



BAFTA



EE at the BAFTA'S **'EE brings you closer to the action'**

PRESENTED BY: CONNECT EVENTS
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Connect Events

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CONNECT EVENTS

Connect Events is an experienced event agency. We strive to bring innovative ideas to life and provide the WOW factor for your events. We listen to every detail and make sure that our team uses their skills to help meet the goal you would like to achieve with your event. We have a wealth of knowledge and experience in delivering and planning events of all scales. Over the years we have created a network of trusted suppliers who we work with to help guarantee a high-quality event for you and your guests to enjoy and remember for years to come.



Laura Morris - Event Coordinator

Laura has been working in the Event industry for several years and will use her experience with events and technology to produce an event that fits the clients' needs. Laura keeps a cool head and is very organised. Her attention to detail and technical knowledge is always portrayed in the events she organises.



Zsuzsanna Gerhardt - Event Coordinator

Zsuzsanna has an abundance of creative talent, bringing fresh and innovative ideas to meet your needs. With four years of event planning experience within high-pressure environments, Zsuzsanna will ensure you can relax and enjoy your event, making the biggest impact possible, while the organisation and smooth running of your event are taken care of.



Inna Iljina - Event Coordinator

Coming from a Project management field Inna always makes sure every detail of the project is perfect and done on time. With extensive research skills and knowing how to make innovative connections, Inna always comes with several creative and original ideas for your event. Together with the mastery of listening to the client needs Inna will contribute that the end result will exceed even the highest client's expectations.

MISSION STATEMENT AND OBJECTIVES

Mission statement

To bring the consumer closer to the action and demonstrate EE's super-fast 5G network and its benefits. To allow people to feel more of an emotional connection to the brand and show EE's innovative technology.

Commercial objective

To provide BAFTA's partnership with EE a new focus and bring in more loyal customers by making sure EE is in the top of consumers' minds when thinking about innovative technology.

Overall Objectives for the Campaign

- Position EE as a leader in technology by giving EE products and services a meaningful role
- Showcase that EE is an innovative brand
- Put the network innovation at the heart of the story
- Show the benefits of superfast network
- Create a more emotional connection with the brand with the help of 5G and allow the consumer to feel closer to the action

Strapline: EE brings you closer to the action

Overall Theme: "Bringing the audience closer to the film world with the use of 5G by EE"

OVERALL RESEARCH

BAFTA has been running for 73 years and it's an event that celebrates and highlights the amazing talent in the film industry. Every year they strive to honour and bring attention to the best national and foreign films of the year.

EE has been a partner of BAFTA since 2013 and has sponsored an award at the event for many years. Each year EE helps host the red carpet as well as various events before the BAFTA'S. This is a chance for EE to build its brand awareness and advertise how your life can be made easier with innovative digital technology and bring the consumer 'closer to the action'.

The most innovative technologies of 2020 are AI (artificial intelligence) as a service, 5G Data network, Extended reality and Computer vision.

The benefits of superfast 5G network and its influence on events

New possibilities for Extended reality (Augmented reality (AR) and Virtual Reality (VR)). Extended reality requires huge amounts of computing power. This is especially true for large scale events. 5G on its turn gives Extended reality the power so it can reach its full potential. Namely, the power of 5G allows streaming VR and AR data directly from the cloud. There is no need to be connected to powerful PCs anymore. Instead, the heavy processing will be done in data centres, where viewing devices will send tracking data. The rendered image can then be sent back to the user instantly because of the speed of 5G.

Connect Events

By this the viewer or participant of the event can benefit from the seamless augmented reality: 5G can superimpose complex digital information over live images.

Increased engagement and memorability (with the use of AR)

AR brings a range of creative options such as digital scavenger hunts, augmented reality and others. Moreover, neuroscientists have found that AR experiences increase the levels of engagement almost twice compared to their non-AR equivalent and they are three times more memorable.

Revolutionized live streaming

5G gives higher video quality and less loading delays, which benefit live stream viewers with much more seamless, realistic viewing experience. Furthermore, the viewers who possess VR headsets can benefit from even more immersive live streams, as they experience a live event from the heart of the action while being at home.

21 % of the Millennials in the UK had VR headsets at home in 2019, and between 8 to 15 % of other generations had such a device at home and the numbers are growing.

Enhancing the remote viewer's event experience

5G and the newest technologies allow the remote viewers to hear and see the real-time action, almost as if they were at the event without needing a VIP ticket. They allow to turn the viewer from spectators into participants and give to thousands of spectator's alternative live views of the event. The viewer will be able to:

- Watch events from different viewpoints with a help of 360 cameras and interactive control over them
- View live holographic projections of the hosts/ participants
- View overlay and substitution content (for example, getting more details about what they see)
- Experience real-time Extended reality and getting an interactive experience

HOST

Kevin Bacon will host all three events.

Why Kevin Bacon:

- Kevin Bacon has become an instantly recognisable spokesman of the brand since the brand was launched in 2012 and has been featured in EE's ads since then.
- He knows how to speak to an audience and grab their attention.



Event 1

THE EE RISING STAR AWARD NOMINEES

INTERPRETATION OF THE BRIEF

Client: EE, BAFTA

Contact: Laura Morris - Connect Event

Event: An event that announces and creates awareness of the EE Rising Star Award and allows the consumers to vote for their chosen nominee, whilst adding a WOW factor that shows off the 5G technology to the guests at the event and to the mass market.

Date: Sunday 11th April 2021, 11:30 am - 1:30 pm

Venue: Savoy Hotel - Manhattan Room and London Piccadilly

Attendee Profile: Our primary audience is the guests who are attending the event which will include celebrities, media and influences. Our secondary audience is to the mass market which will be consumers of EE.

Numbers: 50 guests

Budget: £50,000

Objectives

1. To bring the audience closer to the action at the EE Rising Star Award Nominee through the use of 5G.
2. To allow attendees to live through the experience of the nominees, film or television feature, and see an announcement like never before.
3. To encourage people to vote for their favourite nominee for the EE Rising Star Award.

The Idea

There will be two parts to the Rising Star Nominee Event.

Part 1: Savoy Hotel

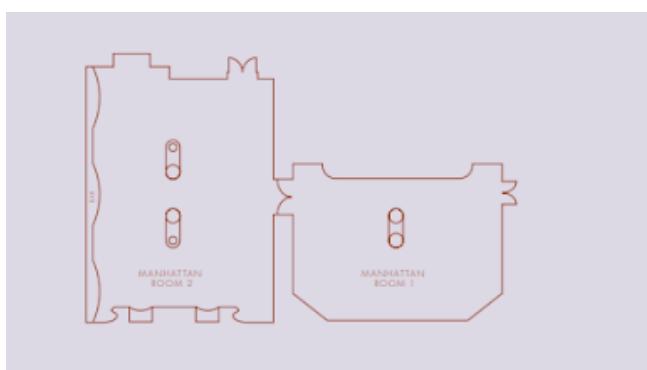
A reception will be held at the Savoy Hotel which will announce the nominees of the Rising Star Awards. This event will be for the primary audience which will be hosted by Kevin Bacon. Bowl food will be provided for the event as it is taking place over lunchtime.

Augmented Reality and 360 videos will be used to announce the nominees.

Part 2: London Piccadilly

Whilst the lunch is in place the same announcement will happen live in Piccadilly. The screens in London Piccadilly will be used to announce the nominees. Underneath the screens will be a display of Augmented Reality where the audience will be able to see themselves in the film on-screen which will bring the nominees to life as the audience become part of the film right before their eyes. The mass audience will be able to view the performance in person and it will allow them to be part of the film clip as it is brought to life through their phones. When viewing it on their phones this will immediately direct them to a voting page straight after they have viewed the nominee's performance. This will allow them to vote for the nominee of their choice.

VENUE AND ROOM LAYOUT



The EE Rising Star Award nominee event will be held at the Savoy Hotel in the Manhattan room.

The initial drinks reception will be held in Manhattan Room 1, where drinks and bowl food will be made available for guests. There will be poseur tables around the room as well as areas for guests to sit down. The room will have simple decoration, so it doesn't distract from the main event. They will then be

able to go through to Manhattan Room 2 where the presentation of the nominees will take place. Please see the function sheet for more details of timings and where the audience will be throughout the event.

The Manhattan Room 2 will have large floor to ceiling screens all around the room and will be made dark so you can see the videos clearly.

There will be glasses available for guests to use to help them see the video come to life. The projection will be of each of the nominees and their performances.

The guests will have the opportunity to feel a part of the action. By having two rooms it allows the guests to feel as if they are stepping into the film when going into the other room, instead of having drinks and food in the same room as the announcement.



The other venue will be right in the heart of London. Piccadilly Circus. The screens will display clips and film segments of the nominee's performances for the mass audience to watch. Underneath the screens will be an area mapped out where the Augmented Reality will come to life.

ENTERTAINMENT

The Savoy

Manhattan Room 2 will have floor to ceiling screens which will project the nominee's film performances. Guests will be given glasses where they will be able to see the performance come to life in front of their eyes to bridge the digital and physical world. This technology will bring them closer to the action and allow them to be a part of the film.



Piccadilly Circus

Whilst the nominees are being announced at the Savoy, the screens in Piccadilly will also share the same announcements. Underneath the screens will be an area in which members of the public can stand in and they instantly will be a part of the movie and it will appear on the screens. This will appeal to the mass market and will allow people to share the experience on social media.



FOOD AND DRINK

- Food and drink will be provided by the Savoy Hotel.
- The guests will be offered bowl food, such as burrito bowls, so they are able to have a substantial amount of food which is easy to consume instead of just canapes.
- Drinks and food will be served in the Manhattan Room 1 as guests arrive.
- There will be drinks available throughout the event.
- There will be cocktails available that have specifically been designed and named after each of the nominees.

ATTENDEES AND INVITES

The attendees will include celebrities, media and influences.

They will be sent Google Cardboard goggles in the post which will be branded with EE and BAFTA'S logos. They will be sent an email on their phones where they can watch the Host Kevin Bacon invite them to the event through the goggles in 3D. This will give them an initial hint of what's to come at the event.



STAFF AND SECURITY

There will be a large amount of staff and security needed for the event. They will be based in the Savoy and in Central London. This is so we can keep everyone safe and happy during the event.

Connect Events

Role	Number Required	Responsibility
Waiters/ Waitress	8	From the Savoy Hotel team. They will be responsible for handing out food and helping guests if they need anything. Also responsible for clearing up and setting up
Security	20	Will be spread across the venue and the room to make sure all guests remain safe. Will also be based in Central London to make sure everyone remains safe.
Bartenders	8	Will be based behind the bar serving and making drinks. Will be in charge of clearing up the bar and glasses after the event and setting up before the event.
Production Team	12	Will be provided by Kaleida for both the Savoy event and Mass audience event. Will set up all technology before and after the event and monitor it throughout.
Connect Event	1	Will oversee everything runs smoothly and be in contact with both teams at the Savoy and in central London.
Photographers	3	Will be in charge of photography at the Savoy and also in Central London. Photos will be used for social media and for spreading the word.
Ushers	6	Will check tickets of the guests attending the Savoy and make sure everyone ends up in the right place. Will also direct guests to the next part of the day.
First Aider	4	First Aiders will be based at the Savoy and in Central London, in case anyone is injured or hurt.
Fire Marshall	2	One fire marshal will be based at the Savoy and will be following the manager's instructions. The other fire marshal will be based in Central London to help monitor situations.
Volunteers	20	Will be based in both locations to assist with anything that is needed throughout both events.

PRODUCTION AND TECHNOLOGY



What: Cinematic Augmented Reality based in London Piccadilly

How will it work?: As the nominees are announced at the Savoy Hotel the same animation will happen right in the centre of London. Crowds will be able to stand around a marked area just under the big screens in Piccadilly. On the screen you will be able to see the nominees, at the same time clips from the movies or

tv shows the nominees have been featured in will be shown in front of the crowds bringing a 2D screen to life.

Crowds will be able to see it on the screen above them and it can be recorded and seen through their phones. They will be able to interact with the screen and see the animation of the film as they watch. It will appear as if they are in the film with the nominees through the use of AR.

People who view the action from the comfort of their own homes and who have the facilities of a VR headset will be able to be right in the action with the crowds through the AR technology.

Crowds will be able to spread the word and share the nominees over social media. There will be live streaming on the EE and BAFTA'S social media and network. After all the nominees have been announced people will be taken straight to a site where they can vote for their favourite actor or actress.

Why AR is so good?

Augmented reality is a great way to connect people to an event and it allows them to feel as if they are present in the event. One of the key technological features for the EE Rising star award will be augmented reality. Where we will be able to produce live immersive content for the mass audience.

Augmented reality allows you to create a real world and interactive experience through technology. It requires a superfast network to be able to work to its full potential.

Therefore, EE's 5G technology will really help to show off just how effective and surprising augmented reality is. Not only does it allow you a visual experience, but it also gives you an auditory, haptic, somatosensory and olfactory experience, which tackles all the senses to really make you feel like you are part of the action.

Who?: Kaleida (*more information on page 16*)

Kaleida is a high technological company making the impossible possible.

They are experienced in large-scaled events and making sure the experience is truly spectacular.

What? 360 Degree Video Augmented Reality – Based at the Savoy Hotel

How will it work? The room will be blacked out and screens will be put in place from floor to ceiling all the way around the room. Guests will be invited into the room and given glasses and the host Kevin Bacon will introduce each of the nominees. A snippet of the nominee's performance will be shown on the screen and the performance will come to life. With a mixture of the screens and sound, it will be as if the guests are a part of the scene and in the movie and programme. The 360 videos will allow the guests to feel part of the action.

Who?: Kaleida

They will do all the setup and make sure it is a jaw-dropping moment for the attendees.

FUNCTION SHEET

TIME	ACTIVITY	WHERE	WHO
07:00	Connect Event arrive at the Savoy Hotel	Savoy Hotel	Connect Events
07:10	Connect Event arrive in London Piccadilly	London Piccadilly	Connect Events
07:20	Kaleida arrive on-site at the Savoy Hotel	Savoy Hotel	Kaleida
07:22	Kaleida arrive on-site at London Piccadilly	London Piccadilly	Kaleida
07:30	Set up begins at both venues	Savoy Hotel	Kaleida, Savoy team and Connect Events
08:30	Volunteers arrive	Savoy Hotel and London Piccadilly	
08:45	Volunteers are briefed	Savoy Hotel and London Piccadilly	
09:00	Savoy venue is decorated	Savoy Hotel	Connect Events and Kaleida
09:15	Barriers go up around London Piccadilly	London Piccadilly	Connect Events
09:45	Security arrive at both venues	Savoy Hotel and London Piccadilly	
10:00	Production run through	Savoy Hotel and London Piccadilly	Kaleida
10:30	Production set up completed	Savoy Hotel and London Piccadilly	Kaleida
10:30	Volunteers and staff have a break before event	Savoy Hotel and London Piccadilly	
10:45	Kevin Bacon arrives and is briefed	Savoy Hotel	Connect Event
11:15	All staff in position ready for guests to arrive	Savoy Hotel	Volunteers and Savoy
11:30	Guest arrive and are greeted by ushers	Savoy Hotel	Volunteers and Savoy
11:35	Guests are shown into the room	Savoy Hotel	Volunteers and Savoy
11:36	Event is in progress	Savoy Hotel	
11:37	Kevin Bacon introduces event	Savoy Hotel	
11:40	Drinks are served	Savoy Hotel	Volunteers and Savoy
11:45	Food is served	Savoy Hotel	Volunteers and Savoy
12:15	Guest go into Manhattan Room 2 for the nominee announcement	Savoy Hotel	Volunteers and Savoy
12:15	Augmented reality begins in Piccadilly Circus	London Piccadilly	Kaleida
12:16	Nominees announced in both venues	Savoy Hotel and London Piccadilly	Kevin Bacon
12:45	Voting opens		
13:00	Event 1 ends in the Savoy	Savoy Hotel	
13:05	Guests move onto next event	Savoy Hotel	Savoy
13:06	Projection AR continues in Piccadilly Circus	London Piccadilly	Kaleida
13:30	Projection ends in Piccadilly Circus	London Piccadilly	Kaleida
13:45	Technical takedown in Savoy	Savoy Hotel	Kaleida
14:00	Technical dismantle in London Piccadilly	London Piccadilly	Kaleida

Event 2

PRE-DRINKS AT SAVOY HOTEL

INTERPRETATION OF THE BRIEF

Client: EE, BAFTA

Contact: Zsuzsanna Gerhardt – Connect Events

Event: An exclusive event that is memorable and creative for the attendees. To engage guests throughout the event, as well as before and after through the use of EE's technology. An event that provides a memento for guests to take away to remember their time celebrating the BAFTAs with EE.

Date: Sunday 11th April 2021, 2:00pm – 4:00pm

Venue: Savoy Hotel - Abraham Lincoln Room

Attendees Profile: High profile media guests, corporate partners and influential business partners.

Numbers: 120 guests

Budget: £50,000

Objectives

1. To create an event which engages guests before, during and after the event and allows them to experience the WOW factor of the event.
2. To produce a creative and memorable memento for guests to take away and always remember EE's involvement with BAFTA.
3. To encourage our guests so share their experience with their followers.

The Idea

From our discussion and research, we came up with the following idea: We will create a Holographic treasure hunt showcasing the strength of 5G and demonstrate the future of the holographic calls. This year Connect Events would like to spice up the event before the BAFTA with the newest technology mixed with 5G. This event will be very exclusive with only a select few being invited to attend the event. Therefore, we want to make sure it is an exciting and memorable event.

Our event will build upon the fastest network and holographic projections.

Holographic Telepresence, is the next leap in communication giving you the ability to appear anywhere in the world without the need to travel. We will work with a technical company to make sure that we can provide an event that is memorable and provides a WOW factor. With the use of technology such as Holographic telepresence it is a way for us to have CEOs, superstars or other performers in one place and appear in another as an interactive hologram creating a next-generation real time live experience.

THE VENUE

Our guests will be able to walk through a cinema door when they enter the event.

The main room will be decorated according to the nominated films. We will have some extra movie decorations around the venue to help create an appropriate atmosphere for the event.

High tables will be placed around the room, for guests



to rest their drinks and canapes on the tables while they enjoy the event. All of the tables will have a centrepiece which will be related to each of the nominated films.

We will provide comfortable sofas for those who would like to have a quiet conversation.

We will work with a technical company Kaleida, who will help provide the technical side at the venue. Kaleida will set up Holographic stations around the room for the treasure hunt.

We will set up two separate bars at each end of the room.



ENTERTAINMENT

We have teamed up with Kaleida to create a holographic treasure hunt for our guests. Kaleida will use holographic images to deliver a wow factor to the guests.

These images will pop up unexpectedly to keep the guests on their toes.

Kaleida will set up 5 different Holographic stations around the room. These stations will hide the hidden holographic treasures. Guests will be able to wander from station to station and see the different movie sets. Every movie set station will have a holographic actor or actress from the movie saying a couple of lines from the movie.

Our host Kevin Bacon will appear throughout the event as a holographic projection to interact with the guests.

Kevin Bacon will be located in a different room, but the interaction will be live, this way we will be able to show how fast 5G can be! Guests will be able to share pictures and posts about our event on social media. Floating holographic hashtags will be placed around the room to encourage the guests to post. Before the event is due to finish Kevin Bacon will say a couple of words to our attendees and Kaleida will fill the room up with floating BAFTA holographic projections.



Connect Events

Host

- Kevin Bacon will be turned into a hologram before the event. Attendees will be able to interact with him during the event showcasing the strength of 5G. Mr Bacon will be in a different room with live cameras and microphones, so he will see everything that goes on in the main room.
- He will greet the attendees upon arrival and will pop up unexpectedly from time to time to surprise our guests.
- At the end of the event, he will say a couple of words to thank the attendees for joining our event.

FOOD AND DRINKS

- Savoy will provide canapés and drinks during the event. There will be savoury and sweet canapés.
- We will have 2 cocktail bars will be set up at each end of the room.
- Waiters will be on hand to provide refreshments



INVITATION AND COMMUNICATIONS

- Printed invitations will be sent out 5 months before the event.
- It will include all the information the attendees have to know about our event, including an RSVP card.
- There will be a list of nominees included and website links they could use to vote for them.
- Email reminders will be sent out to our guest a month before the event will take place, including a sneak peek of what to expect during the event.



GIFTS FOR THE ATTENDEES



We will surprise our guests with EE coloured Beats air pods. All of our guests would receive a personalised, green and yellow air pod at the end of the event. Only our event guests would have these unique air pods, they wouldn't be available for the mass market.

STAFF AND SECURITY

There will be a number of staff and security on hand throughout the event. All members of staff will be provided with a t-shirt, so they are easily identified.

The t-shirt will contain hashtags and their roles.

The leader of each team will have a radio to report incidents and communicate with the rest of the teams.

Connect Events

Role	Number Required	Responsibility
Waiters/ Waitress	12	The waiters will be provided by the Savoy Hotel. They will be in charge of handing out canapés and refreshments.
Security	21	Security will be spread across the venue and will work on shifts – (7:30-13:20 – 13:30-22:00). There will be 5 based in the main entrance, 4 on the exits, 4 in the main room, 1 in the staff room, 1 in room 1 and 4 dotted around the event area.
Bartenders	10	The bartenders will provide refreshments and be in charge of making and pouring drinks for the guests.
Production Team	8	Production team will come from Kaleida
Connect Event	1	Zsuzsanna Gerhardt will be in charge of making sure everything runs smoothly and will be a point of contact.
Managers and Assistants	4	2 Managers and 4 Assistants – Will help oversee the event
Photographers	4	Will be on hand to take pictures throughout the event.
Ushers	15	Will help show guests to the appropriate room and be on hand to help.
First Aider	1	To look after all guests if needed.
Fire Marshall	2	Fire Marshall will be on hand and we will talk to the Savoy on their fire safety policies.
Cleaning Team	14	Will be on hand to help clear up, empty the bins, clean the rooms and any mess after the event.

PRODUCTION AND TECHNICAL

What?: Holographic Projection

How Will it Work?: Holographic Telepresence is the next leap in communication giving you the ability to appear anywhere in the world without the need to travel.

Kaleida unrivalled knowledge of hologram filming and staging techniques ensures that unlike most telepresence holograms, the performer appears to be there instead of just being a 2D projection.

Holographic telepresence allows CEOs, superstars or other performers to be in one place and appear in another as an interactive hologram creating a next-generation real time live experience. A great hologram is a combination of exceptional content, intelligent staging and brilliant lighting design.

Connect Events

Kaleida will provide lighting designers to work on the event, to ensure that holograms look and appear realistic and amaze guests at the event with the projection.

Kaleida will install a hologram filming room in one of the rooms at Savoy with a monitor allowing Kevin Bacon to see their audience in location B, The Abraham Lincoln room.

Who?: Kaleida

Kaleida is a multimedia hologram company with a full range of production expertise.

Their team combines specialisations in holographic technology, lighting, stage design, projection, sound and VFX to create stunning installations and experiences.

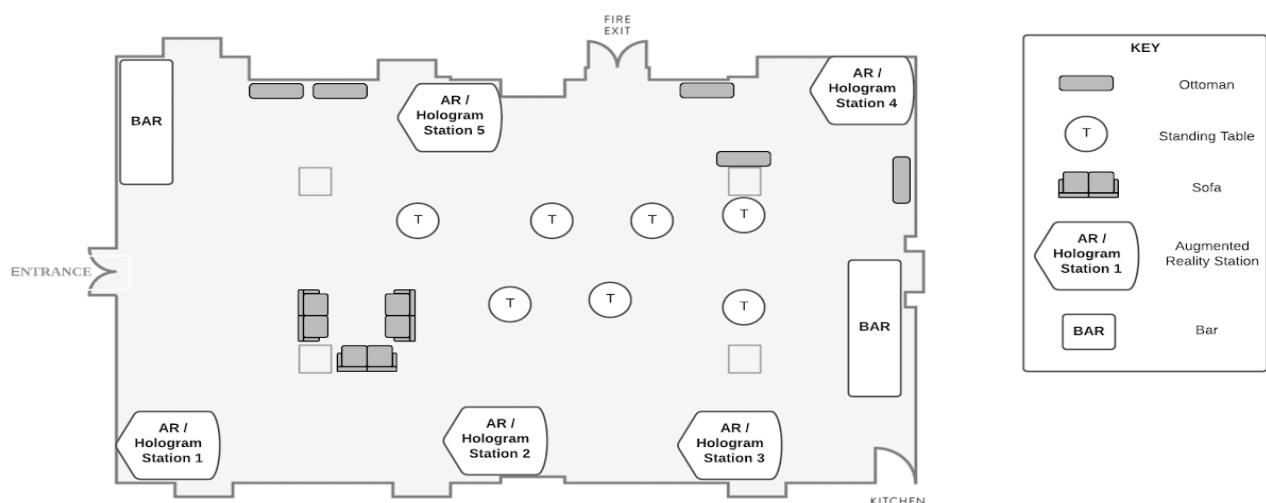
They specialise in Holographic Resurrections, calls and floating images and Augmented reality.

As well as being experts on the technology side Kaleida is also the best in the business when it comes to the more traditional elements such as filming techniques, staging and event coordination.

Their unrivalled knowledge of hologram filming and staging techniques ensures that they are able to provide very realistic holographic projections. Kaleida will install a hologram filming room in one of the rooms at Savoy with a monitor allowing Kevin Bacon to see their audience in location B, The Abraham Lincoln room.



Floor Plan



Production and Production Schedule

All production aspects will be handled by Kaleida and their production managers and team.

We will work alongside Kaleida, with 2 production managers and their team of 10.

Technical support has been included in the plan.

Investing in the support will limit any problems and issues with the production.

Once everything is live Kaleida will ensure the installation runs the way it was intended and that everything is operationally perfect.

Kaleida partners with the leading companies in the world for rigging and installation services. Working with their designers, the teams they assemble will be expertly led and managed.

Once Kaleida has fully specked our production they can source all equipment required. From lights to media servers to projectors.

Anything that is required they can source and is included in their prices.

DATE	TIME	ACTIVITY	WHERE	COMPANY	RESPONSIBLE	NOTES
10.04.2021	7.30	Event managers arrival	staff room	Connect, Savoy, Kaleida	Zsuzsanna	Make sure staff room is set up with refreshments
	8.00	Managers brief	staff room	Connect, Savoy, Kaleida	Zsuzsanna	
	8.30	Kaleida rigging team arrival	Main room	Kaleida	Zsuzsanna	Tom 07567765456
	9.00	Main room production set up	Main room	Kaleida	Tom	
	9.00	Holoportation room set up	Room 1	Kaleida	Ben	Ben 07564456545
	12.00	lunch break	staff room	Savoy	Zsuzsanna	refreshments provided by Savoy
	12.45	lunch break over	all areas	All stuff	Zsuzsanna	
	13.00	Kevin Bacon arrival	Main room		Zsuzsanna	make sure he has refreshment, show him to room 1
	13.15	Holoportation set up with Kevin Bacon	Room 1	Kaleida	Ben	
	16.00	First Kaleida testing	main room	Kaleida	Tom	

Connect Events

	16.30	Kevin Bacon recording videos	Room 1	Kaleida	Ben	Make sure they have the script in the room
	17.00	Holoportation testing	main room/room1	Kaleida	Ben	
	18.00	Kevin Bacon leaving	Room 1	Connect	Zsuzsanna	make sure he knows what time he has to be at Savoy tomorrow
	18.00	dinner break	staff room	Savoy	Zsuzsanna	Dinner is provided by Savoy
	18.30	Decoration arrival	Main room	Event prop hire	Zsuzsanna	Ann 07987564545
	18.45	Final production check	all areas	Kaleida	Tom	
	22.00	Final cleaning	all areas	Savoy	Judit	
	22.45	Staff leaving	all areas	Connect	Zsuzsanna	
	23.00	Zsuzsanna leaving	all areas	Connect	Zsuzsanna	make sure the night security is on duty, quick walk through
11.04.2021		EVENT DAY	all areas	Connect event	Zsuzsanna	Production schedule will be provided and managed by Kaleida
	17.00	Decoration take down	Main room	Event prop hire	Ann	
	17.00	Room 1 take down	Room1	Kaleida	Ben	
	18.30	Main room production take down	Main Room	Kaleida	Tom	
	23.00	Staff leaving	all areas	Connect	Zsuzsanna	
	23.00	Final walk through	all areas	Connect	Zsuzsanna	make sure everything is cleared out, report damage if any, quick brief with Savoy

