

Chapter 9

Program Services and Event Management

Case Studies

Case Study #1

After two successful concerts of 5,000 to 7,000 people at Lake Fairfax Park in Northern Virginia, the promoters moved the WHF Festival to the Prince George's Equestrian Center in Upper Marlboro, Maryland in order to accommodate a larger crowd of up to 12,000 people. One week before the event, the promoters notified the Center that 15,000 tickets had been sold. The radio station immediately began broadcasting that the event was "sold out" and that no tickets would be available at the door. The promoters corrected their "estimates" of tickets sold to 18,000 two days before the concert. On July 11, 1993, 30,000 concert goers, primarily college students, showed up with their tickets in hand.

The concert was a smashing success with only minor crowd control and heat-related problems. Traffic, however, was horrendous. Hundreds of concert goers simply "parked" their cars in the middle of major four lane highways blocking traffic for hours in each direction. This "little Woodstock" action brought new restrictions to the holding of concerts at Prince George's Equestrian Center. The WHF Festival is now held annually at National Football League stadiums with crowds in excess of 55,000 people.

How should have the Center staff responded to this situation?

What new restrictions could prevent such a reoccurrence to this problem?

Case Study #2

In the fall of 1994, the rock band "White Zombi" played a concert at the Show Place Arena in suburban Washington D.C. Local fire code restrictions prohibited the playing of concerts to a GA Floor. (A general admission floor is an open area allowing fans to press up close to the stage. GA floors are known for promoting mosh pits, body surfing, and the ultimate stage crush.) In spite of signing a written agreement noting the penalties for "inciting a crowd" the band encouraged the crowds to ignore the "yellow shirt" security who were instructing them to stay in their seats and out of the aisles. Instead, the band urged them to press up close to the stage and "party with us!" Hundreds of concert followers did just that as others began dancing on top of their seats. Other than the damage to approximately 100 chairs, no injury resulted from this action.

How should the "yellow shirt" security have responded?

What actions should the Arena staff have taken?

What actions should the Fire Marshal have taken?

Case Study #3

A group of advocates for senior citizens in your community have come to you and indicated that there is a large amount of isolation among senior citizens and they would like your help to develop programs for that particular group. Using the Benefits-Based Programming Model, design a program to meet this need. This will include designing the goals and objectives of the program, the program offering, and the evaluation methods.