



Progressive Education for  
Event Professionals

## Wedding & Event Design with Lindsay Landman

1

---

---

---

---

---

---

---

---

## Week 7: Event Venues

---

---

---

---

---

---

---

---

## Week 7: Event Venues Choosing an Event Space

---

---

---

---

---

---

---

---

## Event Spaces

The venue sets the scene for your event.

What to consider aesthetically:

- Blank canvas or established décor?
- Match or use as a shell?
- Size and scale



---

---

---

---

---

---

---

---

## Event Spaces

The venue sets the scene for your event.

What to consider logistically:

- Availability
- Elevators and Load in
- Timing policies
- Vendor restrictions
- Insurance
- Unions
- Rigging points
- Power
- Open flame
- Garbage removal



---

---

---

---

---

---

---

---

## Types of Event Venues

### Ballroom



Traditional elements and service, limitations on rigging and hanging



---

---

---

---

---

---

---

---

## Types of Event Venues

### Ballroom



Traditional elements and service, limitations on rigging and hanging



7

---

---

---

---

---

---

---

---

## Types of Event Venues

### Restaurant



Unusual seating setups, built-in components, obstructions



8

---

---

---

---

---

---

---

---

## Types of Event Venues

### Loft or Gallery



Completely blank canvas, lack of finishes



9

---

---

---

---

---

---

---

---

## Types of Event Venues

### Loft or Gallery



Completely blank canvas, lack of finishes



10

---

---

---

---

---

---

---

---

## Types of Event Venues

### Museum or Historical Space



Heavy restrictions to protect art and artifacts, tight timing if open to the public



11

---

---

---

---

---

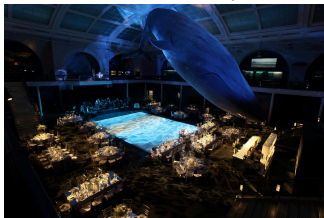
---

---

---

## Types of Event Venues

### Museum or Historical Space



Heavy restrictions to protect art and artifacts, tight timing if open to the public



12

---

---

---

---

---

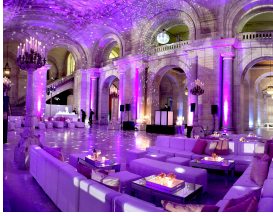
---

---

---

## Types of Event Venues

### Museum or Historical Space



Heavy restrictions to protect art and artifacts, tight timing if open to the public



13

---

---

---

---

---

---

---

---

## Types of Event Venues

### Museum or Historical Space



Heavy restrictions to protect art and artifacts, tight timing if open to the public



14

---

---

---

---

---

---

---

---

## Types of Event Venues

### Event Space or Catering Hall



Focused on typical event needs, but with potential restrictions based on volume



15

---

---

---

---

---

---

---

---

## Types of Event Venues

### Event Space or Catering Hall



Focused on typical event needs, but with potential restrictions based on volume



---

---

---

---

---

---

---

---

## Types of Event Venues

### Event Space or Catering Hall



Focused on typical event needs, but with potential restrictions based on volume



---

---

---

---

---

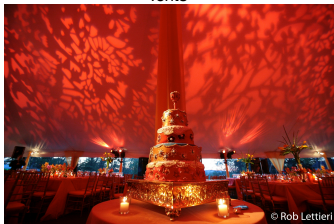
---

---

---

## Types of Event Venues

### Tents



© Rob Lettieri

Maximum flexibility and maximum liability



---

---

---

---

---

---

---

---

## Types of Event Venues

### Tents



Maximum flexibility and maximum liability



---

---

---

---

---

---

---

---

## Types of Event Venues

### Tents



Maximum flexibility and maximum liability



---

---

---

---

---

---

---

---

## Week 7: Event Venues

### Tents

---

---

---

---

---

---

---

---

Week 7: Event Venues  
Tent Pros and Cons

---

---

---

---


---

---

---

**Tenting Benefits**

- Completely customizable
- Endlessly versatile
- Blank slates
- Uniquely personal

 23

---

---

---

---


---

---

---

**Tenting Challenges**

- The "elements"
- Site variability
- Extensive logistics
- Time
- Cost

 24

---

---

---

---

---

---

---

# Week 7: Event Venues

## Tented Event Production

---

---

---

---

---

---

---

### Tented Event Management

Not for the faint of heart!

