise industry and travel publications between May 1 -31, 2023.

Establish a Budget:

- Determine general budget/confirm what is available to spend on this event.
 - Review departmental allocation for events by event type and month.
 - Consider annual expenditure to date and projected spend for the remainder of the year.
- Evaluate previous events to determine needs, identify over or underspending, and adjust.
- Perform industry research to determine projected expenses by vendor type.
- Outline basic event logistics by category (see NCPL Event Budget Spreadsheet template) including, but not limited to:
 - Venue
 - Speakers
 - Staffing
 - Signage and branding
 - Food and Beverage
 - Attendee Experience
 - Marketing
 - Event technology
 - Transportation

- Furniture and equipment
- Estimate the total expenses in each category to create a more accurate sense of projected spend in each area.

Confirm event planning team/committee:

- Create an organizing committee based on the size and scale of the event. Delegate responsibilities to team members in the following categories:
 - Event Chair/Head Organizer
 - Program Coordinator
 - Venue Coordinator
 - Logistics Coordinator
 - Registration Coordinator
 - Food Coordinator
 - Marketing/Publicity Coordinator

While every event is different, this general organizing structure can help you to delegate the structure of your team and volunteers to make planning your event as easy as possible.

Creative conceptualization:

- Brainstorm creative concept ideas and confirm event theme.
- Determine design approach (create visual elements to support creative concept)
- Define concept itinerary, programming, and activations.
- Confirm final event plan.
- Confirm final budget.

Risk Assessment:

- Inform Health & Safety Department on details of event to ensure compliance within NCPLL's Risk Management protocols.
 - Complete any necessary risk assessment forms.
 - See template here to be completed for each event: <https://bit.ly/41jaG0A>
- Engage Insurers to discuss the need to include provisional insurance for the event.

Confirm vendors:

- Select key event vendors upon reviewing the considerations below:
 - Previous vendors for similar events (if applicable)
 - Finance Department requirements (quotes, fixed asset considerations, etc.)

- Vendor Criteria:
 - Quality product or service, meeting any technical specifications.
 - Value with reasonable cost and terms
 - Transportation costs
 - Discounts for volume and early payment
 - On-time delivery
 - Financial strength
 - Excellent customer references
 - Customer service
- See approved entertainer database (see spreadsheet sent previously)
- Review approved vendor list.

Plan Marketing and Publicity for Events:

- Coordinate relevant pre and post event publicity and marketing.
- Consider event fundamentals.
 - Name
 - Type (in-person, online, hybrid)
 - Theme
 - Tagline
 - Color Scheme
- Consider event details.
 - Time
 - Date
 - Location
 - Costs
 - Call-to-Action
 - URL
 - Hashtags
- Promotion and discounts
 - Consider special offers to incentivize ticket sales (if applicable)
 - Explore cross-promotion possibilities with partners.
- Branding
 - Decide if Nassau Cruise Port logo will appear alongside GPH logo.
 - If event is in collaboration with partners discuss the following:

- Logo Placement
 - Application guidelines
 - Preferred version
 - Request permission for use
- Graphic design
 - Engage graphic designer(s)
 - Outline scope of work
 - Identify graphic release details:
 - What to release (which graphic)
 - When to release it (date)
 - Where to release it (newspaper, social media, website, WhatsApp, newsletter)
- Communication Channels
 - Email Marketing
 - Social Media
 - Print Media
 - Digital Advertising
 - Interviews
 - News Releases
 - Influencer Marketing
 - Word-of-mouth
- Book Photographers and/or Videographers
- Advise the media and invite to cover (if applicable)
- Program/Itinerary
 - Compile list of speakers (if applicable)
 - Create Agenda (if applicable)
 - Outline schedule and timing
 - Identify special guests or VIPs.
- Strategic Partnerships & Sponsors
 - Plan collaboration details
 - Create sponsorship packages (if applicable)
 - Send information to partners and sponsors.
- Stakeholder Communications
 - Disseminate information to stakeholders.
 - Stakeholder Communication Channels:

- E-mail
- WhatsApp
- Newsletter

Sales:

- Sales Plan
 - Outline ticket sales process (if applicable)
 - Determine Box Office and Will Call locations (if applicable)
 - Determine ticket levels.
 - Set price for each ticket level.
 - Determine payment options.
 - Identify team members or company responsible for ticket sales.
- Event Sponsorship and Advertising
 - Determine advertising opportunities.
 - See Partnerships and Sponsors above.

Event Day:

- Set Up Protocol
 - Port Access Procedures
 - Collaborate with Security to outline any special requirements for port access.
 - Load-In Process
 - Outline times for load in
 - Communicate with vendors and 3rd party suppliers and share port access procedures.
 - Request details for load-in personnel
 - Name(s)
 - Company
 - Vehicle Number
 - Timing
 - Schedule of events
- Outline Team Procedures
 - Committee
 - Volunteers
 - Brand Ambassadors
 - Security

➤ Emergency Plan

- Discuss emergency plans.
- Identify muster stations.
- Communicate with Royal Bahamas Police Force and request presence (if necessary)
- Communicate with Emergency Medical Services and request presence (if necessary)

After the Event:

➤ Breakdown Protocol

- Identify event cut-off times.
- Outline chain of responsibility for items left behind after the event.
- Communicate with security.
- Load-Out Process
 - Outline times for load out.
 - Communicate with vendors and 3rd party suppliers and share port access procedure.
 - Request details for load-out personnel
 - Name(s)
 - Company
 - Vehicle Number
 - Timing

➤ Post-Mortem Meeting

- Attendees
 - Planning Committee
 - Security
 - Health & Safety
- Agenda
 - Discuss successes.
 - Discuss challenges.
 - Discuss items or matters to be remedied or addressed for the next event.
 - Discuss if any vendors need to be added or removed from preferred list.
 - Discuss value of partnerships and sponsorships (if applicable)
 - Complete cost analysis against budget
 - Ensure payments have been made for all vendors.
 - Discuss any next steps.