

**Sunny events**  
by Inna Iljina

# Max's & Lisa's 16th Birthday Party

## The Proposal

(Leave Behind Document)



January 2020, Amsterdam

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# About Us

## Sunny events

### Making every event unique, memorable and tailored to the audience

Being one of the leaders in the private event industry in the Netherlands, we have successfully organised and delivered more than 120 events in the last 5 years. We have delivered unique and memorable events for both VIP private clients and corporate companies.

Creating amazing events is our true passion and love, therefore we take a very personal and professional approach to every client and every event, and we always strive to deliver outstanding events where every detail is a gem.

Knowing the market and always keeping ourselves up to date with the latest developments and possibilities in the event industry, caterers and entertainment, our events are always fresh, unique, innovative and leave a long-lasting impression in every guest's mind.

**100% happy and satisfied guests**

**120 successful events in 5 years**

# Understanding the Brief

## Mission Statement

To ensure all guests (teens and their parents) have a fantastic time (smile, laugh, enjoy themselves and socialise, dance) while celebrating Lisa's and Max's 16th Birthday with themed party and to ensure that the party is memorable, unique and everyone speaks about it (in a positive way) afterwards and feels special.

## Objectives

- ✓ To celebrate Lisa's and Max's birthday
- ✓ Ensure all guests have a fantastic time
- ✓ Entertain all guests
- ✓ Have on-trend catering suitable for both age groups
- ✓ Have drinks throughout the party
- ✓ Have activities for the younger guests within a theme
- ✓ Have incredibly great music
- ✓ The guests should have a possibility to dance throughout the evening
- ✓ The theme must be fun, original, demonstrated in all events elements, relevant for both boys and girls
- ✓ The event should be creative and innovative
- ✓ The atmosphere must be exciting and cosy

Why will we reach and exceed the objectives?

- ✓ We have done extended research of both audiences: teens and adults. Please see the Appendix.
- ✓ We have knowledge of the newest trends in events and entertainment
- ✓ We are experts in events and creative concepts

## Creative Concept

### Theme

**Travelling theme:** 16 years as the start of an exciting **journey**

16th Birthday party - an exciting **journey**

Why travelling?

- ❖ Both audiences are keen on travelling
- ❖ Both audiences would like to discover new countries at the party
- ❖ Travelling is among the top three most popular entertainment types for teens

### Overall Setup

**Journey around the world**

**Journey to each other** (socialising aspect)

The event space will be divided into zones, where each zone represents one country or area.

We have chosen the countries that are the most desirable by both adults and teens, where everyone wants to go but where is hard to get to. Each of these countries will define the setup and the details of the zones.

Besides, teens showed a strong preference for having a party apart from their parents. Therefore teens and parents will be in separate rooms. Teens' room will have 7 zones, adults' room - 5 zones.

One of the most important aspects of a great party for teens and adults is to have a comfortable great space to socialise with friends and meet new people. Therefore the venue's space will be divided into cosy zones like small islands with sofas, lounges, lots of small tables. It will allow celebrating and enjoying the evening in small companies in a relaxed and cosy atmosphere.

Both teens and adults would like to have a buffet (not a seated dinner with a menu) with a possibility to sit in small companies on their choice and to move easily from table to table.

Each zone will:

- ❖ Be created and decorated in the theme of a country (by using visuals, light, objects and elements relevant to the country)
- ❖ Have seating area in a style of the country/region
- ❖ Have food and drinks stations and bars relevant to the country
- ❖ Have VR (Virtual Experience) stations with short small but fun and exciting games and experiences relevant to each zone

## Why VR?

- ❖ **Discover the countries fuller** - VR allows experiencing the activities which are relevant to countries, to immerse and have almost a real feel of the activity and therefore the country.
- ❖ **Discover your emotions, excitement, fun and fears** - VR allows getting a real feeling of flying in a helicopter, swimming underwater, or riding a rollercoaster.
- ❖ VR experience is like having experience in an amusement park (amusement park scored 64% among teens as the most fascinating entertainment).
- ❖ **Fun activity not only for the participants!** It is lots of fun watching others playing VR.
- ❖ The guests will be able to see on big screens what is happening in a Virtual World and how well (or bad) the participant is doing.
- ❖ One game/experience lasts approx. 5 minutes, so it is enough time during the evening for everyone to enjoy VR.

## Why will teens and adults like VR experiences and games?

- ❖ The research of the audience has shown that teens and adults would like to have lots of small fun games at the party.
- ❖ Gaming is among the top 3 interests for boys (Mars and Mexico zones will have VR games of the same type that boys like to play, such as shooter games).
- ❖ VR allows to travel and to get into different countries and geographical zones, while travelling was in the top 3 favourite entertainment types for teens and one of the most favourite free-time activities for adults.
- ❖ VR allows experiencing roller-coaster rides like in an amusement park, while amusement park is among the top 3 most fascinating entertainment types for teens.
- ❖ 80% of teens and all adults would like to discover countries they are excited about and VR will make it possible.

## Details of the Zones

### Iceland (teens, parents)

- ❖ Lighting like northern lights on the ceiling
- ❖ Photos/videos of geysers and Icelandic landscapes
- ❖ Seating area looking like ice



### Food and drinks

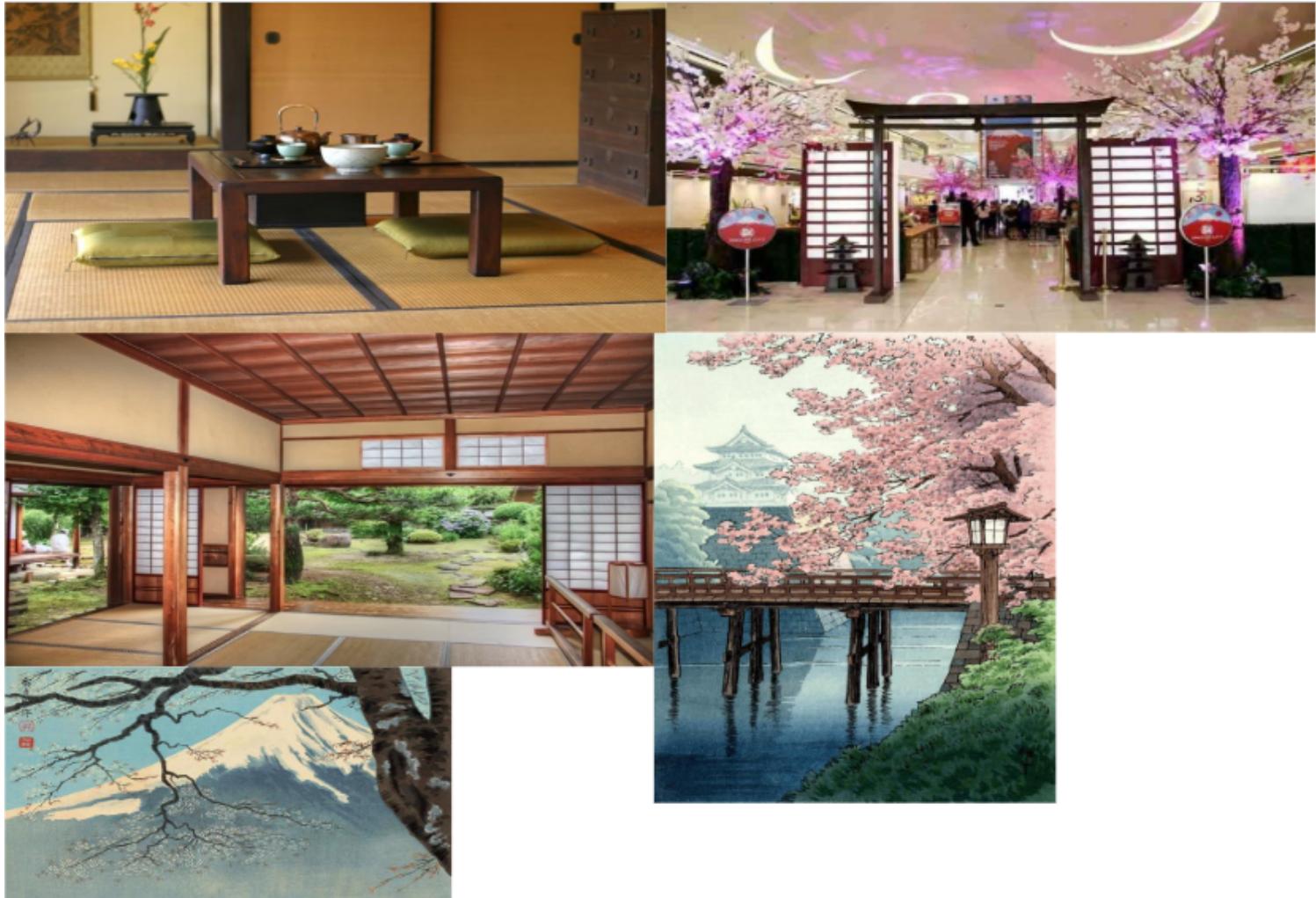
- ❖ Ice bar (teens, parents)
- ❖ Oyster bar (parents)

### VR

- ❖ Wondering inside the ice cave

## Old Japan (teens, adults)

- ❖ Japanese traditional house's setup (sitting on the floor like in a traditional house)
- ❖ Japanese traditional art on walls
- ❖ Sakura and bamboo used for decorations
- ❖ Japanese garden
- ❖ Smell of Sakura



## VR

- ❖ 'Cutting fruits' game (teens, parents)

Very popular and fun game to play and to watch others playing. A player moves like a samurai while trying to cut the flying fruits before they reach the ground



## Food

- ❖ LED glowing sushi bar (teens, parents)



## Modern Japan (teens)

- ❖ Glowing billboards

- ❖ Interactive Robot (details in *Entertainment*)

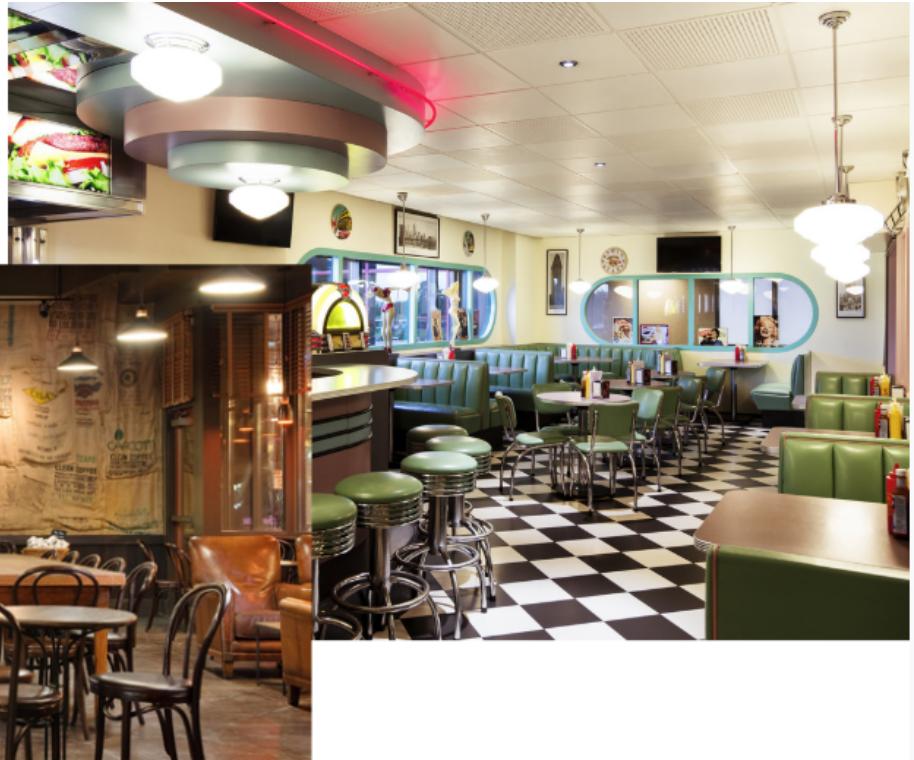


## America/New York (teens, parents)

- ❖ Photos of skyscrapers and famous sights, landscapes
- ❖ Billboards like in a Time Square

- ❖ Flags of America
- ❖ Seating like in New York coffee bar (parents)
- ❖ Seating like in a burger bar (teens)





## VR

- ❖ Flying above New York's skyscrapers with a helicopter (teens, adults)

- ❖ Walking on a plank between the skyscrapers (teens)  
“Stand on top of the Empire State Building in New York.”



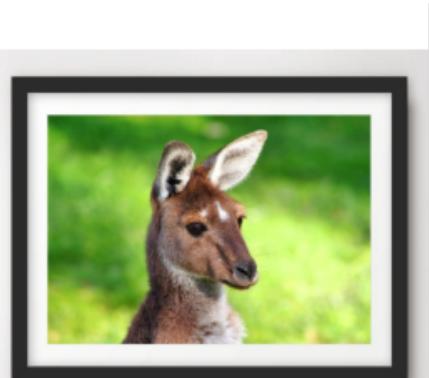
## Food

- ❖ Burger bar (teens)
- ❖ Pizza bar (teens)
- ❖ Coffee bar (adults)



## Australia (teens, parents)

- ❖ Photos of Sydney's recognizable buildings, kangaroos, koalas
- ❖ Lots of plants, natural bright daylight





## VR

- ❖ Safari (teens, adults)

Travelling to the most remote places on Earth:  
Australia, the Amazon, the African savannah

## Food and drinks

- ❖ Coffee bar in Australian style with different types of coffee (teens)
- ❖ Special bier bar (adults)

## Mexico (teens)

- ❖ Decorations in Day of Death style\*
   
*\* Horror film genre is one of the most popular among teens; few teens would like to have a party in horror style*
- ❖ Lots of bright colours, cactuses
- ❖ Seating like in a traditional Mexican house



## Food

## Nachos





## VR

- ❖ Roller Coasters experience  
Guests can choose from different roller-coasters



- ❖ Zombie free roaming zone  
Arena to walk around freely in Virtual Zombie World

Everyone is infected. An army of zombies is roaming the streets.

Armed with Backpack and a gun, players will have to take on hordes of zombies and survive with another player.

## Mars

### *Journey in the space*

- ❖ Red and blue lightning
- ❖ Cosmic design

- ❖ Seats like on a Spaceship
- ❖ Spaceship bridge, which will allow feeling like a captain on an almost real spaceship

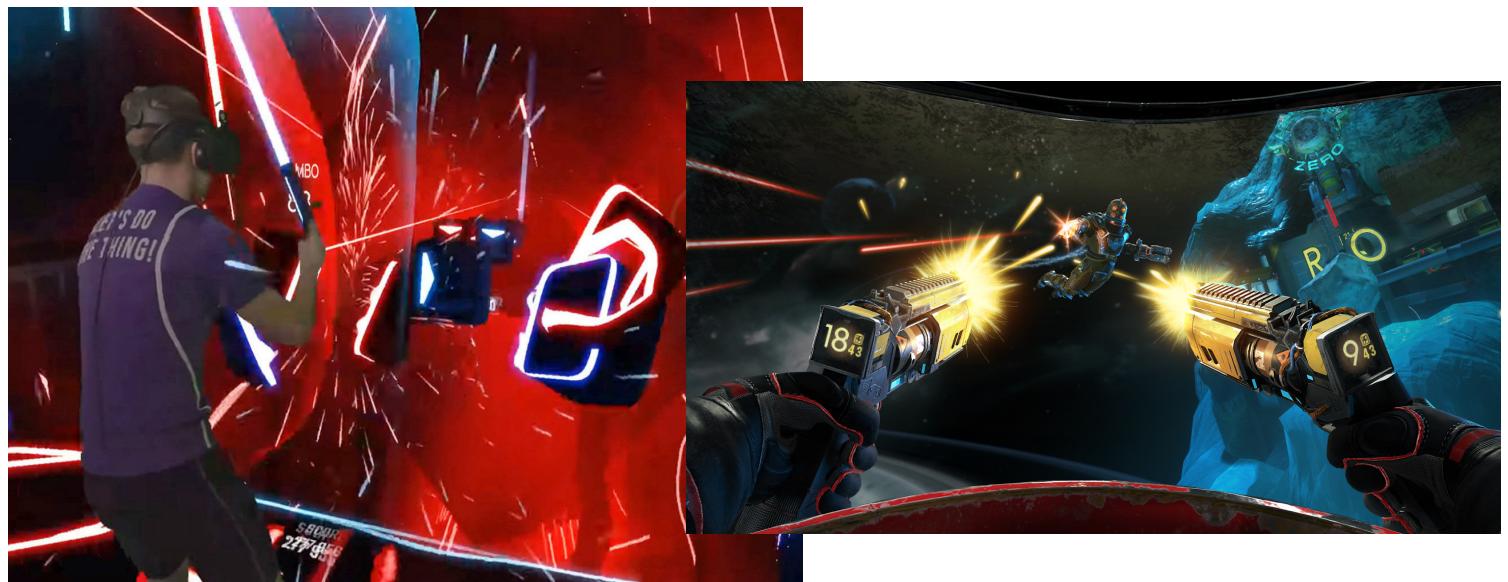


## VR

## ❖ Beat Saber

Very popular VR game where the player slices the approaching blocks on musical beats with a pair of red and blue lightsabers. The slicing weapon looks like Jedi's Knight's weapon from Star Wars. The game takes place in a surrealistic environment.

## ❖ Shooting games in space



## Caribbean islands (teens) &amp; Hawaii (parents)

- ❖ Sand and shells on the floor
- ❖ Real palms
- ❖ Blue colours like a blue ocean

- ❖ Video of the sea on a big wall screen
- ❖ Seating like in a beach: beach beds, umbrellas, hammocks



## VR

- ❖ Underwater worlds experience (teens, parents)  
Swimming without getting wet with dolphins, whales and turtles



- Surfing (teens)  
Real surfing experience



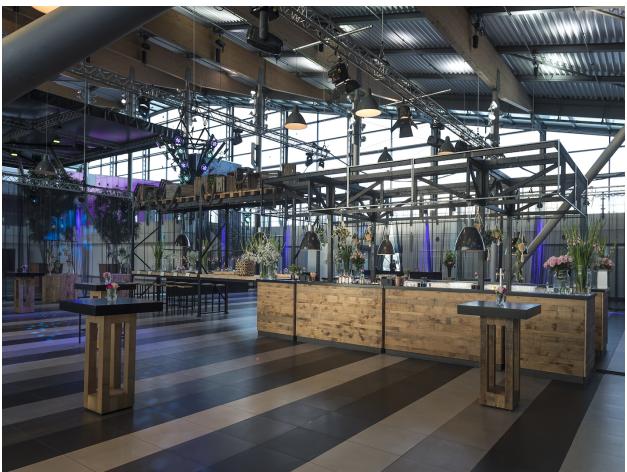
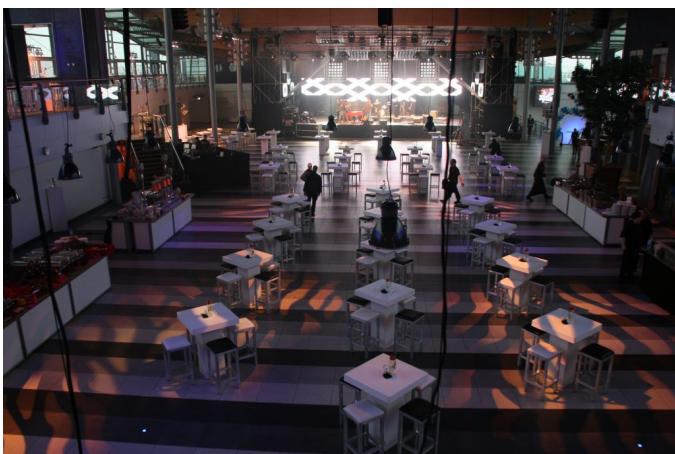
## Food and drinks

- ❖ Fresh smoothie bar (teens, parents)



# Venue

Passenger Terminal Amsterdam, main deck

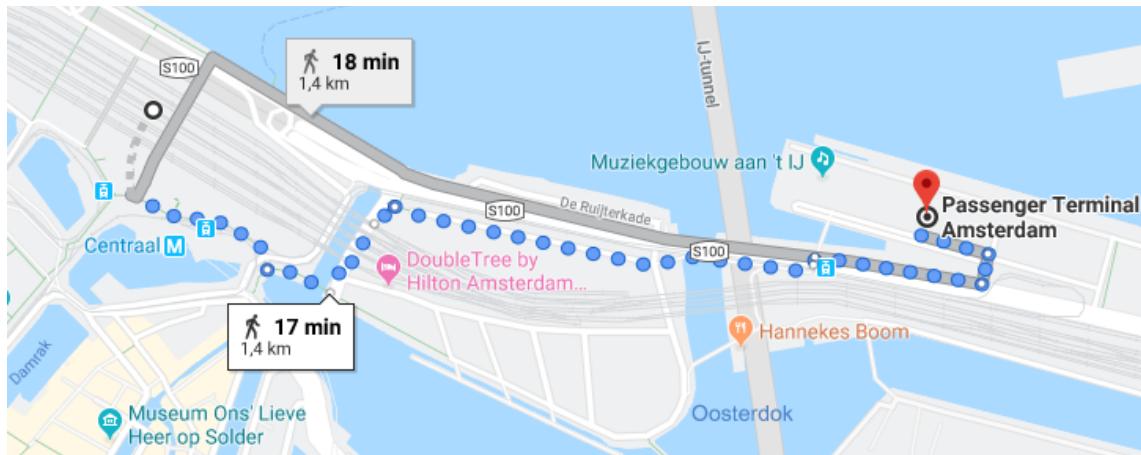


Why PTA and main deck?

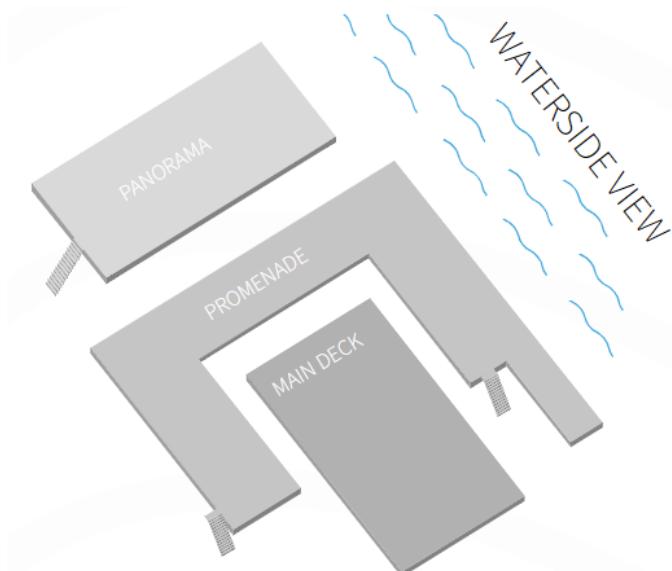
- ❖ Enough space for all activities
- ❖ Great, convenient location for any transport
- ❖ Adaptable event space allowing to create any needed setup
- ❖ The venue is in a Travelling theme (shape of a ship and located in passenger's port):  
***"The ship will get the guests to various destinations"***
- ❖ Outstanding parking facilities at the venue

- ❖ Views over the river IJ and city centre of Amsterdam, which contributes to a cosy atmosphere
- ❖ Amsterdam Central Station is 17 mins away by foot

How to get to the venue from Amsterdam Central Station

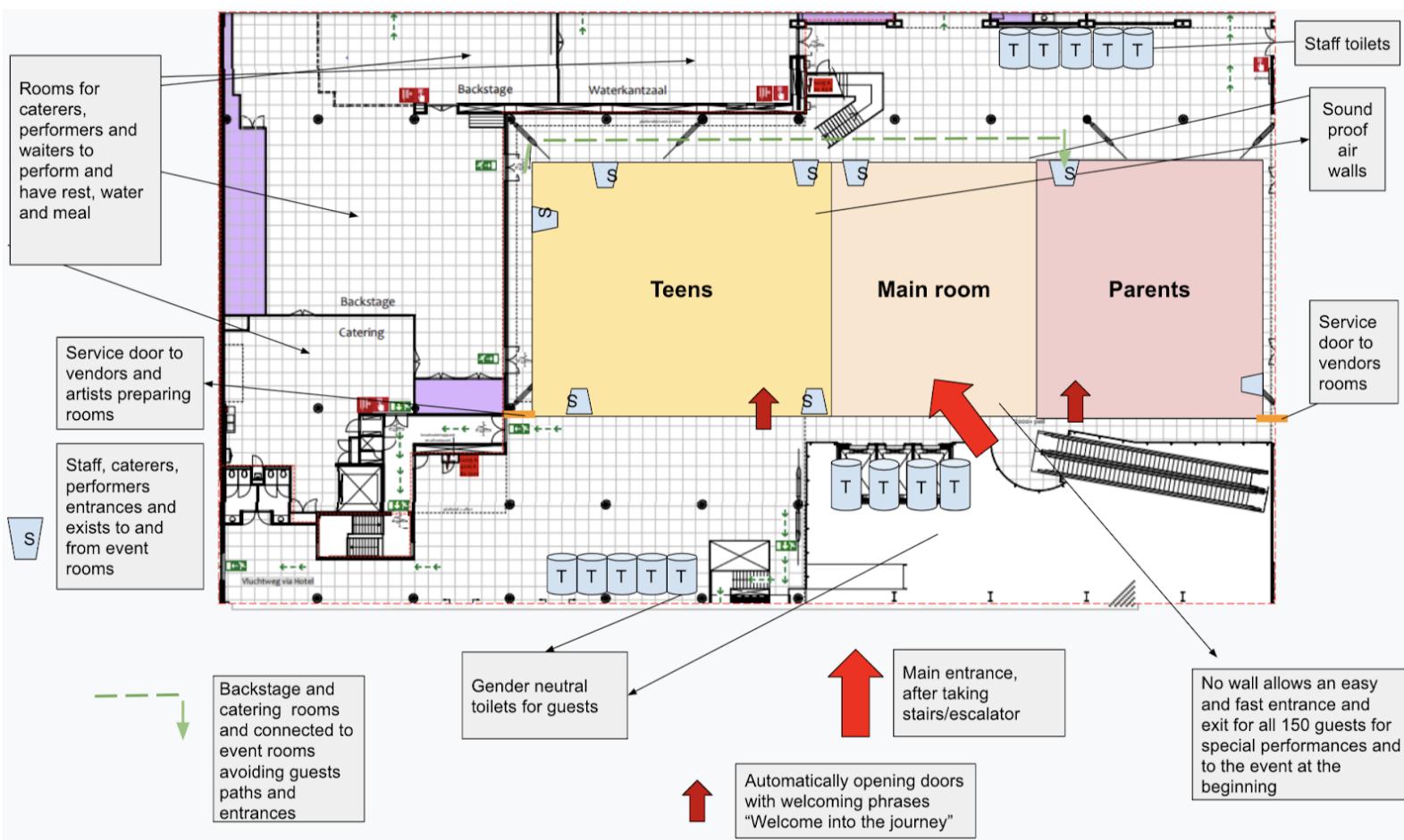


## Floor plan

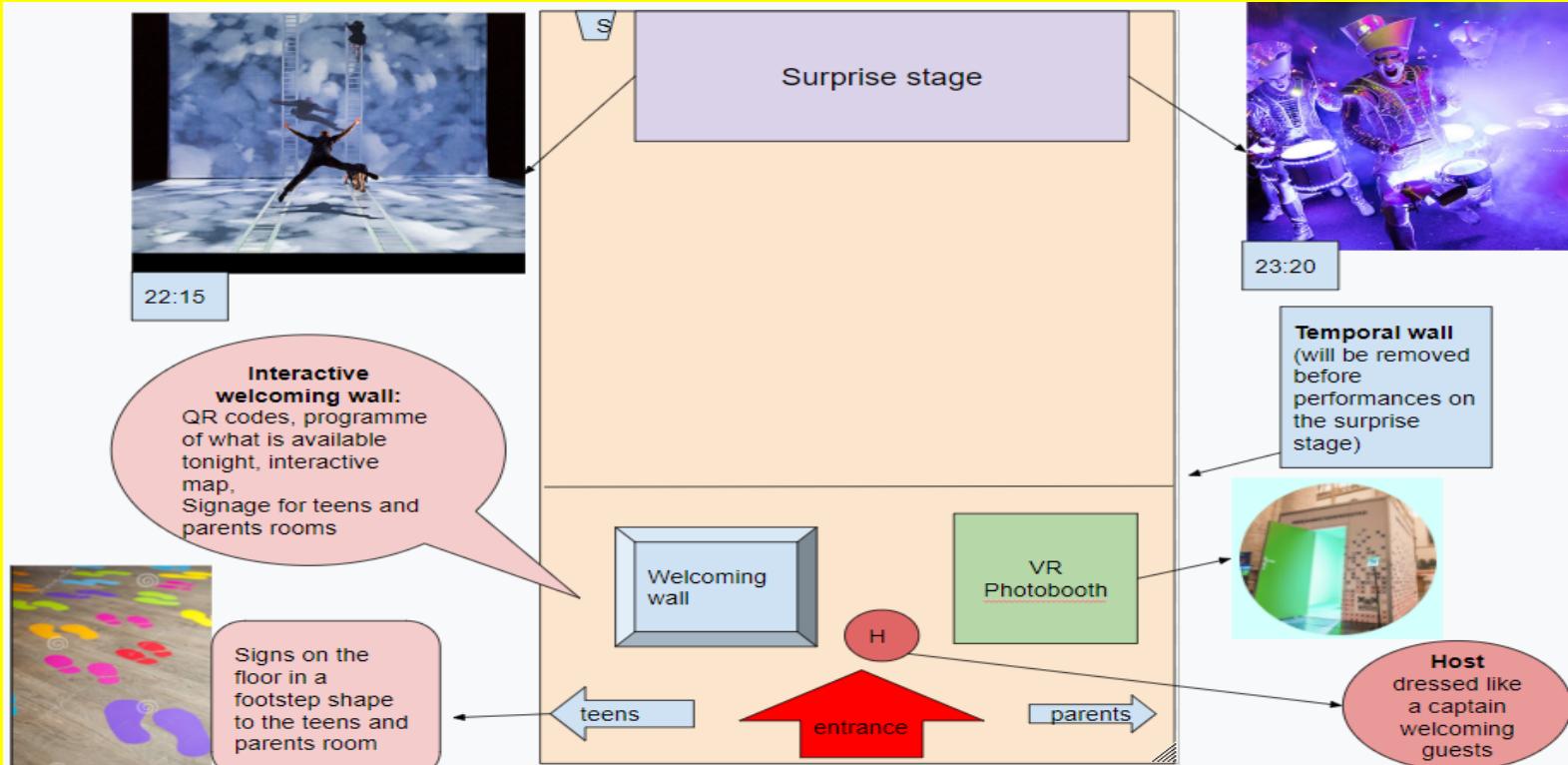


- ❖ Main deck's space will be used to construct three separate rooms for the event: teens room, parents room and main room.
- ❖ There are 900 m<sup>2</sup> of functional space (where the party will take place)
- ❖ All the following floorplans are not to scale

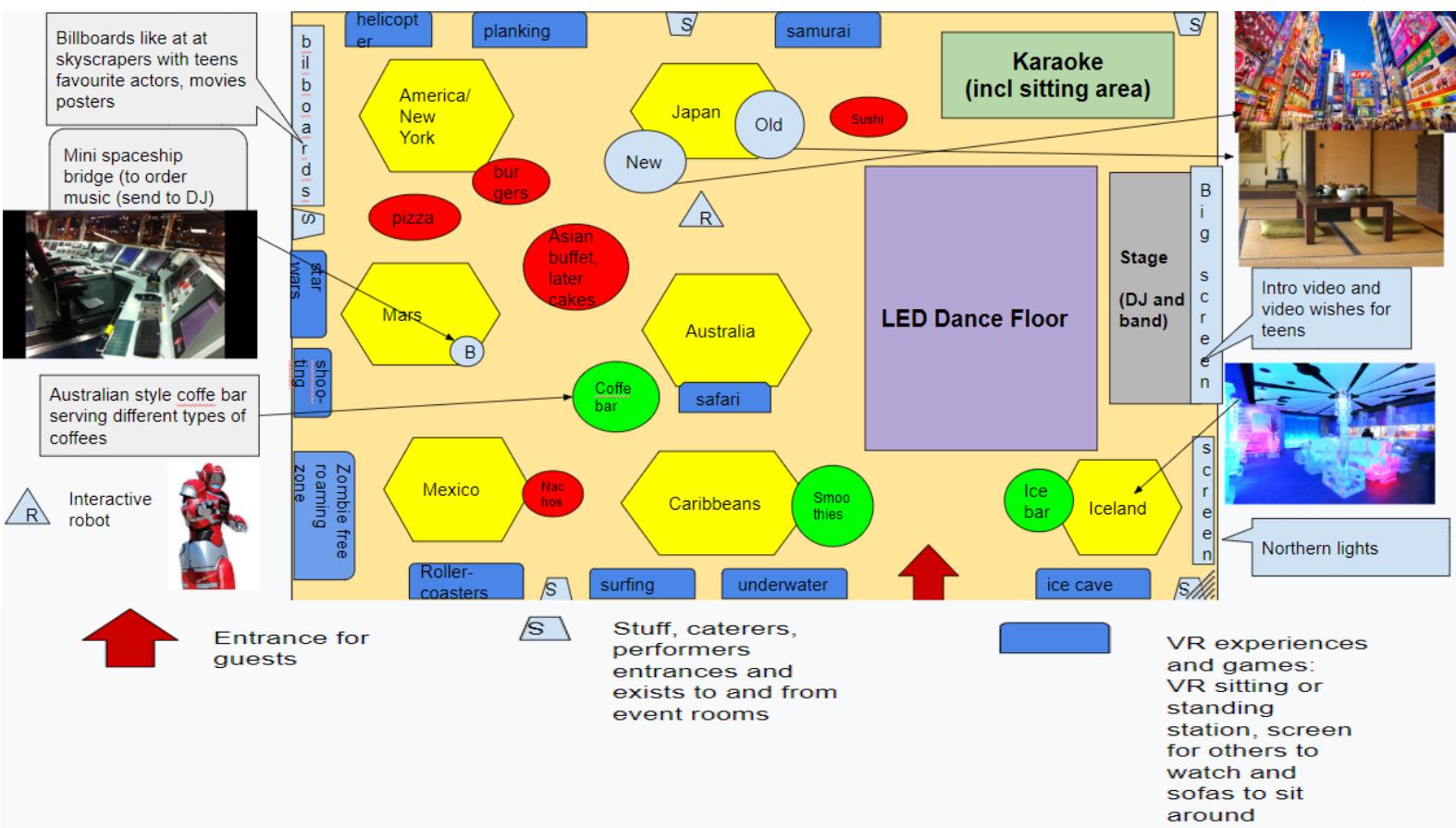
## Main deck



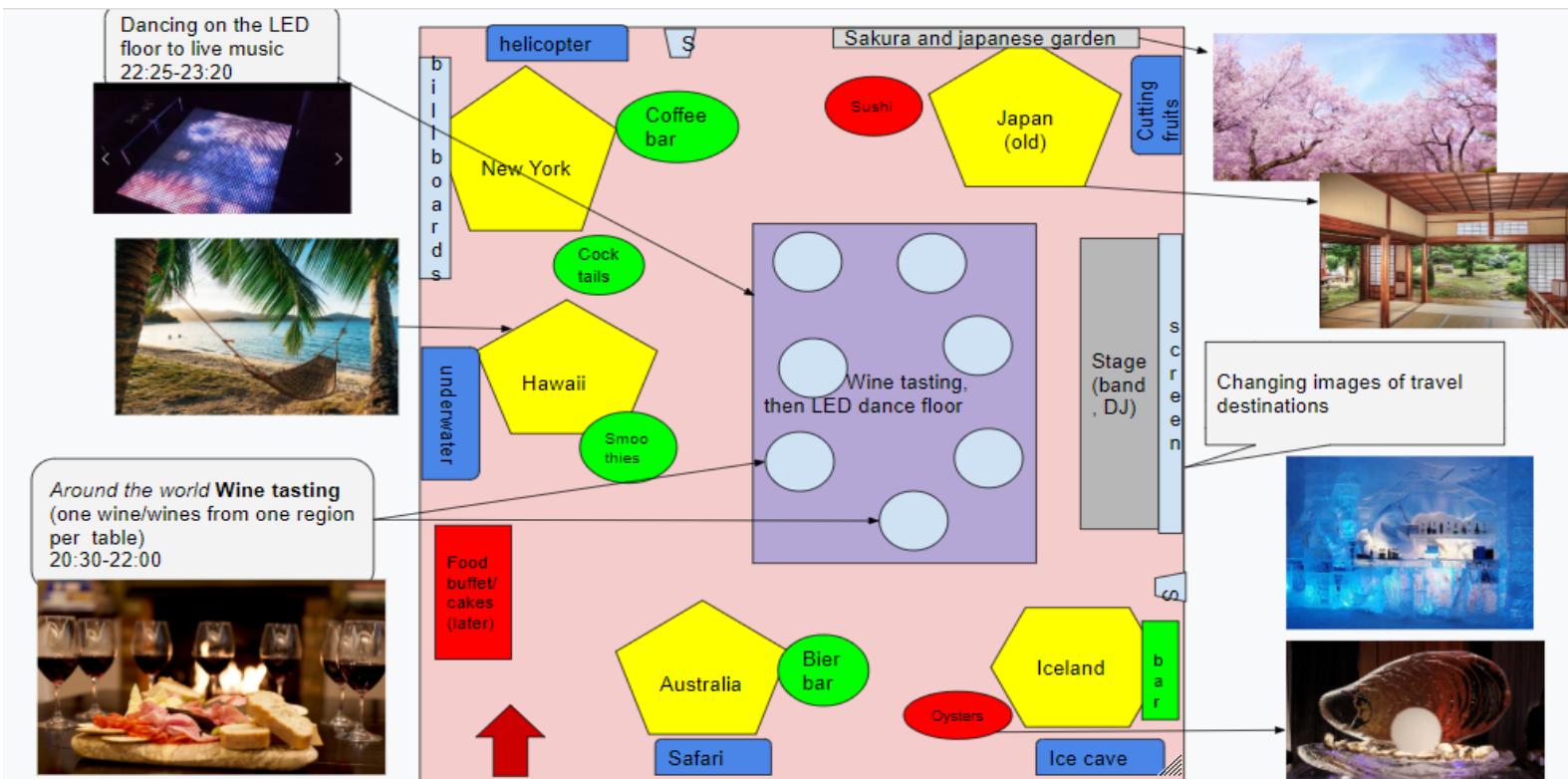
## Main room



### Teens' room



### Parents' room



# Technical Aspects

## VR

### Standing stations

More intense experiences where you have to use your body to move and evade.  
The controllers will function as your hands allowing interaction with the virtual world.

**Games:** Ice cave, Cutting fruits, Beat Saber (Star Wars), Surfing, Walking on a plank (Planking), Shooting



### Sitting stations

With these wireless virtual reality stations, you can sit comfortably and enjoy the beautiful experiences.

**Games:** Safari, Underwater Worlds, Helicopter, Roller Coasters



VR Free-roaming area

Two fireless VR stations will allow wandering around a marked area.

**Games:** Virtual Zombie World



The VR house (the vendor) will guide and take care of the participants during the event.

There will be one assistant per zone.

## Set up of Rooms and Zones

The main deck will be divided into three rooms with soundproof walls by professional and experienced event setup agency *GroundbreakingAmsterdam* (technical production), they will also do a stage setup and needed constructions for zones (for example, a traditional Japanese house or stands for billboards).

*GroundbreakingAmsterdam* will be working together with event Decoration and Styling company *dcrt.nl*, which will provide furniture and decorations for each zone.

*Innovative Audiovisual Solutions* - experts of light at events, will add light to get the desired feeling and look for each zone and indeed the exciting atmosphere.

## Entertainment and Music

All the performers, DJs and bands will bring their own technicians. There will still be an extra technician for all areas to make sure everything works well and to provide microphones.

## Food and Drinks

*Journey to different tastes*

### Food for Teens

From the Audience Research:

- Teens would like to have a variety of food, so there is something for everyone
- Favourite food: burgers, sushi, pizza, Asian (Thai and Indian), nachos (Mexican)
- Food is among the top 3 interests for girls
- Great food was named as one of the main criteria of the ideal party by both boys and girls
- Drinks: prefer to have popular types of sodas, ice tea, smoothies, coffee

Best providers specialised in specific food types favourite among teens will be surprising your guests:



**Asian buffet:** most popular Indian and Thai dishes



**Burger bar:**  
Mini hamburgers  
or mini  
cheeseburgers  
(freshly cooked at  
the place, served  
in carton boxes)



**Nachos stand:**  
Freshly made and  
baked nachos with  
various dips (for  
example, freshly  
made guacamole)



## BARPLAZA

### Sushi

LED illuminated sushi bar will serve freshly made sushi in small bamboo bowls (approximately 5 bites per person).

Only the freshest ingredients are used so the guest can experience a true taste sensation from the oriental kitchen. Wasabi, ginger, soy sauce, chopsticks and bamboo bowls included.



## Pizza oven



Pizza baked in the oven on the place so the guests can not only enjoy fresh pizza all evening long, but the event space will be also filled with the scent of freshly baked pizza. Guests can watch how the pizzas are prepared.



**Pizza Margherita** Real Italian pizza, with tomato, mozzarella, fresh basil and olive oil (vegetarian)

**Pizza Prosciutto** A delicious pizza with fresh prosciutto and parmesan cheese

**Pizza Salami** For meat lovers: pizza with a spicy salami as a seasoning

## Food for Parents

From the Audience Research:

- ❖ Parents would like to have a classy food and food of different countries (both high European and Asian cuisine, as well as sushi)
- ❖ Would appreciate great wine, beer, cocktail selection and great coffee



### "Flavours of the world" buffet

A mix of buffets containing best dishes from French, Italian, Asian, Spanish cuisine



# BARPLAZA

## Oyster bar



Oysters will bring the guests into contact with the sea, as they are interwoven with emotion and romance.

Minimum two pieces of high-class fresh oysters per guest presented in a beautiful way!

The selection of oysters and delicious flavours



Flat oysters - a delicious treat

Summer oysters flavoured with fresh flavours

Oysters from the world-famous Gillardeau oyster house. A luxury treat!

**Sushi bar** (same as for teens)

## Drinks



**Non-alcoholic bar with sodas and popular drinks (teens)**

- ❖ Coca Cola, Coca-cola zero, Spa Rood (sparkling water), Spa Blauw (still water), Fanta Orange, Sprite, Lipton Ice Tea, Bitter lemon, Cassis, Ice tea Green, Tonic

**Bar (adults)**

- ❖ Coca Cola, Coca-cola zero, Spa Rood, Spa Blauw, Fanta Orange, Sprite, Lipton Ice Tea, Bitter lemon, Tonic
- ❖ High segment wine: 2 dry white wine, 1 sweet white wine, 1 rosé en 2 red wines, 1 cava

**Bier bar (adults)**

- ❖ A beautiful lacquered wooden decorated bar with wooden crates and matching glassware
- ❖ A nice selection of speciality beers for every beer lover
- ❖ The experts will help to find the right beer

**BARPLAZA****Cocktail bar (adults)**

- ❖ Fresh, luxury cocktails
- ❖ Fresh cocktails are great for a summer day!
- ❖ Both alcoholic and non-alcoholic cocktails:

Mohito, Pina-Colada, Bloody Mary, Margarita

**Smoothie bar (adults and teens)**

- ❖ Delicious, fresh smoothies made from fresh fruits
- ❖ The smoothies are prepared on-site

## Deserts and Coffee Time

Discover the sweet **world**

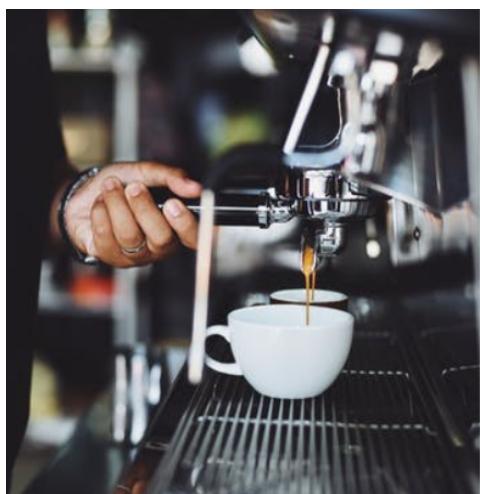


### **BARPLAZA**

**Espresso bar (adults)**

Delicious coffee and excellent entertainment:

Guests can not only drink the coffee that is made fresh for them, but can also learn techniques to make real espresso, get tips on tasting coffee and get tips and tricks for making real latte art!



**Australian coffee bar (teens)**

As Australia is a melting pot of cultures, in the Australian coffee bar guests will be able to try different styles of coffee from all over the world: from the iced Vietnamese coffee with sweet condensed milk to famous Turkish coffee.



**Cakes (teens, adults)**

Best and traditional cakes of the presented countries:



Winter gingerbread cake (presented in Iceland)

Japanese style cake



American cheesecakes



Australian lamington cake



Layered Caribbean cake



Mexican cake

Cakeaholic-amsterdam.nl makes all cakes from scratch with high-quality ingredients.

In most recipes only unrefined, raw sugar is used. Only real ingredients are used for flavours: real chocolate not just cocoa powder, real lemons and oranges instead just flavouring, etc.

Sweet addition during the evening: **Macarons** (teens, parents)

Provided by:

**Dé Oesterkoning**

Famous French sweet, airy, colourful protein foam cookies with a delicious filling  
 Macaroon-girls will fill the macaron almond foam on-site with Champagne or Limoncello (for adults only). This way the guests can taste the macaron at its best.

#### SWEET MACARONS

Chocolate  
 Vanilla -strawberry  
 Pistachio  
 Caramel-salted butter  
 Mint-lime-raspberry  
 Lemon  
 Apple Cinnamon  
 Raspberry  
 Blackberries



#### SAVOURY MACARONS

Foie Gras caramelized apple  
 Duck fillet orange  
 Goat cheese-fig-thyme  
 Tomato basil



## Activities (not only VR)

**Wine tasting in “Around the World” theme** provided by <https://proeverijvanwijn.nl/>

#### Wine journey around the world

In 1,5 hours parents can try 7 exclusive wines with exclusive appetizers that especially suit these wines (like Hamon, olives, chorizo)



The guests will make a trip through various wine countries around the world. They will be introduced to 7 different wines from South Africa, New Zealand, America, Chile, France, Spain, Germany in a relaxed but informative way.

Guests will learn about the difference between the wines of the Old World and New World.

Why will parents love it and speak about it afterwards?

- ❖ Dutch adults in their 40s love wine and love to have luxurious experiences, about which they can talk and boast on Monday at work.
- ❖ Parents would like to learn and try something new at a great Birthday party.



relaxed atmosphere

To make the atmosphere even cosier, the Jazz band “*The Jazz kings*” will be playing.

“*The Jazz Kings*” band provides authentic, swinging jazz music during the party. It consists of four of the best jazz players from the United States, United Kingdom and Europe.

There will be no singing, only music so the parents can have conversations and be focused on wine tasting and not disturbed by the songs.

Why will parents like it?

- ❖ Classy music tailored to adults tastes
- ❖ Music relevant to the wine tasting activity
- ❖ The band will create even more cosy and relaxed atmosphere



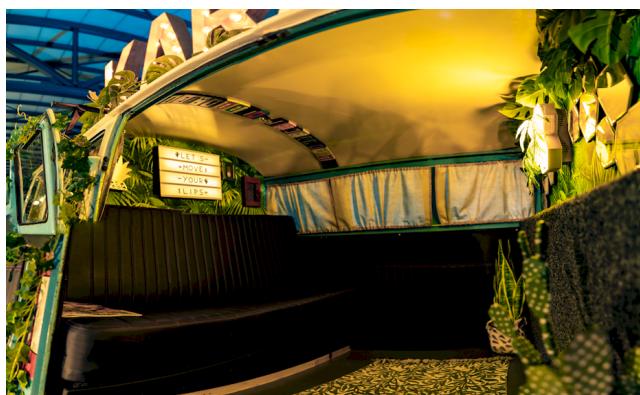
#### Karaoke (teens)

provided by:<https://www.karaokeconcurrent.nl/>

*Journey to singing together and fun*

Mobile Karaoke set including a 1973 old Volkswagen bus with retro microphones and the television screens to show the lyrics.

The dressing room with crazy props in the Volkswagen bus! “Put on your wig, your moustache and for the ladies, update your lipstick before singing”.



Silent Karaoke: the karaoke is equipped with enough headphones (100), so teens who will sing and listen will not disturb the other guests.

## Why karaoke?

- ❖ 80% of teens would like to have karaoke at the party
- ❖ Karaoke is a great socialising and fun activity
- ❖ Lisa loves singing and sings together with friends

## Why this karaoke?

- ❖ Unique, retro style
- ❖ Opportunity to dress up and upgrade with fun props to fit retro songs from the 70s till 90s (one of the music genres that teens like)



### **VR Photobooth (teens and parents)**

provided by: [Fotodoos.nl](http://Fotodoos.nl)

#### *Journey to any place together*

- ❖ Europe's 1st 360 degrees photo booth will bring guests to every conceivable destination in an interactive 360-degree photo that can be viewed live in VR glasses and shared instantly on social media.
- ❖ Up to 10 people at a time can enter the Photobooth and gather around the 360-degree camera for the world's coolest selfie/photos.
- ❖ A variety of famous world destinations will be pre-selected to suit the photo need of even seen-it-all guest.



#### Why will teens and parents like it?

Easy to create fun photo **memories** with friends and to share them online straight away.

## Entertainment



### **Dance Video Mapping Show (teens and parents)**

#### *Journey into fantasies and lives & dreams of Max and Lisa*

This globally acclaimed projection-mapping show will leave a lasting impression on guests due to its complexity and emotionality: images being projected onto both a screen and a floor, that adds fantasy effects to the professional dance act and makes it more visually appealing.

Through the unique choreography coupled with technology, this act will bring to life the most notable events and achievements of Lisa's and Max's lives and will show an emotional fantasy journey into their future: their dreams will magically become true on stage.

Video Mapping Stage Show



Why is it a great option?

- ❖ Lisa loves dances, Mix likes technology
- ❖ The twins like fantasies and to dream about their future
- ❖ All guests will be amazed and surprised by this unique show



#### ***LED Drummers (teens and parents)***

##### **A festive and magical journey**

These mysterious drumming characters will deliver a fabulous, show-stopping performance composed only of light and sound. Taking your guests on a colourful, dreamlike journey, this magical LED drum act will be brought to life by high impact drumming, dynamic choreography and beautiful lighting design. This immersive performance looking like a piece from a vibrant magical parade will bring lasting memories for all the guests to enjoy!



Why will guests love it?

- ❖ Teens love live music
- ❖ Both Max and Lisa and you love drums, Max and you also play the drums
- ❖ Unique, fun, interactive, exciting performance for all ages
- ❖ The spectacular and energetic show will be the perfect final 'destination' of the event

**Magicians (parents)****Journey into the world of magic**

- ❖ Before and during the dinner 5 world-class magicians from *Amsterdam Magic Show* will be surprising and entertaining the guests with **close-up magic** tailored to Travelling theme.
- ❖ *Amsterdam Magic Show* provides a journey into mystery, amazement and the world of “Huh”.
- ❖ It's a personal experience that creates a wow factor, as a magician is doing a trick **just next to the guests**.



- ❖ From the reviews “mindblowing”, “must-see”, “makes you forget about an outside world”

**Meet some of the magicians:**

Quintus: Won the first prize for Street Magic and even won Close-Up Magic twice!

Aljaz son: the first price for Street Magic and even won Close-Up Magic twice!

Timon Krause: “Best European Mentalist”

**Why will parents like it?**

- Parents will be amazed and will forget about the outside world
- Close-up magic will break the ice at the beginning of the event

**Technology Magicians (teens)****Journey into the world of magic and technology**

2 hours of mind-boggling closeup tricks by magic artists who create incredible illusions and tricks using iPads and tablets: objects moving between reality and cyberspace; maps that take the concept of “interactive” to a whole new level and many more unique tricks.

**Why will teens love it?**

- Teens love technology and to be amused (amusement parks is one of the top 3 most fascinating entertainments for them).
- It will add an extra surprise factor and contribute to Mars' futuristic atmosphere (Technology Magicians will be acting in Mars zone).
- Digital magic is extremely memorable and will definitely leave a lasting impression in guests' minds.

## Technology robot (teens)

### Journey into the future

- A futuristic gliding interactive robot will be greeting and interacting with teens in the Modern Japan zone.
- Freely moving, illuminated in dark, with a robotic voice, iPad chest-piece and in-built speakers for messages or jingles.
- The robot will also announce special performances at the event and will be a great addition to the Modern Japan zone.



## Special Surprise for Lisa and Max

### A special video from twins' friends and family (teens)

- ❖ Done in advance in secret by a professional videographer.
- ❖ All Lisa's and Max's friends and family members tell, sing or perform Birthday wishes in an original way, which later be put together into a fun, emotional and memorable video.
- ❖ Will be shown at the beginning of the evening after the light show in a travelling theme.

# Music

## DJs



Music is a key part of the event, therefore a Premium class DJ will be used.

The DJ package will include Light show, Extra technician, reserve DJ, a song list according to guest wishes.

\*A list of favourite music styles of both parents and teens will be given to DJ prior to the party.

We already know the general music preferences of the audience, but to have perfectly tailored music to guests' taste prior to the party we will collect their favourite songs and artists' names.

## Ordering Music via the Event App

To have even better musical interaction, teens will be able to request songs live via the Event app.

A laptop station with the Event app will be placed in a mini spaceship bridge in Mars zone, so teens can also send their musical wishes directly to the DJ without using their phones.

## Live music

### **QWARK! (parents)**



- ❖ QWARK! is an all-round party band (pop, rock, funk, disco, in English and Dutch) which takes out of the closed the most popular and brilliant songs.
- ❖ QWARK always gives the audience a great evening and a full dance floor.
- ❖ The band does not copy songs but gives them its own unique look.
- ❖ The band has played in large events such as larger events. Walibi World, Nijmegen Four Days Marches, CuliNESSE R'dam.
- ❖ The band consists of a male and female singer and 6 musicians.

## Why QWARK! ?

- ❖ High standard and energy, classy but modern band
- ❖ Diverse repertoire (old and new most famous songs) which is tailored to adults' music tastes: most popular songs of now and 90s, 80s, 70s, 60s, and mix of everything, pop, rock, disco
- ❖ The band will create a great festive atmosphere and make everyone dance

## Bands & Beats (teens)



- ❖ The **cover band** that is **very popular in the Netherlands, Belgium and Germany**.
- ❖ The **dynamic live band** consisting of 5 members (including a DJ).
- ❖ Plays **Pop, Rock and Dance** and provides a **fantastic live show with light, sound and great mixes and mashups**.
- ❖ Has a **special stage design** that creates a **unique experience** at the party!

