

# OFFICIAL GROUNDBREAKING CEREMONY OF BERBERA PORT

PROPOSAL



**Inspire Group**  
the ideal solutions



## **BACKGROUND - Groundbreaking & Dedication Ceremony of Berbera Port**

The ceremony marked the start of construction of the first phase of a 400 meters' quay and 250,000 square meters' yard extension, and gantry cranes and reach stackers to handle containers and cargo. As DP World will invest \$442 million to rebuild the Port of Berbera and manage it through a 30-year concession.

### **Event Objective**

The main objectives of the Groundbreaking & Dedication Ceremony of Berbera Port was to

- Celebrate the Official Groundbreaking Ceremony of Berbera Port
- Promote the importance of the tripartite agreement between DP World, Somaliland and Ethiopia.
- Raise the project visibility and awareness through this remarkable event.

### **Purpose of this Service Package**

The main purposes of this service package were to

- To simplify the event management planning process and make the event a complete success.
- To outline the steps to be taken and the measures that can be implemented to provide for a safe event.
- Raise awareness of the Project and DP World visibility in Somaliland and the Horn of Africa

### **Organization**

This event was organized by Inspire Group.

## PRE-EVENT PLANNING

### PHASE 1

#### Build-up and Load-in

- Venue Design
- Selection of competent staff
- Contractors and subcontractors
- Construction of structures
- Safe delivery and installation of equipment and services.

### PHASE 2

#### Operations

- Management Strategies for:
- Media, Attendees, Transport, Welfare, First Aid, Contingencies, Fire, Major Incident etc.
  - Equipment and services

### PHASE 3

#### Load-out and Breakdown

- Safe removal of equipment and services
- Removal of Structures
- Rubbish and waste removal
- Remedial works
- Debriefing

## EVENT LOGISTICS & VENUE

Bearing in mind that the safety of the venue and preparation was obviously crucial to a successful outdoor event. Inspire Group (IG) provided a safe venue with a clearspan tent, that was, a tent without center poles. These tent was best for both short and long term installations, events that require large unobstructed interiors, or when you need the ultimate in safety and stability. These tent was wind-rated structures that withstand weather better than any other tent. It was also capable of suspending weight from the framework for lighting, audio-visual applications or anything else you may want to hang from the ceiling. Approaches to the venue was well signposted from parking areas and public transport points.



In addition, entrances and exits was sufficient in number to allow the desired rate of ingress to and egress from the venue.

An adequate number of fire exits will be provided in accordance with the number of people likely to be accommodated in the tent at any one time and fire extinguishers and emergency lighting must be provided. Berbera Port Fire Fighters can provide us with further advice in this regard.

This tent was **air conditioned**; it was also able to withstand winds up to 70 mph. The tent has been secured from unwanted entry. It was also include:

- ✓ Red Carpet
- ✓ Directional signage location
- ✓ Disabled access
- ✓ Emergency access and exit points
- ✓ Entry and exit points
- ✓ Event management area
- ✓ First aid posts
- ✓ Outdoor mist fans
- ✓ Fire extinguishers
- ✓ VIP cocktail bar
- ✓ Greens Room for performers (Troupes)
- ✓ IT Equipment –connection, projectors, screens
- ✓ Kitchen or catering facilities
- ✓ Location of temporary toilets (including disabled)
- ✓ Lost and stolen property/ Officer
- ✓ Media area



### **Stage set design**

Stage set design can be the difference between a good event and a great one. But when you partner with Inspire Group there are no surprises and with the help of Naima Design & Embroidery, which also have a wealth of experience in producing creative and exciting awards set design. We will create unforgettable event experiences by designing one of the most eye-catching conference sets and branded backdrops.

To keep the audience's attention, without detracting from those on stage and to make the setting of the event truly stand out.



This set-up was utilized a full length branded backdrop and podium with a unique staging space. Our team has a track record of delivering outstanding event experiences for the biggest events/conferences in Somaliland.

### **Seating and Stage arrangements**

#### ***Cabaret/Banquet***

Round tables with 8 or 10 guests to a table Round tables with guests seated on one side so everyone has a view of the presenter/s.

Customs related to seating arrangements, dress and eating can be of great importance. An ideal seating style for attendees is classic seating style that encourages your guests to interact with one another and choose centerpieces carefully as these can block the flow of conversation at the table.