- Professional event management required for all tented events
  - Full service event planner should be overseeing all moving parts
- Experienced off-premise caterer is crucial to success
  - Building off-site kitchen
  - Managing elements and terrain
  - Facilitating extensive rentals
- No "built in" staff
  - Coat check
  - Valet
  - Facilities
  - Security



26

---

---

---

---


---

---

---

### Tented Event Production

- Power
  - From load in to load out
  - Rigging and cable management
  - Generators
- Water
  - F&B service
  - Restrooms
- Lighting
  - Safety/service
  - Decorative
  - Ambient/environmental
- Temperature control
  - Heat/air
  - Fans
  - Sidewalls



27

---

---

---

---

---

---

---

# Week 7: Event Venues

## Types of Tents

---

---

---

---

---

---


---

---

### Types of Tents

#### Pole or Tension

- Sometimes called Twin Pole or Century Tent
- Varying widths up to 100 feet wide and endless lengths
- Peaks up to 30 feet high
- Elegant and dramatic: "traditional tented feel"
- Always has center poles that obstruct the interior
- Always requires staking outside of the tent (which requires a larger footprint)
- Can have varied wall styles: cathedral, white, clear



Event Management Solutions 29

---

---

---

---

---

---


---

---

### Types of Tents

#### Frame

- Up to 50 feet wide and unlimited lengths
- Versatile placement – roofs, next to buildings, etc.
- Unobstructed interior
- Can be lined
- Visible framing
- Can have white or clear ceiling
- Can have varied wall styles: cathedral, white, clear
- Can be staked or weighted



Event Management Solutions 30

---

---

---

---

---

---

---

---

## Types of Tents

### Clearspan

- Between 66 and 164 feet wide and unlimited lengths
- Unparalleled strength
- Maximum rigging and weight-bearing capabilities
- High "gates" or sides for overall higher ceiling
- Limited staking
- Unobstructed interior
- Ideal for long term installations
- Can have glass or fabric walls
- Can have a clear or white top
- Roof can be "A" frame or curved



---

---

---

---

---

---

---

---

## Types of Tents

### Sailcloth

- Unique round and oval shapes
- Wooden poles
- Signature nautical look
- Branded as "Sperry" or "Tidewater" tents
- Limited rigging capabilities
- Poles obstruct interior



---

---

---

---

---

---

---

---

## Week 7: Event Venues

### Securing a Tent

---

---

---

---

---

---

---

---

## Securing a Tent

- Conduct site visits with multiple tenting vendors to establish level of comfort
  - Vendor should measure the size of the tenting area as well as the grade
  - Vendor should check for drainage, sprinkler systems and obstructions
  - Vendor company should be familiar with zoning, restrictions and permitting
  - Only consider vendors who offer multiple types of tents to insure you are getting the options you need
- Understand the timeline
  - Installations and tear-down may take several days on each end
  - Permitting may take several weeks
- Prepare for the worst
  - Rain plan tenting should include gutters and marquees
  - Rain/heat/cold plan contract should allow you to put down a deposit to hold contingency materials with limited obligation until 2 – 3 days before event



---

---

---

---

---

---

---

---

## Securing a Tent

- Know your needs
  - Kitchen tent
  - Prep and storage space
  - Green rooms/VIP areas
- Understand the logistics
  - Getting materials to/from site
  - Order of actions: power – lighting – flooring – tenting
  - Safety: plans for steps, railings, exit signs, fire extinguishers



---

---

---

---

---

---

---

---

## Week 7: Event Venues Tenting Tips

---

---

---

---

---

---

---

---

## Tenting Tips

- Include contingency costs in your budget from the outset
- Tent floors can cost as much, if not more than the tent itself
- Tents require supervision throughout an event
- Tents come "naked" and need to be "dressed" for an elegant, polished look
- You need to request coverage for mechanics like weights, bolts and tie-backs
- Tent companies can often be great resources for flooring, draping and rigging projects outside of tents
- Tent companies often can recommend partners for lighting, power, bathrooms and other related services



---

---

---

---

---

---

---

---

## Tenting Tips

- Cutting corners for tented events is significantly more evident than cutting corners on events in traditional venues
- Planners and designers – CHARGE MORE to manage events in tents – it is twice as hard as existing venue events (but 4 times as gratifying!)



---

---

---

---

---

---

---

---



Progressive Education for  
Event Professionals

Wedding & Event Design  
with Lindsay Landman

---

---

---

---

---

---

---

---