With their **boundless energy**, this band can turn any tent upside down and is a true addition to the party.

## Why Bands & Beats?

- ❖ Gives a real feeling of being in a big professional concert because of the incorporated light show and DJ (Concerts are in top 3 most fascinating entertainments for teens).
- ❖ Popular energetic band, which will make everyone dance.
- ❖ Repertoire tailored to teens' music taste: pop of the moment and of the 70s, 80s, 90s; rock of 70s and 80s.

## Dancing

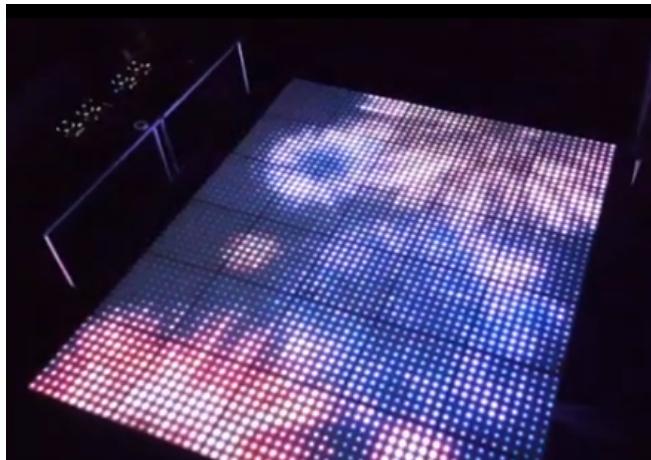
**LED Dance floor (teens and parents)** provided by <https://www.evenses.com/>

The dance floor has 25 bright LED spots per square meter and contains the latest technical options. This gives the floor a huge range of possibilities to display the most beautiful patterns and effects.

The LED Dance floor will be pre-programmed to display various colours and patterns representing the zones (countries) of the rooms. For example, northern lights, sunset at the sea, billboards' lights.

Why LED Dance floor?

It will bring the guests to the dance floor and make the dancing and event experience more memorable.



## Programme of the Evening

### Teens' Programme

18:15-18:30	Guests' arrival
18:15-18:45	Meeting Max and Lisa, snacks (sushi, nachos), getting a drink, music by the DJ
18:15-22:15	VR photobooth
18:30-22:30	Robot next to Japan area
18:45-19:00	Official beginning: surprise light show in travelling theme, followed by a Happy Birthday video for Max and Lisa and the announcements of what is available tonight by Robot
19:00-22:00	Dinner in a buffet style: food stalls and food bars, drinks and smoothie bars
19:00-22:00	VR games and experiences (11 options)
19:00-21:00	Two Technical Magicians showing close-up magic
19:00-22:00	Special Silent karaoke
20:45-21:45	Live concert with a light show from Bands&Beats, LED Dance floor
21:45-22:10	Cakes, Gift cards presentation, the announcement of VR games winners by VR company representatives and small gifts from them, DJ of Bands and Beats playing
22:15-22:20	Dance Video Mapping show
22:30-23:15	Live concert with a light show from Bands&Beats: mind-blowing songs, everyone dancing on a LED Dance floor
23:20-23:30	LED Drummers - a grandiose finale of the party

*Photographer working all evening*

## Parents' Programme

18:15-18:30	Guests arrival
18:15-18:45	Guests get a drink, snacks (sushi and oysters); music by the DJ
18:15-22:15	VR photobooth
18:30-21:00	Magicians showing a close-up magic
18:45-19:00	Official welcome and greetings, the announcement of tonight's programme
19:00-20:30	Dinner in a buffet format (approx. time spent eating. The food will be still available till 22:00)
19:00-23:00	VR experiences and games (5 options)
20:30-22:00	Wine tasting session accompanied by Live Jazz band
22:15-22:20	Dance Video Mapping show (5 mins)
22:30	Cakes, gift cards presentation
22:30-23:15	Live music by QWARK! and dancing on a LED Dance floor
23:20-23:30	LED Drummers - a grandiose finale of the party

*Photographer working all evening*

## Gifts

**Journey to your wishes**

### Teens

- ❖ Girls: a Gift card to online shopping (covering major online shops)
- ❖ Boys: a Gift card to VR house in Amsterdam

### Adults

- ❖ A Gift card to a wine shop in Amsterdam

The gift cards will be presented next to the cakes tables at the same time when cakes will appear.



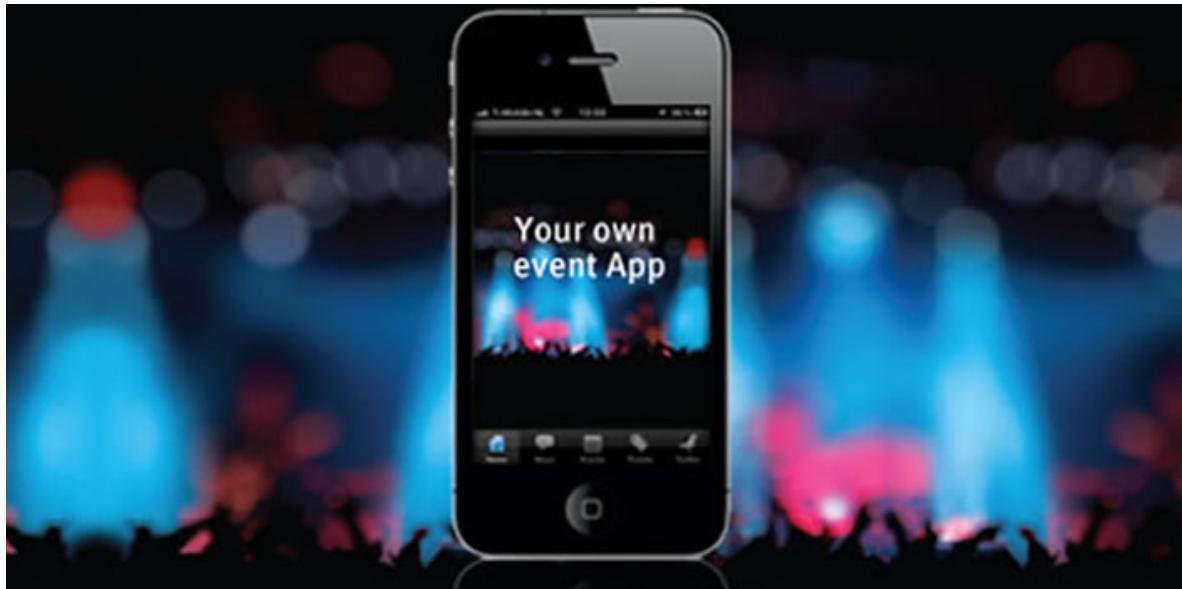
### Why?

- ❖ Teen girls love shopping (shopping with friends is among their top 3 favourite free-time activities).
- ❖ Teen boys love playing games and a gift card to VR house will give them this opportunity (gaming was among the top 5 biggest interests for boys).
- ❖ Parents will be happy to get one of the expensive wine bottles they've tried and liked during the wine tasting session.

# Navigation Through the Journey (Party)

## The Event app

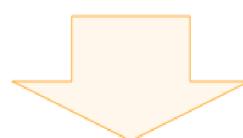
The Event app will be developed and designed especially for the event.



### ❖ The app will show/include:

- **the programme** except for the surprise acts (LED Drummers and Dance Video Mapping), so the guests can see when the most important parts of the evening will take place (like dinner, cake, etc.)
  - **interactive map of the party venues** where the guests can see the location of the zones (countries), food and drink bars, activities as VR zones, Karaoke and Photobooth, their running times and the way to them (like on Google maps)
- ❖ The app will remind about the party's 'components' to different guests at different times. This will make sure **the guests will not miss any of party's 'component'** (like Karaoke or Photobooth) and the guest traffic will be managed better (zones and activities should not be overcrowded).

When there are 80 guests in a room (teens) it is not easy to find a Bday boy and Bday girl or a specific classmate or friend with whom you want to sing Karaoke, play VR, or just have a chat.



The Event app will have a special **check-in function** allowing the guests to check in a specific zone or next to a certain food or drinks bar or activity, so everyone who wants to join them, say hi or take a photo together can easily do it. It will be like a local social media but focused only on finding people, as the main interaction should and will take place offline.

## Signage

The floor in Teens' and Parents' rooms will have illuminated signages to zones, VR activities and food stations, as well as to Karaoke and Photobooth to make orientation in the event space easy to every quest.

There will also be signs to the toilet outside and inside the rooms.

## Welcoming interactive wall



❖ The wall will be next to the main entrance where the guests will first get in. It will have a travelling design and a touch screen.

❖ **The wall will provide:**

- QR code to the Event App
- Wifi passwords
- Programme of the evening
- Interactive maps of Main deck, the rooms



### Host - Captain

Party host dressed and behaving as a real ship captain will be meeting and welcoming the guests at the beginning.

He will be hosting the parents' programme.

\*The announcements for teens programme will be made by the robot, DJ and the band.

# Communication Plan

## Goals

- ❖ To raise interest and excitement in the event.
- ❖ To set the guests' expectations high, but not too high, so we can exceed them during the party.

## Strategy

We will communicate the key event's qualities and components using the appropriate tone and voice on the online platforms which are most popular among the audience.

## Voice and tone

**For parents:** classy, inviting, exciting

**For teens:** exciting, friendly

## Event brand

The not-to-be-missed event, unique event

## Emotions we hope to convey

Excitement, interest, willingness to be at the event

## When and what?

Every week short but interesting information with images about one of the zones at the party, about the entertainment (but not revealing the main surprise acts), food and drinks bars/stations will be shared.

*Detailed communication schedule can be found in the Timeline.*

## Where?

**For parents:** on Facebook in a specially created group, on special Instagram and Facebook accounts

**For teens:** on special Instagram account.

**Instagram account** LISA \_MAX \_turn \_16 will be created and all the information will be shared from it. Max and Lisa, and you can repost those posts.

**The personalised hashtag** (for example #LisaMax16thTravelParty) will be used.

**WhatsApp group** for both parents and teens will be created and used as a chat for questions about event and discussions among the guests.

## Examples of Instagram/Facebook post

### Teens



Have a relaxing and fun night on the beach and swim with dolphins and turtles without getting wet!  
27 June - Not an ordinary Birthday party - #LisaMax16thTravelParty - Journey around the World



### Adults

Ready to be amazed by close-up magic presented by best Europe's magicians?  
27 June - Not an ordinary Birthday party - #LisaMax16thTravelParty - Journey to the world of magic



### Teens

Ready for a real feel rollercoaster ride?  
27 June - Not an ordinary Birthday party - #LisaMax16thTravelParty - Journey to your emotions



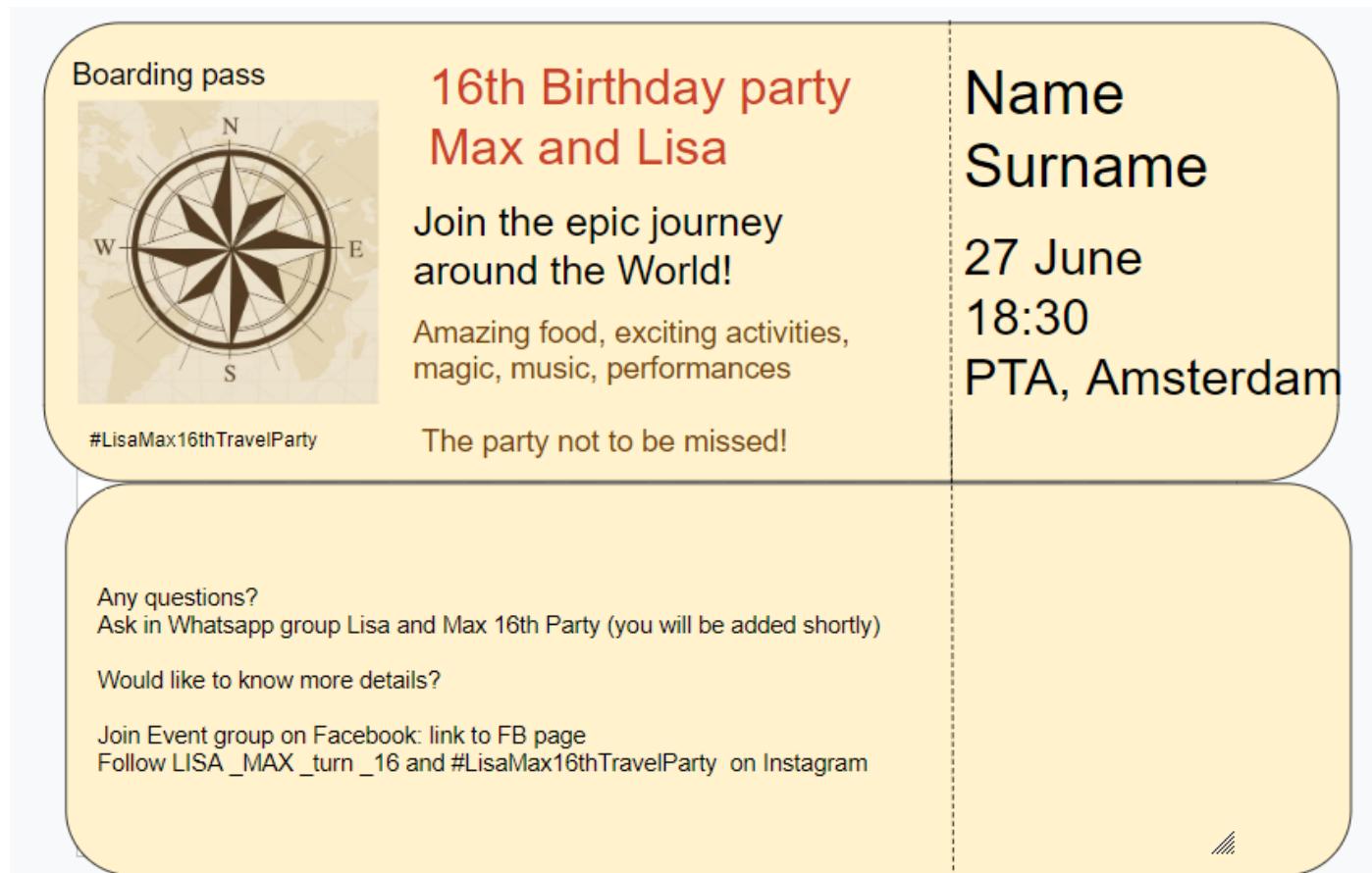
### Adults

Try exclusive and best wines during "Around the world" wine tasting. Learn the difference between the wines of Old and New Worlds!  
27 June - Not an ordinary Birthday party - #LisaMax16thTravelParty - Journey to your tastes

## “Save the Date” invitation

- ❖ Will be in a style and shape of the boarding pass to the cruise ship
- ❖ Maps of the world will be on the background
- ❖ Will be sent by post and online (in WhatsApp group)

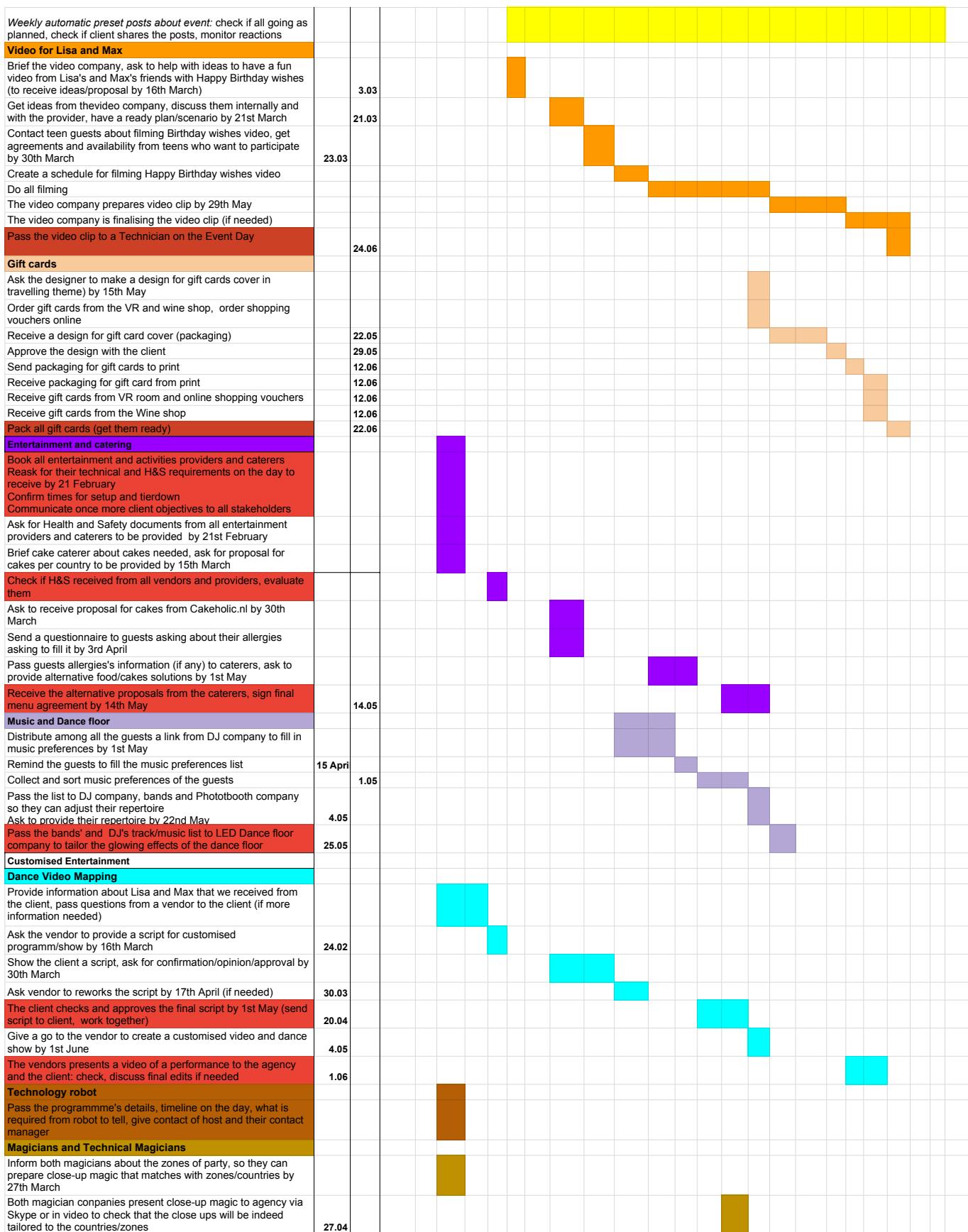
### Sketch:



## Video invite

Video invite from Max and Lisa will be recorded and sent via WhatsApp groups (teens like watching videos on YouTube and personal invite is very valuable to the guests).

		Timeline																							
				January			February			March			March /April		April		April /May		May		June			June /July	
Task	Start date, if strict	Deadline, if strict	27-31	3-7	10-14	17-21	24-28	2-6	9-13	16-20	23-27	30-3	6-10	13-17	20-24	27-1	4-8	11-15	18-22	25-29	1-5	8-12	15-19	22-26	27-29
<b>Main administration, liaising with the client</b>																									
Discuss the proposal with the client, if any changes need to be made, make adjustments		31.01																							
<b>Sign contract with the client</b>		31.01																							
<b>Get money (deposit) from the client</b>		4.02																							
Debrief with the vendors and client Produce a wrap up report		2.07																							
Get an extra update from every vendor to check if all goes according to the plan		25.05																							
Get an extra update from every vendor to check if all goes according to the plan		15.06																							
Have a call with all vendors to do last briefings, answer any last moment questions																									
<b>Venue, setup/production, navigation (incl Event app)</b>																									
Make appointment with a venue																									
<b>Book a venue, sign contract with a venue</b>		7.02																							
Inform Event setup, AV and design companies about entertainers' and activity providers; requirements and about the technical requirements (sound proof walls,etc.)		26.02																							
Give them floor plans of the venue and zones and activities setup,		26.02																							
Arrange a site visit to the venue and meeting with the venue technical representative																									
Ask Event setup, AV and design companies to create a detailed proposal for rooms/zones design by 13th March (our real deadline: 20 March)																									
Work with space designers/company on detailed space plans, furniture																									
Work with caterers on food/drinks stands look																									
Have a final version of space design and decor ready by 27 March		27.03																							
<b>Approve the final version of space design and decor by the client, give a go to the design and setup companies and caterers, sign final agreement with them</b>		3.04																							
Pass the approved plan/setup of space and decoration details to the designer to create visuals for the Event app, interactive wall and signage by 17 April (two more weeks allowed if needed)		6.04																							
Evaluate designer's work, do corrections if needed		4.05																							
Send signage to printing		4.05																							
Pass the results to developer to create the Event app by 15 April		4.05																							
Pass the results to the AV company to develop and create signage with light by 15 May		4.05																							
Receive signage from printing, check																									
<b>Test the Event app, redo if needed (if late, still 4 weeks before event)</b>																									
<b>Communication</b>																									
Ask the client for guest list and details (address, phones, social media accounts) for creating groups on social media (to be provided by 14 February)																									
Check if the client provided guest list and details, if not, reask																									
Brief the designer to create a final 'Save the Date' design by 10 February		14.02																							
Decide on all content (text and images) for social media communication																									
Speak to Max and Lisa about short video clip invite from them																									
Help Max and Lisa making a video invite (if needed)																									
Receive 'Save the Date' design proposal from the designer (both to teens and adults)		10.02																							
Send proposed design to the client and ask to sign off (approve it) by 14 February		14.02																							
Receive full guest list and 'Save the Date' invite's design approval		14.02																							
Brief the designer about the images/photos needed for social media communication (deadline for designer - 24 February)		17.02																							
Get video invite ready		20.02																							
Prepare all 'Save the Date' invites (add the guests'names)		20.02																							
Create social media groups (in Whatsapp and Facebook), add there all invited guests		21.02																							
Send 'Save the Date' invite and video invite from Max and Lisa via social media		21.02																							
Send 'Save the Date' to print		21.02																							
Receive 'Save the date' from print, put in envelopes, add addresses		24-25.02																							
Send 'Save the Date' invites by post		26.02																							
Ask the guests online to reply by 8th March whether they can attend the party																									
Finalise all images and content text for social media, put it all into Social media manager, schedule posting times and content, share the posting times with the client		28.02																							



## Function Sheet

27 June	PTA Amsterdam	16th Birthday Party				
Time	Duration	Task/Activity	Location	Responsible (for doing tasks/meeting performers)	Special Instructions/extrahelp person	Notes
		setup of all rooms, zones and stages (including light signage, furniture, screens, Welcoming wall and all decorations, noise isolation walls) and clean space from not needed objects from a setup	main deck	Event setup, AV and event design companies	according to agreed setup design and floor plan, leave space and applicancies for VR zones as agreed  Venue manager meets the vendors	sound and all-around technician for main area is present
7:00	5 h					
7:00	20 minutes	put out water and snacks for staff	Waterkantzaal	venue manager		
10:00	2 h	setup of light show and testing it with video about traveling and Birthday wishes video	teens room	AV company		sound and all-round technician for main area is present
12:00	2 h	prepare stage in main room for Video Mapping Stage show	main room	technician of Video Mapping Stage show	second manger meets the vendor	sound and all-round technician for main area is present
12:00	1,5 h	DJs set up	teens room, parents room	DJ company	venue technician available if needed	
12:00	up to 1 h	do 1st H&S check on teens and adults rooms as soon as all the setup is ready	main deck	manager Inna		
12:30	3 h	build and test VR stations	teens room, parents room	VR company	another manager meets VR company	venue technician available on site
13:00	3 h	food stalls/bars and smoothie bar setup	teens room, parents room	Bar Plaza, Your Choice catering	second manager and later also Inna meets caterers, help them if needed	will be based in catering room
13:30	2 h	adults band sound check rehearsal, instruments instalation, sound and light	main backstage, parents room	QWARK!s technician and leader	second manager meets vendor	sound technician for all areas is present
13:30	2 h	teens band sound check rehearsal, instruments installation, sound and light installation	main backstage, teens room	Bands&Beats's technician and leader	second manager meets vendor	sound technician for all areas is present
14:00	2 h	setup of photobooth, including the music	main room	Photodoos		
		Video Mapping Stage show rehearsal	main room	Video Mapping Stage show artists and technician, all around technician		
14:00	30 minutes					
14:00	1,5 h	bier bar, alcohol and non-alcohol bar setup	teens room, parents room	Bar Planet and De Bierbar	second manager meets caterers, help them if needed	will be based in catering room
14:00	1 h	karaoke setup	teens room	Karaoke company	second manager meets vendor, help them if needed	
15:00	1 h	to meet Wine company to show where to store wine, reherser placing wines at the tables in the parents room	parents room	Wine tasting company, manager Inna		
15:00	1 h	tech magicians arrive, check wifi, space, setting up	small backstage and teens room	magicians manager	second manager meets vendor	
15:00	1 h	robot's setup, prepare, tries acting zone	small backstage and teens room	robot provider and their technician	second manager meets vendor	
15:00	1 h	The Event app check at the venue	all three rooms	all around technician and Inna manager		everything will be tested beforehand in a testing room, it's just a final just in
16:00	45 minutes	do stuff and all vendors briefing	big backstage	manager Inna		
16:00	1 h	do final clean up after all vendors have set up	all main deck	venue cleaners and cleaning manager		
17:00	1 h	do last H&S, everything being on its place and cleanliness check	all main deck	venue managers, Inna manager, setup and decoration companies's, AV company's representatives		
17:00	1 h	technical check that everything works together, enough power, sockets	all three rooms	venue technician and all performers' technicians		
17:00	1 h	magicians arrive and prepare	big backstage	second manager		

17:00	40 minutes	host arrives and prepares	big backstage	second manager		
17:30-20:30	-	food and water for all caterers, stuff and performers available in Waterkantzaal	Waterkantzaal	venue manager		water and snacks will be available all day in Waterkantzaal
17:45	15 minutes	all caterers of snacks (sushi, nachos and oysters) and bars put out/ prepare food and drinks to serve	teens and parents rooms	caterers		
18:00	15 minutes	make sure hosts in on meeting guests place, photobooth host too, welcoming wall is on, all bars and food stalls (snacks) are ready, robot is in teens room, magicians are in parents rooms)	main room, teens room, parents room	Inna manager and second manager		
18:15	15-25 minutes	guests start arriving	main area upstairs, main room	host (welcoming guests)	Inna manager, second manager	
18:45	15 minutes	caterers transport hot food to teens and parents room, start making pizza and burgers	teens and parents room	caterers, Inna manager		
18:45	10 minutes	light show followed by Happy Birthday video wishes	teens room	all around technician and AV company		
18:45	15 minutes	official welcome and greetings from the client, announcement of today's programme by party host	parents room	venue technician, host		
18:55	5 minutes	announcements by robot of what is available tonight	teens room	robot's manager		
19:00	-	VR experience starts	teens room, parents room	VR managers	Inna manager	
19:00	-	Technical magicians start	teens room	Technical magicians' manager	Inna manager	
19:15	-	Teens band arrives and gets ready	big backstage	manager Inna		
19:30	-	Jazz band arrives and prepares	small backstage	second manager		
20:00	20 minutes	fresh cakes delivery	catering room	waiters manager	keep in refrigerator	
20:15	-	wine company put out wines and snacks	parents room	manager Inna, wine tasting company's manager		
20:30	-	to lead Jazz band to parents room	small backstage	manager Inna		
20:30	1 h	Dance Video Mapping performers arrive and prepare	small backstage	second manager		
20:35	5 minutes	Teens band moves to the teens room stage	big backstage	manager Inna		go via service area, using service door
21:00	1 h-1,5 h	QWARK (parents band) arrives and sets up	big backstage	another manager		
21:30	1 h-1,5 h	LED drummers arrive and get ready	small backstage	another manager		
21:35	10 minutes	bring cake out to teens	teens room	waiter's manager		
21:50	15 minutes	Dance Video Mapping dancers go to main stage, get ready	main room	manager Inna		
22:10	10 minutes max	all guests asked to go to the main room for Dance Video Mapping performance	teens room parents room	for teens - robot for adults - host		
22:20	5 minutes	QWARK (parents band) moves to parents room	big backstage	manager Inna		go via service area, using service door
22:20	10 minutes	bring cakes out for parents	parents room	waiters manager		
23:00	15 minutes	LED drummers move to main stage to get ready	main room	LED drummers' manager		go via service area
23:15	5 minutes	all the guests are asked to go to the main room for a grand finale	teens and parents rooms	for teens - Bands&Beats for adults - host		
23:30	15 minutes	to do exit satisfaction survey	main room and main entrance-exit area	Inna and a second managers		
23:45	2-5 h	tierdown of all zones and food/drink stalls, stages, entertainers props	all main deck	all vendors and entertainer	all equipment should be removed	cleaning will be done by the venue venue should be left till 7:00 on 28th June

# Budget

Description	Days/units	Costs	Sub total	Total
Onsite team				4280
waiters (21,50 per hour, 6 hours)	20	129	2580	
me	1	400	400	
another manager	1	300	300	
catering on site team and all performers	50	20	1000	
Venue				9900
venue hire	1	9000	9000	
10% for using external vendors for set up	1	900	900	
Food and Drinks				18134
Food main teens	80	20	1600	
food main adults	70	40	2800	
espressobar	2	1100	2200	
smoothie bar	2	1300	2600	
cocktail bar	1	900	900	
bar non-alcoholic	1	803	803	
bar alcoholic	1	1106	1106	
cakes	7.5	150	1125	
led illuminated sushi bar	2	800	1600	
macaroons	300	2.1	630	
burger bar	1	700	700	
pizza bar	1	700	700	
oyster bar	1	500	500	
bier bar	1	870	870	
Entertainment, activities, music				71762
VR sets and VR assistants	1	10000	10000	
karaoke with technician	1	1200	1200	
bands for parents 1	1	1500	1500	
band for parents 2	1	3000	3000	
DJ with technicians	2	1,500	3,000	
band with light for teens	1	6000	6,000	
magicians for parents	1	3600	3,600	
VR photobooth with external music	1	4112	4,112	
host (meeting all guests and for parents)	1	2500	2,500	
light show for beginning for teens	1	2000	2,000	
dance show (video mapping)	1	8000	8,000	
robot for Japan area Teens	1	2000	2,000	
technical magicians	1	3000	3,000	
Led drummers	1	14000	14,000	
photographer	2	2000	4000	
wine tasting session	70	55	3850	

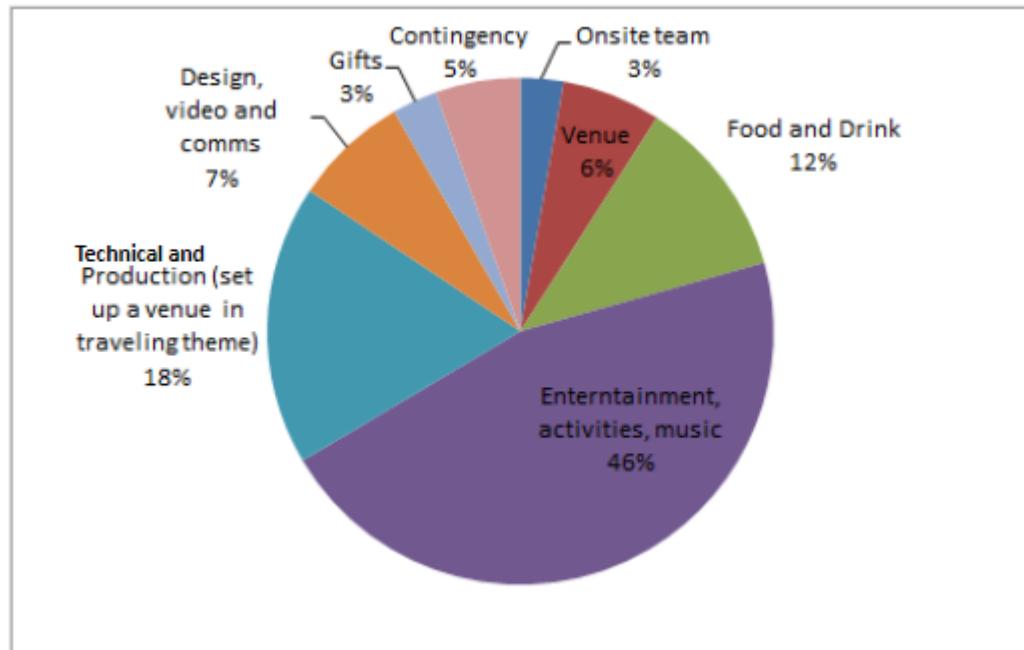
Technical and Production (set up a venue in traveling theme)				28000
producer or designer for set design of zones, including AV design and light show	14	400	5600	
materials and furniture hire, AV effects, signage (including set up and tier down)	12	1500	18000	
light dance floor	2	1500	3000	
common room stage set up	1	400	400	
sound technician for main area and for back up if needed	1	1000	1000	
Design, video and Communication				11490
design of invites, social media posts, application's look	5	250	1250	
communication	2	300	600	
application creation	20	300	6000	
welcome wall's design and production	5	300	1500	
printing 'Save the date', signage, and gift card packaging	1	140	140	
videographer	1	2,000	2000	
Gifts				4500
VR room, wine shop, shopping vouchers	150	30	4500	
Contingency (5%)	1	8500	8500	8500
Total				156,566
Total income*		174,000		
Agency fee (10%)		17,400		
Internal budget:		156,600		

\* 150,000 pounds were converted into 174,000 euros

## Justification for the Most Weighted Items

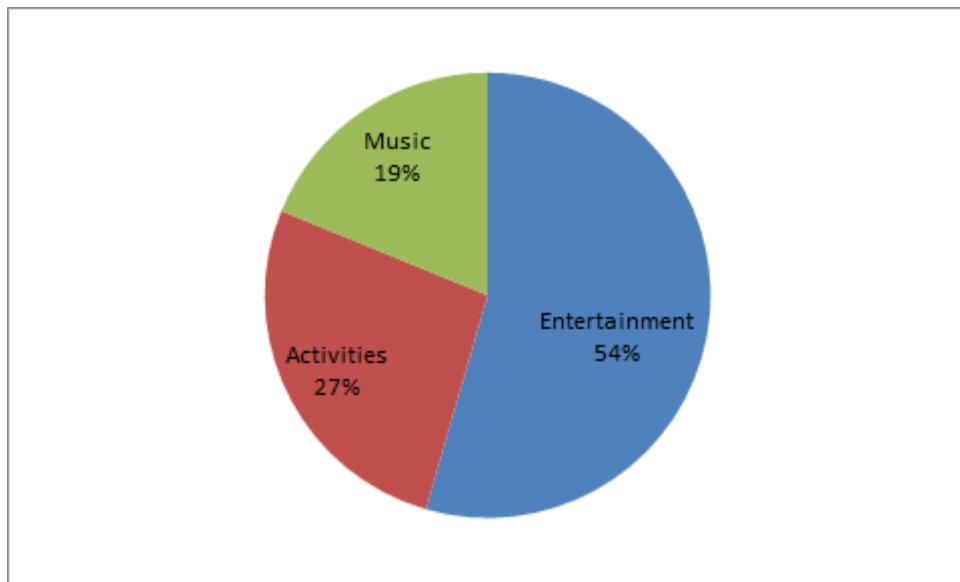
Percentage of the total budget and amount in euro	What	Reason
15% (23 600 euros)	Producer or designer for the set design of zones, including AV design and light show + materials and furniture hire, AV effects, signage	A cosy, festive, exciting atmosphere which invites to socialise is very important to the guests (both teens and adult). The venue set up in a Travel theme and the possibility to visit different countries in one evening will make the party original, unique and contribute a lot to guests' general impression.
9% (14 000 euros)	LED Drummers	A unique surprise act and a grandiose finale of the evening. Lisa and Max both really like drums. This spectacular and energetic show, being at the end of the party, will guarantee the party will be remembered.
6% (10 000 euros)	VR games and activities	The big deal of the event and the evening. The guests of both ages will be entertained and occupied for half of the evening with various activities, which will create a lot of nice memories and unforgettable emotions.
5% (8 000 euros)	Dance Video Mapping Show	A unique dance and video show where the story about Max and Lisa is incorporated. It will be a great surprise for the birthday boy and girl and a memorable and wow performance for all the guests.

## Budget in percentages per category



46% of the budget will be spent on Entertainment, Activities and Music because Entertainment (in general) is a key at the party.

## Details of Budget for Entertainment, Activities, Music



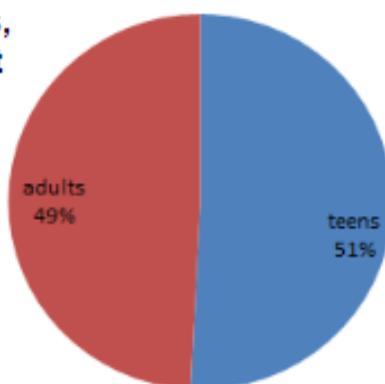
*“Music seems like a small percentage of the budget”*

The research showed that most teens and all adults do not really care which band will play at the party and which DJ (they do not need a celebrity band), as soon as the music is great. The selected bands and DJs will provide high-quality music.

Entertainment, activities, music				<b>71762</b>
Entertainment				<b>39 100</b>
Photographer	2	2000	4000	
host (meeting all guests and for parents)	1	2500	2 500	
light show for beginning for teens	1	2000	2 000	
dance show (video mapping)	1	8000	8 000	
technical magicians	1	3000	3 000	
robot for Japan area Teens	1	2000	2 000	
magicians for parents	1	3600	3 600	
Led drummers	1	14000	14 000	
Activities				<b>19162</b>
VR experiences and games	1	10000	10000	
photoboot	1	4112	4 112	
wine tasting	70	55	3850	
karaoke with technician	1	1200	1200	
Music				<b>13 500</b>
bands for parents 1	1	1500	1500	
band for parents 2	1	3000	3000	
DJ with technicians	2	1 500	3 000	
Band with light for teens	1	6000	6 000	

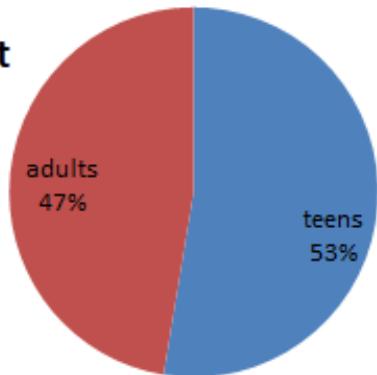
## Teens VS Parents

**Food & drinks,  
Entertainment  
(incl activities  
and music)**

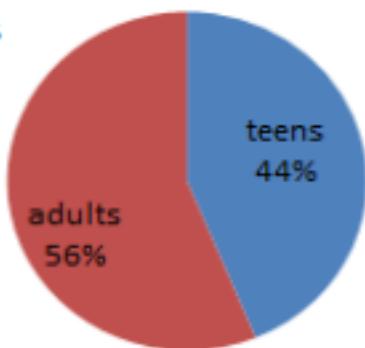


The three pie charts show that the budget for entertainment and food & drinks for teens and parents will be spent almost equally.

**Entertainment**



**Food and drinks**



# H&S Information

## Risk Management Assessment Form

EVENT:	16 <sup>th</sup> Birthday party		
LOCATION:	PTA Amsterdam	DATES:	27 June 2020
DESCRIPTION OF ACTIVITY:	Private birthday party with live music, dancing, VR activities, karaoke and entertainment (performances) for adults (40-50 years old) and teens (15-16 years old)		

Have you shared venue specific information (site rules/emergency arrangements) with 3 <sup>rd</sup> parties?	Yes / No
--	----------

ACTIVITY:	COMPLETED BY:
VR games and activities	VR provider's main manager
Wine tasting session	Wine tasting session's leader
LED Dance floor	LED Dance floor company
Karaoke	Karaoke provider
Moving between the zones in the rooms	GroundbreakingAmsterdam (setup company)and dcrt.nl (event styling, furniture and design)

Additionally, Health and safety documents were asked from all the caterers, bands and their technicians, VR activities provider, Setup Company, event styling and design company and AV companies.

What are the hazards?	Who might be harmed and how?	What are you already doing? What else needs to be done?	What is the level of risk after these have been done?
-----------------------	------------------------------	--	---

VR games and experiences:  While playing VR games the participants will be with glasses and will not see what is happening around them or any obstacles (such as furniture or other guests)	The guests who will participate in VR experiences. They might receive bruises or hit themselves with legs, hands or head when walking with glasses (only in standing stations VR experiences).	VR experience will be held in specific remoted areas.  To prevent any injury around every VR activity zone only soft furniture and walls will be placed.  When wearing the VR glasses the participant will see the internal virtual net like a cage that will appear when the participant will get close to the end of the VR zone. Being informed about that, the VR participant then will step away back to the safe zone.  No people will be allowed to be in the zone except the participant.  Next to each VR experience, there will be a VR assistant, monitoring that the experience is going well and everyone is safe and feels good and that none is disturbing the participant.	Low
VR free Zombie roaming zone	As the two players will be in VR glasses at the same time, they can hit each other and receive bruises and scratches	When in the VR glasses the participant will see the internal virtual net like a cage that will appear when the participant will get close to the end of the VR zone. Being informed about that, the VR participant then will step away back to the safe zone. This will make sure that every player will physically stay in their own zone  Next to each VR experience there will be a VR assistant at all times and will be monitoring that the experience is going well and everyone is safe and feels good.	Low
VR experience sometimes raises dizziness syndromes	VR participants might get dizzy during some of the VR experiences (like 'Walking on a plank between the skyscrapers')	Next to each VR experience there will be a VR assistant at all times and will be monitoring that the experience is going well and everyone is safe and feels good. In the dizziest activities, VR assistant will stand close to the participant  In the VR experience area, there will be only soft furniture and walls will be used.	Low

LED dance floor might be slippery	Dancers might fall on it and hit themselves and receive bruises	The LED dance floor company is covering the floor before each event with a special liquid which is making the floor not slippery.  The company's representative will be at the event in order to check the dance floor regularly and if needed, to take measures.	Low
There will be a lot of different constructions in the event space (sitting zones, tables, bars, food stall, screens)	Guests, especially teens, since they are very active, might hit the constructions, which can cause bruises and small scratches	When designing the floor plan and all the sitting areas and zones, the safety aspect will be taken into the account: no having harmful hooks (on the tables, for example), having enough space between each zone and object (bars, food stalls, tables etc.)	Low
Photobooth can accommodate a certain number of the participants (up to 10) at once as it is rather small	The photobooth users can get bruises and swamped if too many people at once inside a photobooth.	Photobooth assistant will be always assisting and regulating the usage of the photobooth.	Low

COMPLETED BY:	INNA ILJINA	DATE:	21.12.2019
ROLE:	Main Event Organizer and Manager		

I confirm this risk assessment reflects the event activities and any significant changes will be recorded.			
AUTHORISED* BY:	LISETTE JOHNS	DATE:	June 27 2020
ROLE:	PTA Amsterdam, Security Manager		

# Appendix

## Teens Research Results

### Research method

An online questionnaire was sent to teens of 15-16 years old, 30 responses received.

### Gender

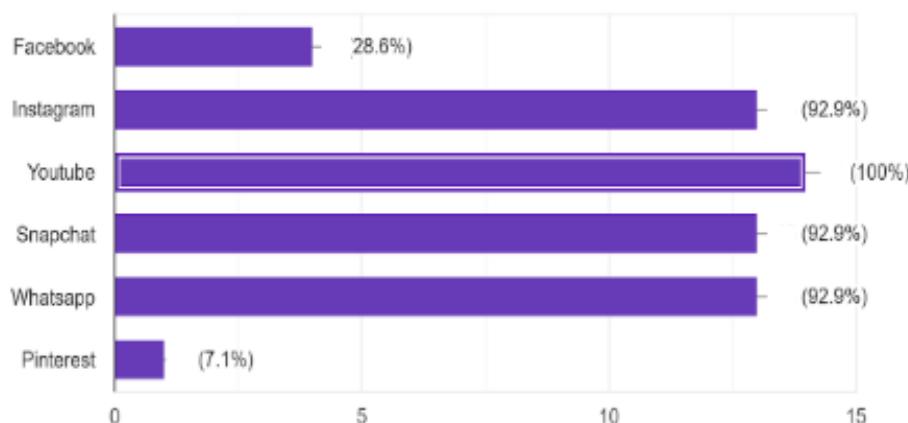
43% of boys

57% of girls

### Social media usage

What social media platforms do you regularly use?

30 responses



### Wishes and ideas about the ideal 16th Birthday party

**Question:** So how the 16th Birthday party of your dreams would look like if anything is possible?

#### Most popular answers

- ❖ good DJ
- ❖ good and live music
- ❖ perfect decorations
- ❖ photographer and photobooth
- ❖ big room with nice lighting
- ❖ enough space to dance
- ❖ a lot of nice food: sushi, burgers Thai food  
(basically something for everyone)

- ❖ lots of snacks, a dessert table
- ❖ people to be able to dance and enjoy themselves, something that they can truly enjoy with friends and the people that they love
- ❖ travel, holidays with friends
- ❖ play video games and other fun activities
- ❖ music artist perform

#### Summary

Teens love to party and do it with their friends. Amazing great music is a must, as well as a big room with enough space for everyone to dance and lots of different food and snack.

Teens want a great atmosphere to dance and enjoy themselves. They would like to play (video) games together (especially boys) and other fun activities, and also have a photobooth.

Going to another country or city was also mentioned by some respondents.

## From the recent birthday parties, teens enjoyed

**Question:** Please write down what you liked the best, what you remembered the most about parties you have (recently) been too.

### Most frequent replies:

- ❖ great music and dancing with friends
- ❖ opportunity to have nice relaxed conversations with friends
- ❖ lots of fun and crazy activities

## Biggest interests

**Question:** What are your biggest interests? Please list about 3 things that interest you the most.

### Most frequent replies:

Boys: video games, gaming, food, computers, Netflix, football, music, activities

Girls: sports, travelling, music, food

## Most favourite free-time activities

**Question:** What do you like doing the most in your free time? (please write down your favourite and most fun leisure activities)

### Most popular replies:

- |  |           |
|--|-----------|
| ❖ hanging out with friends                       | ❖ Netflix |
| ❖ games with friends                             | ❖ eat     |
| ❖ listening to music                             | ❖ sports  |
| ❖ shopping (mostly girls)                        |           |
| ❖ playing (video) games with friends (boys only) |           |

## Entertainments and experiences teens would like to have on 16th Birthday

**Question:** What activities or experiences would you like to have at 16th birthday party (if everything is possible)?

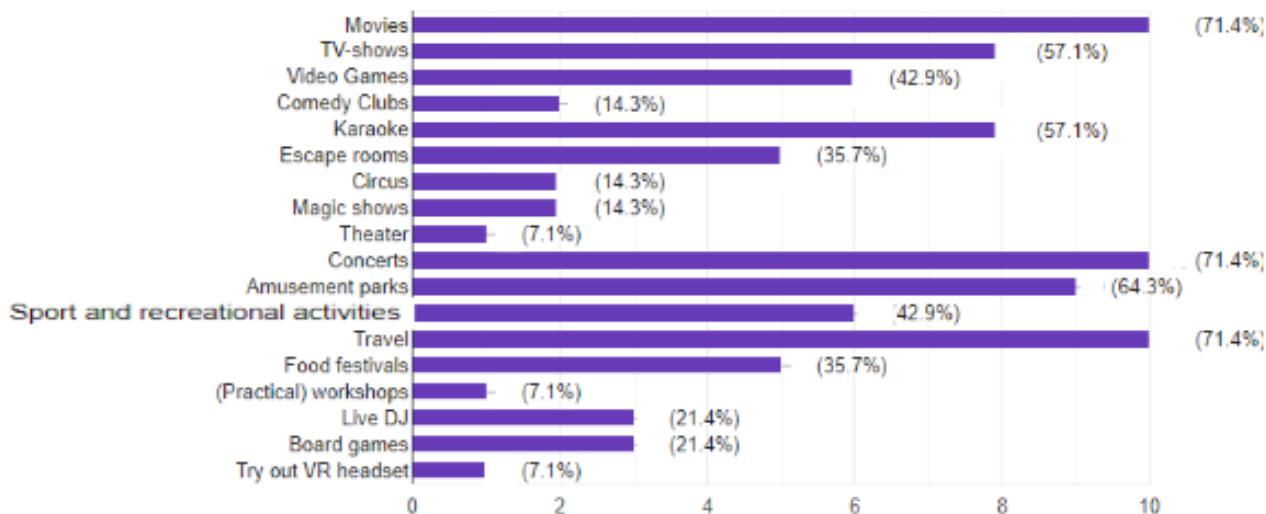
### Most popular replies

- |                                  |  |
|----------------------------------|--|
| ❖ as many activities as possible | ❖ Just to have a good time with family and friends |
| ❖ fun little games               | ❖ big party  |
| ❖ good music, nice vibes         | ❖ dancing  |
| ❖ holidays with friends          |  |

## Most fascinating entertainment types

What types of entertainment are the most fascinating (wow) for you? Please select 3-5 from the list. Please add your option in 'Other' if you don't see your favourite entertainment(s) in the list

30 responses



**Scoring the most:** travel, movies, concerts, amusement parks

What entertainment would you like to have at 16th birthday party (if everything is possible)?

**Most popular answers:**

Amusement park, karaoke, DJ, and live music

What would be the best theme(s) for your 16th Birthday party? And why?

**Most popular replies:** Horror and mystery, futuristic (like living in future), flowers.

70% of teens do not know.

Music preferences

**Most frequent answers:** popular songs of the 70s, 80s, 90s, pop of the moment, hip-hop, rap, rock of 70s, 80s

Favourite DJ

Not everyone has a favourite DJ.

Most popular: Martin Garrix

Favourite bands musicians whom teens would like to have at the party

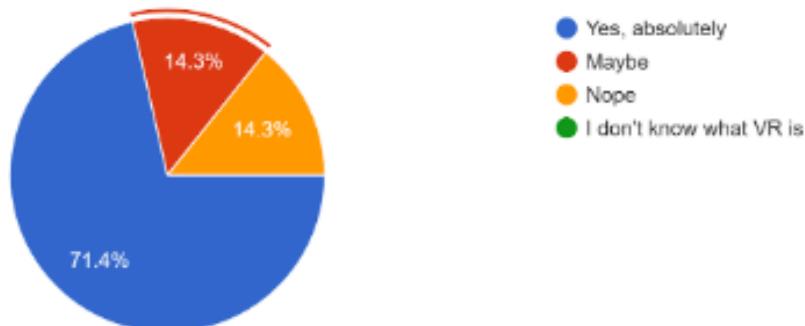
All different answers and the names (Ed Sheeran, Katy Perry, Rihanna, Shakira, Sting).

Half of the teens do not really care about the band to play at the party.

## Interest in VR experience

If there will be a possibility to experience VR (virtual reality) at the party, would you try it?

30 responses



## Favourite food

- ❖ Sushi
- ❖ Pizza
- ❖ Bbq
- ❖ Burger
- ❖ Asian
- ❖ Nachos
- ❖ Indian
- ❖ Thai

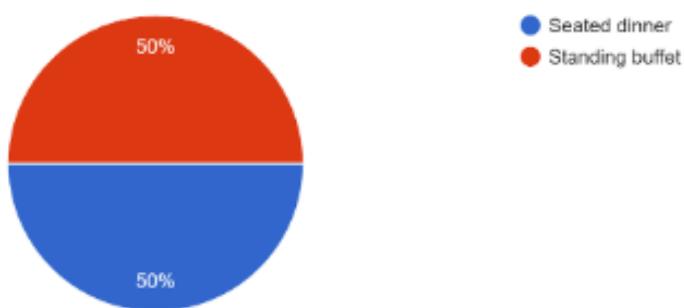
## Drinks preferences

**Most popular replies:** All popular types of sodas, ice tea, smoothies, coffee

## Sitting or standing buffet

At the Birthday party: Do you prefer seated dinner or standing buffet?

30 responses



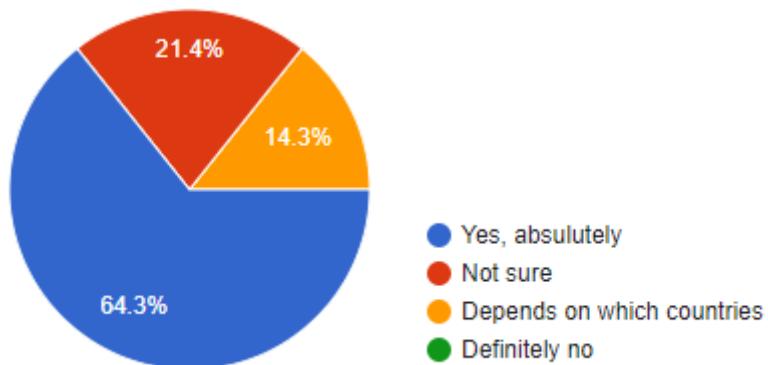
## Party together with parents or apart?

Most of the teens said they would like to party apart, but they won't mind seeing their parents from time to time during the evening.

## Travelling

**Question:** Would you like to experience and discover different countries and cultures at the Birthday party?

Almost 80% of teens replied either positive or their reply will depend on which countries.



## Favourite or dream destinations

- ❖ Japan
- ❖ New York
- ❖ Caribbean Islands
- ❖ Australia
- ❖ Iceland
- ❖ Mars

## Film preferences

Horror, thriller, comedy, action, romance

## Adults' Research Results

### Method

Focus group of 5 adults in their 40s.

When discussing and answering the questions the respondents also thought about the answers relevant to their colleagues and friends of the same age.

### Most favourite free-time activities

travelling, good music, cosy restaurants, play games at home

### Most fascinating entertainment at a party

- ❖ something with a game element
- ❖ learning something new, trying something new
- ❖ just relaxing and nice conversations, meeting new and different people
- ❖ expensive and exclusive experience (for example wine tasting, great cocktails)
- ❖ performances and entertaining to be amused (for example, magic shows)

### Music preferences

- ❖ Great music, so everyone is dancing
- ❖ Music hits of now, 90s, 80s, 70s, 60s and mix of everything
- ❖ Old and new songs
- ❖ Live music, live jazz

### Food and Drinks

- ❖ Prefer sitting buffet and standing buffet
- ❖ Excellent classy style food
- ❖ Food of different cuisines (French, Asian)
- ❖ Coffee barista
- ❖ Wine and beer

### VR and Travelling

- ❖ Everyone would like to try VR at the party
- ❖ Everyone would like to discover exciting countries at the party

### Dream and favourite destinations:

Hawaii, Iceland, Australia, Japan, New York

### Communication

- ❖ Most popular and frequently used social media: Facebook and WhatsApp
- ❖ Prefer to receive invites for important events by post

### General remarks

A great party is a party which has something so fascinating and luxurious experience, so adults can tell about it next Monday at work.



**Any questions?**

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Making every event unique, memorable and tailored to  
the audience