## Dignitary or VIP Seating

Definition: A dignitary or VIP was considered someone who holds a high rank or office and who will be treated with special courtesies.

Dignitary or VIP categories include: The Vice President of Somaliland, Chairman of DP WORLD, Ethiopian delegation, Members of Somaliland Parliament, Government Ministers, Opposition Leaders, Official representatives and Ambassadors, High Commissioners, Governors or Consul Generals, Relevant senior public servants, community and religious leaders.

For these officials, we covered their arrival and departure needs, as well as security needs while in the event space. As the seating arrangements for all official functions has been the determining protocol. It was important to invite the dignitary or VIP as early as possible to ensure that they are available. We also reviewed and verified the guest list and assign an order of precedence to each person. The most important dignitaries have been sitting on the host's or hostess's right and the highest-ranking participant was always seated at the head table or tables with the host or hostess. VIP not seated at the head table was placed so that the most important dignitaries are closest to the head table. The position of honor at each table, also known as the host or head of the table, was seated with the optimal view of the lectern or stage where the program will take place. The "host of the table" could be the President or the chairman of DP World. We also rolled out the red carpet to lead VIP dignitaries to the seating area.

## Protocol

Protocol was the customs and regulations dealing with diplomatic formality, precedence and etiquette. It means following correct procedures to make sure that this official event was planned and conducted in accordance with a set of rules that were accepted and expected by the Office of the Chief of Protocol of the Somaliland Presidential Palace. Our team has been following protocol in accordance to create positive relations and outcomes. For example, the most senior persons from the DP World-Berbera and Berbera Port Authority will meet any dignitaries or VIPs when they arrive, and a parking space will be provided for them.



## Protocols during the event

As we invited the Vice President of Somaliland to the event, there were several protocols that we need to observe during the event: the most senior person from DP World must meet the President, and accompany him at all times during the event.

- ✓ a parking space was provided for the Vice President, DP World Chairman, Ethiopian Delegation, the Ministers and other dignitaries.

## Managing people

Crowd safety at this event was related to space, the attractions on offer, the environment, surroundings and effective management of human behaviour. Although compliance with regulations and the application of standards of best practice can go a long way to ensuring safe venues and activities, but the most difficult factor to manage at events is human behaviour. Our staff will manage the behaviour of the attendance at the event to prevent as far as possible crowd related accidents/incidents and will ensure enjoyment of the event.

At this stage to make a distinction between crowd management and crowd control. As Crowd control will only be required when problems are encountered. But the crowds' problems will be prevented or quickly resolved when all aspects of crowd management are well organized. An effective crowd management adds to the enjoyment of the event and can reduce risk of injury. The key components of a crowd management system are:

- ✓ Clear directions by to facilitated instructions, signage and way marking.
- ✓ Ease of movement by allowing sufficient space per person.
- ✓ Ease of escape by ensuring there are evacuation procedures and sufficient exits leading to a place of safety.

## Lighting

Lighting was key to event success. Our lighting kit will consist of a variety of different types of lighting including uplighters, spotlights and other equipment which, when combined by a lighting designer, transforms even the blandest venue. The key focus was obviously the stage, and that was lit accordingly. We ensured that all speakers are appropriately lit on stage with spots. An adequate emergency lighting system was also available as a back up if the normal system fails. Particular attention has been given to clear illumination of exits and directional signs, which indicate escape routes and clear lighting of entry and exit ramps and stairways.

## Electrical systems

As electrical installations for one-off events, particularly outdoor events, can be complicated and extensive and was definitely a job for an expert. Only electrical equipment designed for outside use was provided at outdoor events. Regarding the positioning of cables, they buried to protect them from damage and prevent trip hazards. Where this was not possible, cables will be covered with suitable matting or where there was a risk of vehicular damage has been provided with additional sheathing or routed and supported overhead.

Again professional help was essential. So a qualified electrician checked generators, including those, which have been brought to the venue by other persons such as caterers. Where necessary, they properly earthed and located away from public areas or surrounded with appropriate barriers.

### **Audiovisual and Equipment**

This event requires audiovisual; we considered the type of equipment needed at the event. In doing so, we needed to hire special equipment. This could include: lectern, microphone, audiovisual system. As there are dignitary or VIP that speaking at this event. We made sure to test all equipment before the event commences.