Connect Events

FUNCTION SHEET

	ACTIVITY	WHERE	WHO	NOTES
7.00	Event Managers arrival	Staff room	Connect event, Savoy team	Makes sure the staff room has all the refreshments
7.45	Staff and Volunteer Arrival	Staff Room	Security, Cleaning, catering, Kaleida	
8.00	Staff Briefing	Staff Room	Zsuzsanna	Final run down of the event
9.00	Room setup, tables and seating	Main room	Savoy	Make sure they have the floor plan Don't forget the centre pieces
9.00	Bar set up	Main room	Savoy	Check the drinks provided
9.30	Production arrival, final Briefing	Main room	Kaleida	
9.30	Final decoration set up, final touches	Main room	Connect event	
10.00	Production final testing	Main room	Kaleida	
10.00	Catering final touches	Kitchen	Savoy	Check the quality of the food
11.00	Cleaning crew final tidy up	Main room	cleaning crew	Make sure toilets are up to standard
12.00	STUFF BREAK	Staff Room	Zsuzsanna	Coffee, tea, water, sandwiches provided by Savoy
12.30	Final lay out and H&S check	All areas	Zsuzsanna	
13.00	Kevin Bacon			
13.15	Final staff briefing with production team	Staff room	Zsuzsanna+Kaleida	Include Kevin Bacon
13.45	All stuff to their posts	All areas	Zsuzsanna	
14.00	First guest arrival	Main entrance	Holographic Kevin Bacon	Production plan will be provided by Kaleida on a separate Function Sheet
14.15	K.B. Hologram greets the guests	Main Room	Kaleida	
14.30	savoury canapes are served	Main Room	Savoy	
14.40	Tables clearing	Main Room	Savoy	make sure no empty glasses are left on the table
15.00	Sweet canapes are served	Main Room	Savoy	
15.30	Tables clearing	Main Room	Savoy	
15.45	K.B. Hologram final speech	Main Room	Kaleida	
16.00	Guests are leaving	Main Room/Exit	Zsuzsanna	Make sure they all take their mementos
16.20	Cleaning/take down	All areas	Zsuzsanna	see take down plan in Production Schedule

Event 3

RED CARPET ACTIVATION

INTERPRETATION OF THE BRIEF

Client: EE, BAFTA

Contact: Inna Iljina - Connect Event

Event: a Red-carpet activation that involves an interactive experience for the mass audience and creative ideas for technology, as well as attracts celebrities to EE stand on the red carpet. The activation that brings the mass audience right on the red carpet.

Date: Sunday 11th April 2021, 5:00pm – 7:00pm

Venue: Red Carpet outside the Royal Albert Hall - London

Attendee Profile: EE's and BAFTA's audience (mainly mass market- online viewers), as well as celebrities on the Red Carpet

Budget: £50,000

Objectives

1. To include an interactive experience for all of the customers which includes creative technology.
2. The activation should have mass mainstream appeal.
3. To produce an innovative and exciting activation and creates a more emotional connection with EE

The Idea

At the EE stand on the red carpet will be a floating 3D EE logo and BAFTA's symbol next to the sofa where the host will meet the celebrities. The audience watching the event online will see it through the Interactive Viewing platform where they will be able to see Red Carpet event in 360 from the various viewpoints including looking at the celebrities' eyes. With a help of AR technologies and 5G, online viewers will also have the chance to see extra information about the celebrities and change the look of the area where the host and the celebrity will be speaking to match it to their (living) room's style.

For the online viewer

1st 5G powered interactive audience's viewing experience of the Red Carpet

Interactive Streaming Platform will be specially developed and will contain an interactive 360 livestream view from various places on the Red Carpet and interactive AR features (described below). It will be an easy-to-manage viewers' tool that will allow them to personalise their viewing experience and bring them closer to the Red Carpet.

They will be able to access the Interactive Streaming platform from the EE and BAFTA website (both mobile and desktop) and on the EE app. We will also post a link on EE and BAFTA's social media channels.

The customers will be able to use their any device with any network type to access all the interactive features. The Interactive Streaming Platform will work with an older network generation too, because 5G is needed to see the AR we will produce, while not everyone in the audience has 5G phones/5G network yet.

Customers with VR sets at home will be able to see everything in 3D and have front row seats from the comfort of their own home.

Connect Events

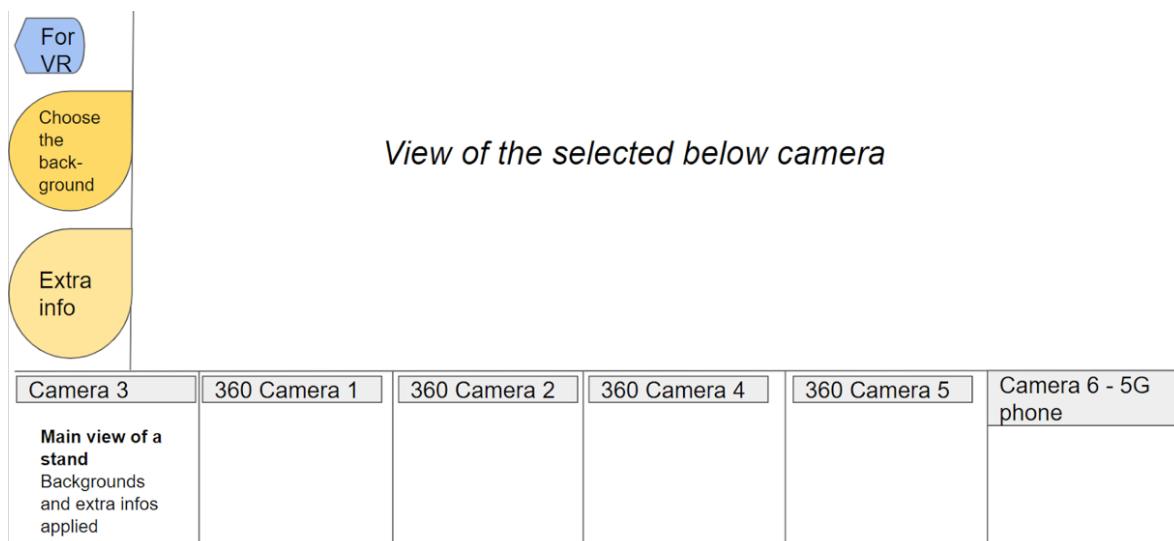
AN INTERACTIVE 360 LIVESTREAM VIEW FROM VARIOUS PLACES ON THE RED CARPET

"5G brings you speeds like you've never seen before on your smartphone. You'll be able to reliably stream video at higher resolutions..." - EE

The audience will be brought right to the red carpet with the help of four 360 cameras with interactive navigation control and two special cameras. The customers will be able to watch the Red Carpet activity from the following exciting viewpoints: (*floorplan can be found on page 23*):

1. Where celebrities enter the red carpet (360 camera) - to see the first emotions of the celebrities on the red carpet.
2. In the middle of the way, in the centre of the red carpet (360 camera).
3. In front of the host - to see the host and the celebrity speaking together - here the Interactive AR Features can be applied.
4. Next to the host, facing the red carpet (360 camera) - to see the celebrities walking towards the host and seeing him for the first time.
5. Close to the entrance of the ceremony hall (360 camera) - to see the emotions of the celebrities right before the ceremony.
6. The celebrity will be able to connect with the viewers at home when looking down the lens of the camera.

VIEWER'S ONLINE JOURNEY - SCHEMATIC SCREENSHOT OF THE INTERACTIVE STREAMING PLATFORM



Having the option to view the Red Carpet event from the described above cameras and having 360 navigation control of four of them, the viewer will get a complete overview of what is happening at the moment on the Red Carpet and a close view of the crucial points/aspects of the celebrities' journey at the Red Carpet. So, it will feel that the viewer is walking the red carpet together with or next to the celebrities.

LOOK INTO THE EYES OF YOUR CELEBRITY

"With 5G, our network will give you a more reliable connection in the busiest places, so you can video call friends and family, stream sports ... – at busy train stations, stadiums and festivals." - EE

Connect Events

We want online viewers to feel connected to the celebrity and the red carpet. Therefore, 5G EE phone will be standing next to the host on the table. It will be constantly streaming Red Carpet activity to the Social Media channels. The host will from time to time ask the celebrities to look directly into the camera on this phone and tell "hi" to the online audience who will feel as if the celebrity is directly talking to them. This way we will be able to promote 5G phones & network and show how good and stable the connection is. For the audience it will feel like the celebrity is speaking directly to them, looking into their eyes.



INTERACTIVE AUGMENTED REALITY (AR) FEATURES

"... a near-instant connection opens up possibilities for exciting new augmented and virtual reality experiences on your smartphone." - EE

EXTRA INFORMATION ABOUT THE CELEBRITY

Viewers will be able to see extra information about the celebrities that are speaking with the host. They will be able to find out information about the new films the celebrity is in, its release date, interesting facts, etc. The box with this information will pop up when the viewer clicks on the corresponding button at the Interactive Streaming platform.

It will feel like the viewer is having a computer vision, which is one of the most innovative technologies of 2020.

On a marketing side, as extra information we will also add how much time it will take to download the particular film using the 5G EE.

AN OPTION TO TRANSFORM EE STAND INTO FAMILIAR LIVING ROOMS' INTERIORS

The host Kevin Bacon will be meeting celebrities at the EE stand that will be able to be transformed into the most typical UK households' living rooms when looking at it online. The audience will be able to choose between the most typical living room options (a Victorian style/traditional living room, Scandinavian style/IKEA living room or a typical interior of student accommodation, for example). This way it will feel that the viewers are watching the show almost from the same living room as the host and the celebrities at the Red Carpet. This will build extra emotional connection with the audience.



Film world will become closer by bringing the favourite star of the viewer to a familiar environment.

The customers will be able to vote beforehand on the social media accounts of EE for the living room interior which is close to their one. Then the Augmented reality (AR) versions of the most popular living room types will be created.



On the Red Carpet

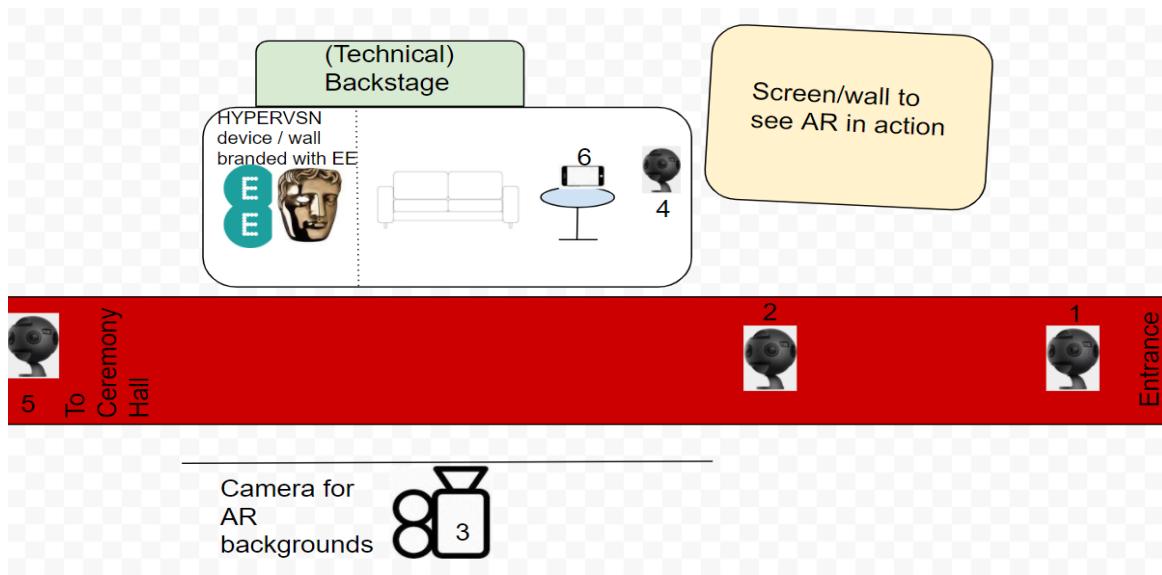
To attract the celebrities to the EE stand, next to the host a 3D holographic display of BAFTA mask and EE logo will be floating in the air. This will

Connect Events

also be a branding moment for the press who will be able to take a photo or video of the celebrities with the 3D floating BAFTA mask and EE logo.

Next to the EE stand there will be a screen where the most popular at the moment AR living rooms will be displayed. On the screen celebrities will be able to see themselves sitting or standing in another environment. The view can be changed to an environment of another living room just in a second. This will motivate the host, apart from asking the celebrities about their expectations of BAFTA, to also enquire about where the celebrity wants to be brought in a second with the speed of 5G network.

SCHEMATIC FLOOR PLAN OF EE STAND WITHIN THE RED CARPET



SUPPLIERS AND PRODUCTION DETAILS

What? AR features (setups of the living rooms and extra info) and the Interactive Streaming platform

How will it work?

- The live cameras will film the host and the celebrities speaking (sitting or standing) and send the image to the cloud where the setup/interior of the chosen by the viewer living room will be applied almost simultaneously (showing the power and speed of 5G). Then the viewer at home (with or without 5G) will see it like a celebrity and the host are sitting/standing in the very similar to the viewer's living room's environment.

Camera will be situated across the red carpet hanging, so the passing by celebrities will not cover the view.

- Extra information about the celebrity & film where they are playing will be added using the AI, which will recognise the celebrity and will bring the appropriate information out together with the marketing information.

Who? Orange Mantra <https://www.orangemantra.com/>

Connect Events

- Have almost 20 years of experience in creating websites, web applications, and mobile applications for small and large companies across a wide range of industries (among them IKEA, Nestle, Philips)
- One stop for everything: they also cover Web Designing & Development and thus they will create the Interactive Streaming Platform
- Know how to increase engagement with their clients that leads to a greater amount of business profits
- Their developers are based in India, which makes the production cost much more affordable, while they have technicians/consultants in UK (London) to test the ready product beforehand and to be on service (control that all goes smooth) on the event day

What? 360-interactive livestream

Who? StreamTrek (<http://360livestreaming.eu/>)

For 5 years StreamTrek is providing full livestreamed broadcasts and professional webcasting services for any type of events and with all possible features of 360 livestream:

- 360 livestreams embedded into website or event's lading page
- Interactive navigation control
- Mobil-VR integration
- 360 livestream on YouTube, Facebook
- The broadcast can be tagged, branded
- No limit in number of viewers
- Available on any platforms (android, iOS, windows) and any kind of device (PC, tablet, mobile phone, laptop)
- After the livestream video-on-demand is available
- Always deliver project evaluation, statistical analysis

What? 3D Holographic Display of BAFTA mask and EE logo (next to the host on EE stand)

Who? <https://hypervsn.com/>

How? Using HYPERVSN Solo device L

The system features three components – an award-winning device to enable the display of HD-quality holographic visuals, proprietary software to manage 3D content, and a 3D Studio tool that enables users to create 3D content. The device itself works using 4 spinning rays, equipped with LED lights that produce a 3D holographic display, floating in mid-air.

Why?

- The displays cause the viewers to stare in pure amazement, an event activation to remember
- The highest quality holographic images available today, creative and innovative technology
- No screens, glasses or additional devices or darkness are needed to see the 3D display
- Used by the biggest brands, including Criss Angel, the Grammy Awards, M&M World

FUNCTION SHEET

	ACTIVITY	WHERE	WHO
11:30	Project manager's arrival	backstage room	project manager
11:40	Bring the water and snacks/ to the backstage room	backstage room	project manager
11:45	Staff arrival	backstage room	stuff
12:00	Staff briefing (with the latest changes/most important things)	backstage room	Project manager, venue managers
12:30	Checking that all the cameras and stand's activities are ready and working	Red carpet	all technical managers and project manager
14:00	Do a safety check	Red carpet	venue's safety manager with project manager
15:00	Last cleaning, lights on	Red carpet	venue's stuff and production company's manager
15:45	Make up artists' arrival	Backstage room	project manager
16:00	All the staff and technicians are ready and on their places	Red carpet	project manager and main technician
16:20	Meet the host	Red carpet entrance	EE representative and project manager
16:20	Prepare and brief the host	Backstage room	makeup artist, project manager
16:45	Be ready for the celebrities' arrival (host on stand, all cameras on, technical support on site and remotely are ready to work)	Red carpet, EE stand, remote technical support team	all staff and managers
16:55	Start streaming (go live) with the interactive platform	Red carpet	Orange Mantra's and StreamTrek project managers onsite and online
17:00	Start streaming from 5G EE phone	Red carpet - EE stand	EE technician-representative
17:00	Monitor if everything is going alright (Interactive streaming platform is working (all features of it), we have enough viewers, celebrities are coming to our stand, etc.)	Interactive Streaming platform and Red carpet	all technical managers and project managers
19:00	End streaming	Online interactive platform and Red carpet	Orange Mantra's and StreamTrek managers onsite and online
19:15	Post briefing the team	Backstage room	project manager
22:00	Tier down	Red carpet, EE stand	Orange Mantra's, StreamTrek's and production company's project managers onsite

MARKETING, COMMUNICATION AND SOCIAL MEDIA PLAN

Before the events

Goals (extra to the event campaign's goals)

- To attract mass audience and potential customers of EE to watch Red Carpet activation and The EE Rising Star Award Nominees event
- Make the audience involved and interested with the events
- To show that EE use BAFTA to promote EE products and network

Strategy

Our main Marketing and Communication strategy is **to attract as large audience as possible to watch the Red Carpet activation and the EE Rising Star Award Nominees** event so they can experience the benefits of the 5G network and see the EE's products themselves. It then will become an **Experiential marketing**, which when done correctly, is arguably the most powerful tool to win brand loyalty because customers remember what they experience.

Communication Strategy

- **Email invites** to join and experience interactive 360 AR view of Red-carpet activation for EE and BAFTA's customers (November)
- On the lead up to the Rising Star event in London Piccadilly, we will post teasers on social media and use a countdown on social media to spread the word.
- Creating **public events on Facebook** about the Red Carpet activation and The EE Rising Star Award Nominees event and **sharing the information** about it in all social medias and in the related to films and telecommunication networks groups (November)
- Sending **press releases** about the campaign to the BAFTA's and EE's media partners, share unique hashtags and straplines with media/bloggers and press (November)
- **Media event/Press briefing:** a virtual press conference with holoportation, AR elements and other elements of all three events so the media and online influencers can get a feel, a hint of what will be at the events and EE's services will be promoted.

Date: tbc

Advantages: can pre-select the questions from the participants, share the recording of the conference afterwards, unlimited number of the participants and no need to travel.

Social media strategy

EE and BAFTA's **social media platforms** already have a large followers' number; therefore, we would like to use them:

- Twitter – Perfect for following along with hashtags.
- Instagram – To allow us to share photos and videos of the event easily.
- Facebook – To share information and videos of the event.
- YouTube – Allows live stream from the events so everyone can watch them from anywhere.

Additionally, at the very beginning a detailed social media research will be undertaken with aggregators to see which platforms and hashtags the audience use most to read about BAFTA and EE.

Social Media activity for the all campaign

- Posting the teasers - (beginning of October)
- Reveal the strapline (later in October)
- A final countdown (one week before the events)

Social media posts for the Red Carpet Activation

- Telling about the possibility to connect personally with the celebrity during the event (December)
- Sharing the USP of the EE's online activation (Interactive Streaming Platform) and that the event will become possible because of 5G services and products (during all the campaign)
- Voting for the most common living room backgrounds (from November)
- Showing behind the scene videos (end of March)

Social media activity for Rising Star Awards

- Sharing links to the action and to the voting page, so it is easy and simple to connect to the event.
- Sharing small teasers of the nominee's film clips from to draw attention and allow people to become aware and excited about the Rising Star Awards

In the social media posts, we will

- Use the campaign's strapline "EE brings you closer to the action"
- Use creative theme "Film worlds become closer by 5G EE"
- Use the hashtags: **#EEbringsBaftacloser #filmworldsbecomecloserbyEE
#thefutureof5G #BAFTApresents5G #EEINLONDON**
- Showcase and mention the products and services EE wants to promote.
- Use the style and tone of voice of EE

Examples of captions for social media posts

"BAFTAs 2021, Red carpet - you are invited"

"1st row experience without needed to go out of your room"

"5G technology of EE brings you to the centre of the action"

"Film words were never as close as at BAFTA's 2021"

Ideas - examples of the Social Media post

- A projection of a person-online viewer (dressed in home clothes) 'stands' on the red carpet + text "1st row experience without needing to go out of your room".
- A photo of an ordinary living room with a celebrity 'speaking' to and looking at you

During the events

Goals (extra to the event campaign's goals)

- To bring a larger audience to the online Interactive Viewing platform
- To raise the buzz online about the BAFTA's red carpet activation onsite and online.

Connect Events

- To allow people at home to be a part of the action and feel as if they are at the event with the guests of the Red Carpet.
- To drive voting for the Rising Star nominees and for the online streaming

Social media strategy for the Red Carpet Activation

- Live broadcasting on YouTube just using 5G EE phone to showcase how good 5G streaming is
- Sharing the most popular backgrounds of the moments, adding that it became possible thanks to EE 5G network
- Sharing the views from the most popular 360 cameras
- Reminding about interactive 360 AR watching options (cameras) and that it became possible with the speed of 5G
- Informing what celebrity is next to the host at the moment
- Motivating an online audience to share the screenshots of the living rooms views with the hashtags. Then they will be able to get a mini bonus - a discount or a new phone of 5G EE or a freebee (still to discuss with EE)
- Call to action to watch/participate in the interactive live stream: "Don't miss first 5G powered interactive AR livestream from Red Carpet"

At the Interactive Streaming Platform when the audience will see the extra information about the celebrity (an AR feature), they will also see how much time it will take to download the film using 5G.

Social media activity for Rising Star Awards

- Sharing the action at London Piccadilly, through the use of videos and pictures and posting them on social media stories, so people can see what is happening right there and then.
- Various hashtags which will be placed around the venue (for event two as well) and on members of staff's t-shirts so that the attendees can use these hashtags when posting about the event and also when keeping up to date with the latest action at the event. This will help spread awareness and information about the nominees so consumers will be able to vote and feel as if they are part of the event.

To ensure that everything goes smoothly

- Have a real-time engagement dedicated social media team during the whole event day (as well as before and after the events)
- Provide customer service for Interactive Viewing Platform (to mostly help if any question about how it works, thus we expect almost no questions as the platform and user experience will be tested throughout)

After the events

Goals (extra to the event campaign's goals)

- Continue the dialogue with the customers

Social media strategy for the Red Carpet Activation

- Showing the best moments (uploading photos from the event, creating mood boards)
- Showing the most popular backgrounds
- Sharing the recording of 5G phone's streaming
- Sharing the video of the best moments
- Sharing the moments from 360 cameras
- Sharing the media's and blogger coverage of the event
- Sharing the emotions of the audience of when they watched the event via the Interactive Streaming platform
- Showing how it is to watch the event from home, the celebrities' best reactions on EE's activation
- Asking the audience for their favourite moments of the event and favourite features of the Interactive Streaming Platform

Social media activity for Rising Star Awards

- Showing the best moments (uploading photos from the event, creating mood boards)
- Sharing the video of the best moments
- Sharing the moments from 360 cameras
- Sharing the media's and blogger coverage of the event
- Asking the audience for their favourite moments of the event

ROI MEASUREMENT

Event 1

We will measure the ROI through the use of hashtags and shares on social media. We will be able to use social media to see the various insights such as the engagement and how many people each post reaches. We will monitor the hashtags to see how many times it was used before, during and after the event.

We will also be able to measure the ROI by seeing how many people have voted or clicked the link to vote. This will allow us to see how many people went onto the EE website to vote and then stayed on the website to see more details about switching to EE.

Event 2

We will measure the ROI through multi-touch attribution. With this, we assign weight to each of the touchpoints EE buyers hit on the way to a conversion. We will measure the hits on the hashtags during the event, see how many of our guests posted about our event, and how many likes/shares those posts got.

After the event we will keep measuring the success of these hashtags and online shares.

Connect Events

Influencers will be given a personalised code to share with their followers, this way we will be able to see how many of them used those codes to buy a new 5G EE device and services.

Event 3

At the end of the streaming or during we will ask the viewers if they want to switch to 5G EE network and to get 5G EE phone, as well as if they consider EE as an innovative brand and a leader in technology.

After the event we will send a short questionnaire to check if the campaign raised the customers emotional connection with EE and met the rest of the campaign objectives.

We will measure:

- The number of people watched it online via the platform, the number of people participated in the social media activities, online streaming
- Number of email addresses left following from the Interactive viewing platform's link and from the questionnaires (for the further interest in EE products and services)
- Number of online articles and blogs, social media posts about the event, mentioning EE and the content of them.

Connect Events

RISK ASSESSMENT FOR EVENT 1 AND 2

Date	11 th April 2021
Work Area	Savoy and London Piccadilly
Task being assessed	BAFTA pre drinks at Savoy, set up and take down
Who Might be Harmed	Staff, suppliers, public
Signed and dated	Zsuzsanna Gerhardt and Laura Morris 14.03.2021

HAZARD AND EFFECT	HOW PEOPLE MAY BE HARMED	EXISTING CONTROL MEASURES	RISK WITH CONTROL IN PLACE
Equipment set up & take down including cars and vans on site. Loading/unloading	Serious injury may result if people are hit by vehicles or equipment including fatality	<ul style="list-style-type: none"> Arrangements for access will be made with site custodians. Equipment will be delivered & erected by trained staff at times when public access is restricted The public & Staff will be asked to keep their distance & barriers will be used if necessary Site Custodians & stewards will monitor unloading areas to ensure no congestion, moving people and cars on if necessary Cars must park where directed High visibility vests to be worn in vehicle manoeuvring areas 	Medium
Manual Handling	Workers may get musculoskeletal problems, e.g. back pain from handling heavy objects.	<ul style="list-style-type: none"> All work involving manual handling assessed on an individual task basis. Risk assessments/method statements of contractors checked for safe systems of work before the event. Only trained staff involved in manual handling. Manual Handling Aids will be available 	Medium
Work at height	Serious injury may result if people fall from heights including fatality	<ul style="list-style-type: none"> Stages and lighting to be erected by a competent person/contractor. Risk assessments/method statements of contractors checked for safe systems of work before the event. All work at height assessed on an individual task basis. 	Medium
Slips, trips & falls. Slip & trip over obstacles which could result in injury. This slip risk may be increased in wet weather	Bruises, cuts, bone breakages	<p>All staff & volunteer stewards will be informed of the importance of good housekeeping</p> <ul style="list-style-type: none"> Before event, conduct a visual check to ensure trailing cables are tidied away or securely attached to the floor using cable covers to prevent trip hazards Conduct regular checks to ensure walkways are free from clutter and trip hazards Ensure rubbish is collected on a regular basis Ensure lighting is adequate Clean up spills immediately to prevent slip hazards 	Medium
Fire Safety Temporary structures & decoration that whilst designed to highest specification, have the potential for localised fires.	Burns, scalds and possible fatalities	<ul style="list-style-type: none"> Fire Management Plan guidance – available on the Communities website http://www.communities.gov.uk/fire/firesafety/firesafetylegal/ and necessary action taken Fire stewards to check fire exits and keep exits clear during the event Staff trained in fire safety, awareness and location of fire equipment Savoy has in place a response team and ability to escalate action. Temporary structures to have specific fire risk assessments in place including certification of material. 	Medium

Connect Events

		<ul style="list-style-type: none"> •No naked flames •Evacuation plan in place 	
Electrical	Serious and possibly fatal electric shock/burns injuries from faulty electrical equipment or installation	<ul style="list-style-type: none"> •All electrical systems should be constructed and maintained in a condition suitable for use in the open air. •All generators, distribution boxes etc to be fenced and away from the public. •A competent person should certify all electrical installation as to their safety on completion. •Certificate to be kept at the event. All electrical equipment to be PAT tested. 	Medium
Collapse of Structure Workers and others risk serious, possibly fatal injury if fixed structures collapse	Mass serious injury may result from collapsed structures including fatalities	<ul style="list-style-type: none"> •Stages and lighting to be erected by a competent contractor. •Contractors to provide sign off certificates for all structures. •Daily checks made on all structures by a competent person 	Medium
Accidents Illness/injury Risk of minor or major accidents or illness during events	Illnesses and injuries	<ul style="list-style-type: none"> •For serious accidents or illness, contact the Emergency Services immediately on 999 giving the exact location of the event • All coordinators, volunteers and event staff will be provided with emergency contact telephone number before the start of the event • All event organisers will ensure a designated first aider is present and clearly identifiable • All accidents will be reported to the Health & Safety Officer and Incident Report Form completed. 	Low
Public Disorder	Serious injury, if assaulted or if caught up in incidents of disorder	<ul style="list-style-type: none"> •Staff trained to spot potential troublemakers, defuse tension situations etc throughout. •Adequate number of trained, SIA badged security staff. •Control of numbers at events particularly in main area. 	Low
Large scale evacuation may lead to overcrowding and panic.	Panic, Crushing, trampling	<ul style="list-style-type: none"> •If an incident occurs in a department requiring evacuation, the Departmental EMERGENCY ACTION PLAN will be put into action. All event coordinators should make themselves aware of this plan. •All attendees and staff will be directed toward fire exits and to the fire evacuation meeting point 	Low
The threat of terrorism attack or response to hoax	Disruption, serious injury including fatalities	<ul style="list-style-type: none"> •DETAILS AVAILABLE FROM POLICE ON SPECIFIC THREAT LEVELS •Search Policy is in place. •Trained Security staff <p>Engagement with venue security and local Counter Terrorism Security Advisor</p>	Low

Connect Events

Noise	Noise induced hearing loss Tinnitus	<ul style="list-style-type: none"> •Noise Management Plan and monitoring by specialist contractors will be in place and forms part of the License Conditions. •Ear Protection to be located by the entrance. •The work noise levels will not exceed a time weighted average above 80db. 	Low
Unauthorised access Trespass to structures leading to fall from.	Serious injury potentially from height including possible fatalities	<ul style="list-style-type: none"> •Passes to be issued to all working personnel. •Staff working in premises managed by other companies will adhere to their safety and operational policies. •Control of site handed to Security once Event Management leave site. •Site lights will be installed and lit prior to dusk. 	Low
Que Management Verbal Confrontation	Verbal altercations and Violence	<ul style="list-style-type: none"> •Event Control should monitor and deploy resources and support, as necessary. •Trained SIA security staff experienced available as response team. •Use of specialist experienced staff. •Monitoring of queues. 	Low
Act cancelling or Late	Disruption to schedule	<ul style="list-style-type: none"> •Contingency plan in place 	Low

Connect Events

BUDGET FOR EVENT 1 AND 2

SPONSORING	QTY	COST	TOTAL	VAT	ACTUAL TOTAL	COMMENTS
Event 1						
Kaleida Production for Savoy	1	£12,400	£12,400.00	0.00%	£12,400.00	Sponsored by EE
Kaleida Production for Picadilly Circus - Sponsored by EE	1	£13,250	£13,250.00	0.00%	£13,250.00	Sponsored by EE
360 Camera	1	£7,250	£7,250.00	0.00%	£7,250.00	Sponsored by BT
Screening on Piccadilly Circus	1	£9,000	£9,000.00	0.00%	£9,000.00	Sponsored EE
			Total of		£41,900.00	
Event 2						
Kaleida production	1	£19,000.00	£19,000.00	0.00%	£19,000.00	Sponsored by EE
Beats Headphones	120	£89.99	£10,798.80	0.00%	£10,798.80	Sponsored by Beats
			Total of		£29,798.80	
Shared Sponsoring						
Host Kevin Bacon	1	£5,000	£5,000.00	0.00%	£5,000.00	Sponsored by EE
			Total of		£5,000.00	
Total Sponsoring Expenses			Total of		£76,698.80	For Event 1 and 2
Expenditure						
Event 1						
Invitations, including google cardbord	50	£15	£730.00	0.00%	£730.00	
Postage	50	£2	£75.00	0.00%	£75.00	
Event 2						
Invitations	120	£15.00	£1,800.00	0.00%	£1,800.00	
Postage	120	£2.00	£180.00	0.00%	£240.00	
Shared Expenses						For event 1 and 2
Venue-food+drinks+security included	2	£22,534.00	£45,068.00	0.00%	£45,068.00	
Decoration package	2	£7,500.00	£7,500.00	20.00%	£18,000.00	
Staff	52	£60.00	£3,120.00	0.00%	£3,120.00	
Staff Uniform	60	£35.00	£1,500.00	20.00%	£2,520.00	
Photographer	4	£2,000.00	£8,000.00	0.00%	£8,000.00	
2 way radios	25	£32.00	£800.00	0.00%	£800.00	
Management						
Management fee 10%	2	£5,000.00	£10,000.00	0.00%	£10,000.00	For event 1 and 2
Contingency found						
Contingency found	2	£4,000.00	£8,000.00	0.00%	£8,000.00	For event 1 and 2
			Total of		£98,353.00	For event 1 and 2
			Total of Event 1		£46,594.00	
			Total of Event 2		£47,829.00	

*Additionally, to be provided by EE: strong, stable and fast 5G network (shared over WIFI) during the event and the technical rehearsals, the host (Kevin Bacon) and back up host, back up 5G mast on standby to take over in the event of primary system failure. *

Justification for Budget Event 1 and 2

The technological wow factor that will showcase and bring EE 5G to life is brought to you by Kaleida. Kaleida are the most supremely advanced digital entertainment providers. Prior to EE 5G it was only possible to stream their events by fibre optic broadband, but it is now possible with the speed and capability of EE 5G. The use of Kaleida comes at a premium, at £71.698.89 for event 1 and 2. However the ability to wow our guests and the public at what a modern and innovative telecommunications company can deliver, linked to a list celebrities and influencers will create a buzz and hype that will go viral. Ultimately use of Kaleida will drive forward sales, as others will want in on the action.

RISK ASSESSMENT - EVENT 3

Date	11 th April 2021
Work Area	Red Carpet outside the Royal Albert Hall - London
Task being assessed	Red Carpet stand - activation (set up and take down) and everything for the online livestreaming and online livestreaming
Who Might be Harmed	Staff, suppliers, public (both onsite and online)
Signed and dated	Inna Iljina 01.03.2021

Hazard and Effect	How People May Be Harmed	Existing Control Measures	Risk with control in place
Equipment set up & take down including cars and vans on site. Loading/unloading	Serious injury may result if people are hit by vehicles or equipment including fatality	<ul style="list-style-type: none"> Arrangements for access will be made with site custodians. Equipment will be delivered & erected by trained staff at times when public access is restricted The public & Staff will be asked to keep their distance & barriers will be used if necessary Site Custodians & Festival stewards will monitor unloading areas to ensure no congestion, moving people and cars on if necessary Cars must park where directed 	Medium
Manual Handling	Workers may get musculoskeletal problems, e.g. back pain from handling heavy objects.	<ul style="list-style-type: none"> All work involving manual handling assessed on an individual task basis. Risk assessments/method statements of contractors checked for safe systems of work before the event. Only trained staff involved in manual handling. Manual Handling Aids will be available 	Medium
Work at height	Serious injury may result if people fall from heights including fatality	<ul style="list-style-type: none"> Stages and marquees to be erected by a competent person/contractor. Risk assessments/method statements of contractors checked for safe systems of work before the 	Medium

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		event. •All work at height assessed on an individual task basis.	
Slips, trips & falls. Slip & trip over obstacles which could result in injury. This slip risk may be increased in wet weather	Bruises, cuts, bone breakages	All staff & volunteer stewards will be informed of the importance of good housekeeping • Before event, conduct a visual check to ensure trailing cables are tidied away or securely attached to the floor using cable covers to prevent trip hazards • Conduct regular checks to ensure walkways are free from clutter and trip hazards • Ensure rubbish is collected on a regular basis • Ensure lighting is adequate • Clean up spills immediately to prevent slip hazards	Medium
Fire Safety Temporary structures & marquees that whilst designed to highest specification, have the potential for localised fires.	Burns, scalds and possible fatalities	•Fire Management Plan guidance – available on the Communities website http://www.communities.gov.uk/fire/firesafety/firesafetylegal/ and necessary action taken •Fire stewards to check fire exits and keep exits clear during performances •Staff trained in fire safety, awareness and location of fire equipment •BAFTA have in place a response team and ability to escalate action. •Temporary structures to have specific fire risk assessments in place including certification of material. •No naked flames •Evacuation plan in place	Medium
Electrical	Serious and possibly fatal electric shock/burns injuries from faulty electrical equipment or installation	•All electrical systems should be constructed and maintained in a condition suitable for use in the open air. •All generators, distribution boxes etc to be fenced and away from public. •A competent person should certify all electrical installation as to their safety on completion. •Certificate to be kept at the event. All electrical equipment to be PAT tested.	Medium
Collapse of Structure Workers and others risk serious, possibly fatal injury if fixed structures collapse	Mass serious injury may result from collapsed structures including fatalities	•Stand and backstage room to be erected by a competent contractor. •Contractors to provide sign off certificates for all structures. •Daily checks made on all structures by a competent person •There is a need to check the weather forecast daily. Check with providers maximum wind speeds that structure can withstand safely. •Make contingency plans to enable closure of structure in adverse weather conditions	Medium
Accidents Illness/injury Risk of minor or major accidents or illness during events	Illnesses and injuries	•For serious accidents or illness, contact the Emergency Services immediately on 999 giving the exact location of the event • Medical facilities are available on the BAFTA site and staff will be on duty • All coordinators, volunteers and staff will be provided with emergency contact telephone number before the start of the event • All event organisers will ensure a designated first aider is present and clearly identifiable • All accidents will be reported to the Health & Safety Officer and Incident Report Form completed.	Low

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Public Disorder	Serious injury, if assaulted or if caught up in incidents of disorder	<ul style="list-style-type: none"> • Staff trained to spot potential troublemakers, defuse tension situations etc throughout. • Adequate number of trained, SIA badged security staff. • Control of numbers at events, particularly in interview areas. • No Drinks to be served on the red carpet 	Low
Large scale evacuation may lead to overcrowding and panic.	Panic, Crushing, trampling	<ul style="list-style-type: none"> • If an incident occurs in a department requiring evacuation, the Departmental EMERGENCY ACTION PLAN will be put into action. All event coordinators should make themselves aware of this plan. • All BAFTA goers and staff will be directed toward fire exits and to the fire evacuation meeting point 	Low
Disruptive audience members. If an audience member disrupts an event by talking/shouting at the celebrity	Disruption	<ul style="list-style-type: none"> • Let the person have their say for a short time. Interrupt and thank them for their comment. • If this negative interruption continues ask the custodian to ring security for support and ask the person to leave. • Have the person removed by security 	Medium
The threat of terrorism attack or response to hoax	Disruption, serious injury including fatalities	<ul style="list-style-type: none"> • DETAILS AVAILABLE FROM POLICE ON SPECIFIC THREAT LEVELS • Search Policy is in place. • Trained Security staff 	Low
Noise	Noise induced hearing loss Tinnitus	<ul style="list-style-type: none"> • Noise Management Plan and monitoring by a specialist contractor will be in place and forms part of the License Conditions. • The work noise levels will not exceed a time weighted average above 80db. 	Low
Unauthorised access Trespass to structures leading to fall from.	Serious injury potentially from height including possible fatalities	<ul style="list-style-type: none"> • Passes to be issued to all working personnel. • Staff working in premises managed by other companies will adhere to their safety and operational policies. • Control of site handed to Security once Event Management leave site. • Fencing / barriers to be used to identify sites and to be used internally to isolate sterile areas. • Site lights will be installed and lit prior to dusk. 	Low
360 cameras on the Red carpet	Celebrities and staff: hits, bruises, falls	<p>The cameras will be clearly visible and it will be natural to pass along them (or it will be very hard to clash in them), so the clashes will be naturally avoided</p> <p>The cameras' holder will be covered with a soft protective material, so in an unlucky case if someone will touch the stand or the camera, there will be no bad consequences.</p>	Low
Rain - slippery floor	The celebrities can slide and fall and get bruises	The stand will have a roof against the rain and will have a non-slippery surface	Low
Rain - cameras-electrification	If the rain will touch the electric devices (cameras and cables) it can lead to electrification and even deaths	The cameras will have an option to become quickly covered with a transparent material, the cables will be covered from the rain and safe for the participants.	Medium
Hooking the equipment up to the mains	Can lead to electrification	Only trained electricians will be setting up or fixing specialist electrics, or mains connections.	Medium

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Camera for AR features	The staff, the celebrities: hits, bruises	The cameras for AR will be high enough to be unable to be hit into.	Low
HYPERVSN Solo device to show 3D floating BAFTA mask and EE logo	Bruises and scratches for the host and celebrities if they accidentally touch them	There will be invisible(transparent?) protection at the HYPERVSN Solo device/wall so the celebs and host will not be able to touch the mechanism (the rotators) and get very close to them.	Low
Stand & screen, furniture on the stand Lights around	In the unlikely event of the falls the host and celebrities can be slightly to seriously hurt	The setup company with experience and great reputation will be used, all technical and safety checks will be done beforehand	Medium
Connection loss (during the streaming)	The reputation of the EE and BAFTAS, as the viewers will not be able to see the stream anymore	There will be extra technique/routers to make sure that connection is strong and is working all the time. Arranged for EE technical experts to be on hand. Spares and back up 5G mast on standby to take over in the event of primary system failure.	Low
Technical difficulties/problems while using AR features and interactive streaming	The reputation of the EE	Multiple checks before the event; Technical team of Orange mantra and Stream Track monitoring the interactive Streaming Platform, customer service to solve the issues in 5-10 minutes. The acting plan in place.	Low
Social media reputation loss/suffer	The comments on social media during the event	Constant social media monitoring on the day: strange comments reply, interacting, checking the hashtags	Low
Electricity shortage	Loss of the light and network- big reputation damage as the online and onsite views will be no longer possible	Two 50kv diesel portable generators will be on standby to take over in the event of mains power failure or trip. Electrical engineer to check all equipment prior to use, before the event and at the event's day.	Low
The risk to be without the host (the primarily host may become sick)	Red carpet activation cannot happen	We will come up with a backup host together with EE, and the back-up host will be fully briefed beforehand.	Low
Hacking the Interactive Streaming platform	The view for the mass audience - reputation damage	Our technical provider will make sure that all needed requirements are met, and all needed actions are done to avoid successful hacking attacks.	Low
Incursions to the Red Carpet and interfering with the live stream	The reputation of the EE	The general public will be checked at the entrance, the staff and securities of BAFTA will be trained and briefed	Low
5G sabotage	The reputation of the EE	A plan to deal with protest will be developed well in advance	Low

BUDGET EVENT 3

EXPENDITURE	COST	TOTAL	VAT	ACTUAL TOTAL
EE Stand on Red Carpet				
EE stand (including rain cover, lighting, furniture hire, backstage)	£3,000.00	£3,000.00	0.00%	£3,000.00
For 3D Hologram of Bafta Mask and EE (two HYPERVSN Solo device L, delivery and support)	£4,500.00	£4,500.00	0.00%	£4,500.00
Onsite expenditure (make up artist for the host and refreshments for the host and our staff onsite)	£500.00	£500.00	0.00%	£500.00
Overnight security	£500.00	£500.00	0.00%	£500.00
		Total of		£8,500.00
Interactive Viewing platform (360 live stream with AR features)				
Development of the AR features	£3,000.00	£3,000.00	0.00%	£3,000.00
Web design and development	£14,000.00	£14,000.00	0.00%	£14,000.00
Camera for live AR	£1,000.00	£1,000.00	0.00%	£1,000.00
All around technician onsite	£1,000.00	£1,000.00	0.00%	£1,000.00
Photographer	£1,500.00	£1,500.00	0.00%	£1,500.00
Four 360 cameras (including the setting up, covers from the rain and monitoring staff)	£6,000.00	£6,000.00	0.00%	£6,000.00
Technical rehearsal one month before the event	£2,500.00	£2,500.00	0.00%	£2,500.00
Marketing and Communications				
Social media, ROI Measurement	£4,000.00	£4,000.00	0.00%	£4,000.00
		Total of		£4,000.00
Contingency fee	£3,500.00	£3,500.00	0.00%	£3,500.00
		Total of		£3,500.00
Agency Fee (10%)	£5,000.00	£5,000.00	0.00%	£5,000.00
		Total of		£5,000.00
		TOTAL		£50,000.00

Additionally, to be provided by EE

- Strong, stable, fast 5G network (shared over WIFI) during the event and rehearsals
- Venue and streaming of the online press briefing,
- 5G EE phone for streaming to social media and “Looking into the celebrities’ eyes”
- The host (Kevin Bacon) and backup host
- Back up 5G mast on standby to take over in the event of primary system failure.

Budget Justification

- The biggest part of the budget (65%) will be spent on the interactive experience for the customers (Interactive 360 live stream with AR features) which is the key objective of the Red-Carpet activation and will make the emotional connection with the brand and a mainstream appeal.
- 17 per cent of the budget will cover EE stand creation. More than half of it will be spent on the 3D floating holograms, which is an innovative and exciting technology, which will motivate the celebrities to stop

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FURTHER INFORMATION AND FEEDBACK

Thank you for the opportunity to allow us to present this proposal to you. We cannot wait to work on this event and bring EE to the BAFTA'S. We have enjoyed working on this project and putting it together. We would welcome the opportunity to discuss our proposal with you.

If you have any queries please do not hesitate to get in touch.

We look forward to working with you soon.

Laura, Zsuzsanna and Inna

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