



Corbis Canada

THE OLYMPIC STADIUM

THE ART OF ORGANIZING A SPECTATOR EVENT AT THE STADIUM

Hosting some 60,000 people in the Stadium stands for a sporting or cultural event is a bit like receiving the entire population of a city the size of St. Jérôme. Everything has to be completely ready to welcome such a large crowd and ensure they enjoy a great experience, from the moment they arrive at the Stadium to the moment they leave. Holding a big event at the Stadium doesn't happen by magic. Indeed, it's an art—the art of knowing and of know-how!

METICULOUS PLANNING... LONG BEFORE THE EVENT HAPPENS

Each spectator event requires thousands of hours of work that is “invisible” to the public. First, we have to carefully plan how the event will run based on the needs indicated by the promoter. Our sales and logistics teams, in particular, play an essential role in translating the promoter's needs into a logistics scenario that will ensure the event goes off without a hitch.

The specialists from our technical services also make a crucial contribution. All the equipment needed for the event must be ready to go. For instance, the event could call for artificial turf, locker rooms for sports teams, set components, dressing rooms and the use of the audio/video control room. Furthermore, all the areas used by the general public must be functional, clean and safe.

DURING THE EVENT... UP TO 1,400 EMPLOYEES ON DUTY

Hosting a large spectator event is a logistical exercise that demands an extraordinary degree of synchronization among some 1,400 people in our team and from our service suppliers' staff. Imagine a giant jigsaw puzzle, where each piece plays a specific role and must fit in the right place at the right time. Several hundred people perform different jobs, including security guards, ticket clerks, ushers, access control clerks, staff uniforms and equipment clerks, cashiers at the ticket booth and in the parking lots, parking attendants, box hostesses, nurses and supervisors. We also have to ensure the air quality is good, the ambient temperature is appropriate, the giant screens are in good working order, the general lighting is operating as planned, and the power and drinking water supplies are up and running, among other things.



2008 Grey Cup: More than 68,000 spectators



Festive celebrations outside the Stadium



Genesis performing for 40,000 fans in September 2007



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(continued)

This means we need technicians, plumbers, electricians, engineers and others on site. Hundreds of employees at the food concessions prepare and sell tens of thousands of beverages and snacks. Also, the maintenance teams are on duty all-event long.

AFTER THE EVENT, THE BIG CLEAN-UP... THEN ONTO THE NEXT!

Once all the spectators have left the Stadium perimeter, we have to take down all the components that were used for the event, collect tons of recyclable materials and clean the stands, washrooms and other indoor and outdoor public areas. At the same time, we have to prepare the Main Room for the next event. More often than not, set-up for a new event follows swiftly on the heels of the previous event's take-down, and transformation of the room must begin immediately. In fact, take-down and set-up take place day and night. And while all this is going on, administrative tasks such as accounting need to be done promptly.

THOUSANDS OF PERSON-HOURS OF WORK

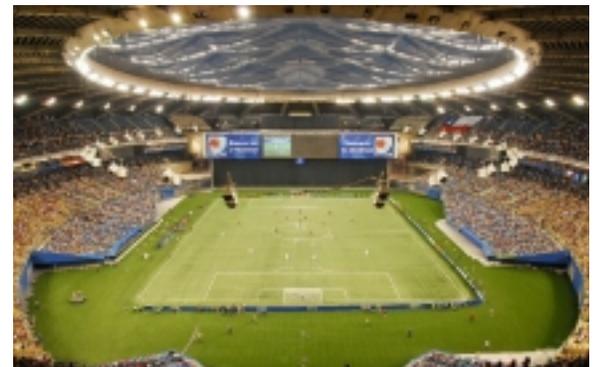
A spectator event that lasts a few hours and draws a crowd of about 60,000 people requires weeks of preparation. Before, during and after the event, some 15,200 person-hours of work are put in, both by our employees and those of our service suppliers. One could fly from Montréal to Paris 2,338 times in the same number of hours.

Furthermore, most large venues in Montréal would need more than 20 days to take in the 60,000 spectators that come to the Stadium in a single day! The Olympic Stadium is the only place in Québec capable of staging extremely large-scale indoor events. Our Main Room can accommodate over 60,000 spectators at once. The maximum capacity of the next biggest room in Montréal is 22,000 people.

We derive great satisfaction from knowing that an event, from the time the first spectator arrives to the time the last one leaves, appears to unfold effortlessly despite the very real challenges involved. All that "invisible" work that takes place behind the scenes has just one goal: to satisfy the promoter and, of course, all the people attending the event.



2007 FIFA U-20 World Cup soccer tournament games



Logistical challenge: hosting nine soccer games in six days



Games, concerts, motor sports: a little something for everyone



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THE ART OF ORGANIZING SHOWS, EXHIBITIONS AND TRADE FAIRS

Hosting an event such as a show, exhibition or trade fair demands as much coordination on our part as that required to organize a spectator event.

Understanding each client's needs as well as careful planning are unquestionably the keys to success. Leading up to event day, hundreds of hours are spent planning and developing presentation scenarios, staffing requirements and a host of other considerations. Since no two events are exactly alike, we have to be extremely flexible and proactive, while relying on proven management and coordination methods.

Setting up trade fairs, shows and exhibitions is particularly demanding as it requires constant monitoring of operations and perfectly timed execution. From preparing the venue to connecting the electrical and telecommunications systems, countless steps are involved, such as unloading all of the merchandise and mounting the exhibition stands, and flawless synchronization is essential.

Managing crowds during these types of events is a far cry from spectator events, where we have to manage thousands of people arriving at the same time, and who stay for only a few hours. For events like trade fairs and exhibitions, the crowd comes and goes over several days, with people arriving at different times throughout the day. The management process thus differs greatly for every element of the event—from reception and security, to parking requirements and food services.



An area of 204,000 square feet without columns



Exceptional overhead room



A public show: a unique exercise in logistics