### **Photography**

We also hire a photographer to record the occasion. As this an important event, which has a historical significance. such as building openings.

### **Print Materials**

Print Materials included menu cards, programs, place cards and table numbers. Print materials has been used to brand your event and communicate your message to guests.

### **Environmental issues**

Issues of public health at this event such as: food hygiene, sanitary and drinking water provision and noise/ air pollution will be closely monitored by our Operational Team. The relevant Somaliland Health Authorities and our Environmental Health Officer was responsible for all issues related to food hygiene at event catering concessions.

### **Litter and waste**

We made arrangements for the cleaning of the venue before, during and after the event. Arrange for adequate litter bins/refuse collection points to be positioned on the approaches and throughout the venue. We also ensured in particular that sufficient bins are located in the vicinity of catering outlets as the main accumulation of waste on the event site usually occurs around catering concessions. At all phases of the event, we kept the venue clean and tidy aid in the prevention of trips and falls.

### **Site plan**

We produced a site plan of the event and is essential for event management and programme. The site plan will be easy to interpret, and can be distributed to key stakeholders for setting up the event. It is also an invaluable tool in an emergency.





## CATERING/FOOD

Our team will ensure that all caterers operating on their behalf are reputable, their staff are appropriately trained and food handling and preparation techniques are safe.

The suppliers of catering outlets will have the facilities required in order to prevent the contamination of food. The main concerns of the Medical Officer in relation to food safety are the provision of:

- ✓ suitable, sufficient and easily cleanable: surfaces for the preparation of food cooking equipment, utensil wash-up facilities
- ✓ staff hand wash facilities which are separate to food preparation
- ✓ hot (> 63 C) and cold (< 5 C) holding facilities
- ✓ temperature checks and monitoring
- ✓ storage for dry goods
- ✓ removal of refuse
- ✓ supply of potable water and power supply
- ✓ separate sanitary facilities for catering staff to include: wash hand basin with hot and cold water, antibacterial liquid soap, paper towels for hand drying

We will provide a plated meal with three-course. This menu will be including the following:

### Appetizers and Salads

Lettuce Salad options (e.g., Caesar, Spinach, mixed greens)

Fruit Salad (berries, melons and pineapples)

Soup (two options)

### Entrees

**Chicken** (Grilled/Breast, Legs) **Lamb** (Grilled, Roast with Garlic and **Fish** (Grilled or Finger)

Sides include vegetable, potato, pasta or rice.

### Dessert & Refreshments

(Select One/Two)

Apple Cobbler

Carrot Cake

Cheesecake with Strawberry Sauce

Chocolate Layer Cake with Raspberry Coulis

Pie with Ice Creams

Freshly Brewed Coffee, Decaffeinated Coffee & Tea

### Beverages

Assorted soft drinks (diet and regular)

Bottled Water

Assorted bottled juices

Coffee, decaffeinated coffee, tea



## MEDIA

Inspire Group (IG) has a close partnership with HCTV, SAAB TV and have all other media outlets (TVs and Newspapers, and Websites) at our disposal, on need-by-need bases. To give you an idea of Inspire Group's close relationship with the media, we had 9 Somali TVs live-streaming the Debate. As a result, the Debate was watched by an average of 10 million total TV viewers and it is estimated to be the most-viewed program telecast of all time.

Television Networks and other media - all the Somali TV stations, and international media where applicable, including the government's "SLNTV" aired the event live. We provided Live Coverage to HCTV and SLNTV. Radio Hargeisa, the only radio station in Somaliland also aired the event. Finally, the local websites and YouTube was used to promote and air the event. The day after the event, all the local newspapers will also carry the event's news on the headlines.

## SOCIAL MEDIA

Inspire Group (IG) To give an example of the outstanding Social media campaign during the Somaliland Debate, we have live streamed the debate on both FB and Youtube, and had Social Media team live-tweeting the Debate to millions of twitter users around the globe. Additionally, according to Twitter's stats, the Debate generated 2.9 million impressions and almost 100,000 clicks to our content. We did similar exercise for the successful Somaliland Awards event we have organized in August 2018.

Social platforms are more effective than others among Somaliland and international audiences. We will do some promotion on Facebook, Twitter, and the event will well covered.

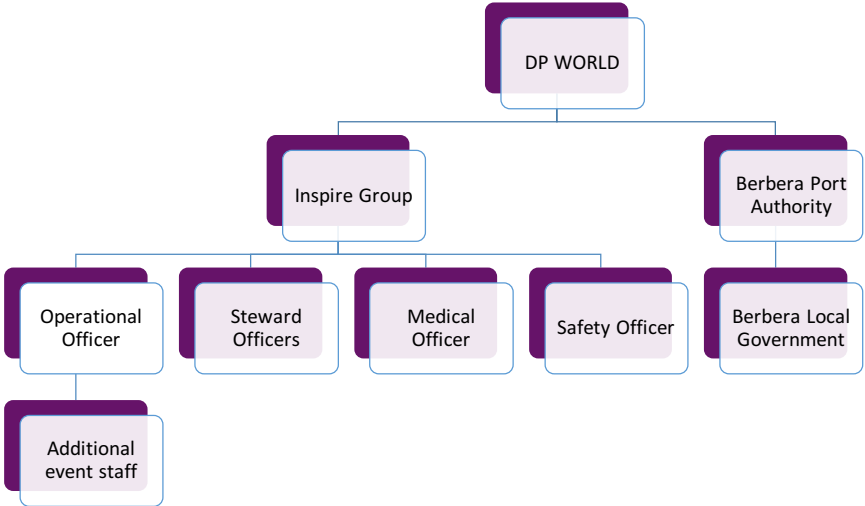
**Facebook** – We have shared event updates, engage followers, and create event pages. We targeted your messaging to specific groups using paid promotion.

**Twitter** – We used posts and an event hashtag to build excitement before and during the event.

If we post anything relevant to this upcoming event, we include the hashtag. Add it to all of our social account. And don't stop there – we promoted the hashtag on all other communication channels. These include the event website, promotional emails, print materials, and more.

**Event staff**

There are many tasks to be undertaken and services to be provided during this event. The identification, training and management of specific groups to undertake these tasks is the responsibility of Inspire Group. The management structure for an event can differ between the planning stage and the operational stage. To manage the operational aspects of this event, Inspire Group will establish an event management team, including Event Manager, Operational and Safety officers. There will be no duplication, overlaps or gap and any doubts about who is responsible for what will be openly discussed in pre-planning meetings so that no potentially dangerous assumptions are made - responsibilities must be expressed explicitly. The following event management organizational structure/sample shows the relationship with the key statutory agencies for event planning and emergency response purposes:



**Operational Officer**

The event controller is the person appointed by the event organizer with the status and authority to take full responsibility for all matters relating to the operation of the event. Some of the duties attached to this position include:

- Having overall responsibility for the management of the event.
- Ensuring the event is staffed by a sufficient number of competent staff.
- Ensuring effective control, communication and co-ordination systems are in place.
- Ensuring that adequate measures are in place for the safety of all person at the event.
- Initiation, liaison and management of emergency action if necessary.

**Steward Officers**

Inspire Group is responsible for ensuring that an adequate level of stewarding is provided for an event. A Steward Officer will have responsibility for the management of event stewards in

designated areas. Inspire Group Event stewards are the eyes and ears of the event management team and their training and knowledge of the event/ venue are critical to the smooth operation of an event and the safety of all persons in attendance. All stewards will be provided with readily identifiable coats or bibs in safety colour e.g. orange or yellow or combinations of both. Pre- event briefings will be held prior to the event to ensure familiarity with layout of venue.

### **Medical manager**

Inspire Group will appoint a competent person to take responsibility for the provision of medical/first aid and ambulance assistance, as appropriate, to those involved in an event, including event staff and members of the public. In this case, Medical Manager will be an officer from the Somaliland's Ministry of Health, regional office. We also to provide a number of trained first-aiders. Inspire Group will seek an assistance from **Elmi Medic Group** to provide first response medical, first aid and ambulance personnel to the event.

### **Safety officer**

An overall safety coordinator will be appointed for the event. He/she will be involved in the event from the initial planning stages through to build up and tear down. This is a key role to ensure that there is a common understanding of Inspire Group safety policy and procedures when dealing with safety and emergency response personnel such as event stewards and/or security personnel; emergency services representatives, contractors, sub-contractors and performer representatives. Some of the tasks undertaken by the safety officer include:

- Act as safety coordinator in relation to safety matters and have overall responsibility for all aspects of safety
- