



# EVENT BASICS

## THE SMALL DETAILS MAKE ALL THE DIFFERENCE

WALKER BREWER

OWNER JWB PRODUCTIONS LLC



# WHO AM I

38 years old

Married with 2 kids

Lived in the Columbia area my whole life



# A LITTLE ABOUT ME

- BEGAN WORKING AT 17 AS A SOUND TECHNICIAN
- RAN SOUND FOR EVENTS THROUGH OUT THE SOUTHEAST
- SEVERED AS PRODUCTION ASSISTANT WITH ZAC BROWN BAND
- MANAGED PRODUCTION FOR FESTIVALS THROUGHOUT THE SOUTHEAST
- MANAGED EVENTS FOR THE WHITEHOUSE AND PRESENTIAL CAMPAIGN EVENTS
- MANAGED THE ICEHOUSE AMPHITHEATER FOR 9 YEARS
- MANAGED LOGISTICS FOR UNIVERSITY OF SOUTH CAROLINA FAMILY WEEKEND
- SERVE AS SET DESIGNER AND PRODUCER FOR MISS SOUTH CAROLINA



# AREAS OF FOCUS

---

SET CLEAR GOALS

---

YOU DON'T HAVE TO  
REINVENT THE WHEEL

---

MAINTAIN CONSISTENT  
EVENT QUALITY

---

THROUGHOUT  
DON'T BE AFRAID TO GO  
AGAINST THE GRAIN

# NEGATIVE EXPERIENCES

Remembered  
more vividly

Long durations

Survival Instinct

Trigger stronger  
emotional  
response

Our brains are  
wired to pay  
more attention

We tend to be  
more aware of  
negative events

# WHAT I RECALL ABOUT BAD EVENTS



Overpriced  
food and  
drinks

Long lines

Declining  
Experience

Overflowing  
trashcans

Lack of  
Cleanliness



**GOLD  
STANDARD**

**(IT'S OK TO  
COPY)**

Walt Disney World

Augusta National

# WALT DISNEY WORLD

Cleanliness maintained throughout the property

Full experience through the entire day

Every cast member can fix a guest issue

No detail is too small



# CLEANLINESS

Chewing gum is  
not sold in the  
parks

Frequent  
cleaning

Immediate spill  
and trash  
removal

Strategic  
Design

# FULL DAY EXPERIENCE

All attractions are open and ready

A light gray downward-pointing arrow indicating a flow from the first step to the second.

Full schedule is posted and followed

A light gray downward-pointing arrow indicating a flow from the second step to the third.

Make information readily available to attendees



# NO DETAIL IS TOO SMALL

Cast Members are trained to focus on small details

These details help shape small experiences

Help with taking a picture

Stroller parking organization







# FIXING ISSUES

Last memory  
will be your  
strongest

Fix Issues  
without  
approval













# AUGUSTA NATIONAL

Gives out TV rights for their broadcast

Maintains low concession prices

Maintains site cleanliness

Merchandise is high and limited quality

Be Unique

# TV RIGHTS

Charge \$0.00 to  
CBS and ESPN for  
the TV broadcast  
rights

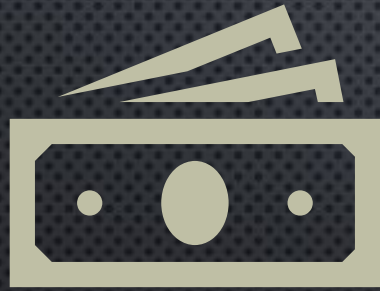
A possible loss of  
\$125 Million

Limits the number  
of commercials  
shows during the  
broadcast

Commercials are  
limited to only the  
sponsors of the  
event



# CONCESSION PRICES



Can purchase one of everything  
for a little over \$70



A sandwich, bag of chips and  
drink is \$5

---

## SANDWICHES

---

|                              |      |
|------------------------------|------|
| ☛ Egg Salad                  | 1.50 |
| ☛ Pimento Cheese             | 1.50 |
| Pork Bar-B-Que               | 3.00 |
| Masters Club                 | 3.00 |
| Chicken Salad on Honey Wheat | 3.00 |
| Ham & Cheese on Rye          | 3.00 |
| Classic Chicken              | 3.00 |

---

## BREAKFAST

Served until 10 a.m.

---

|                                   |      |
|-----------------------------------|------|
| Masters Blend Fresh Brewed Coffee | 2.00 |
| Chicken Biscuit                   | 3.00 |
| Breakfast Sandwich                | 3.00 |
| Blueberry Muffin                  | 2.00 |
| Fresh Mixed Fruit                 | 2.00 |

---

## BEVERAGES

---

|                       |      |
|-----------------------|------|
| Soft Drinks           | 2.00 |
| Bottled Water         | 2.00 |
| Fresh Brewed Iced Tea | 2.00 |
| ☛ <i>Crow's Nest</i>  | 6.00 |
| Domestic Beer         | 6.00 |
| Import Beer           | 6.00 |
| White Wine            | 6.00 |

---

## SNACKS



# SITE CLEANLINESS

Large staff dedicated to empty trash cans and pick up loose garbage



Trash bags are pulled when reaching half full



Limit the amount of items sold that are thrown away





# MERCHANDISE

- ONLY SOLD AT THE TOURNAMENT
- HIGH QUALITY
- SIMPLE RECOGNIZABLE LOGO THAT DOESN'T CHANGE



# BE UNIQUE

Tradition Unlike any other

Low ticket prices

- \$160 for tournament day

Limited number of tickets

Creates a large demand for the tickets

No cell phones



# APPLIED PRACTICES IN EVENTS



# LOW CONCESSION PRICES



Keep prices low



Keep vendor fees and  
kick backs low



bring all partners to the  
table when creating  
plans and fees



Create a partnership with  
your vendors



# MAINTAIN QUALITY

---

University of South Carolina  
Family weekend

---

3-hour event

---

Maintain all food and drink  
stations

---

Entertainment runs till the very  
end

Miss South Carolina

Provide high quality,  
unique production

USC Family Weekend

Provide a great game day  
experience for visiting  
families

White House

Provide a clean produced  
event, camera shot was  
king

# SETTING GOALS



# NO DETAIL IS TOO SMALL

Artist riders

Vendors

Locally sourced products

Toilet paper



# DISCUSSION AND QUESTIONS



# CONTACT INFORMATION



Walker Brewer



[jwalkerbrewer@gmail.com](mailto:jwalkerbrewer@gmail.com)



803-556-9680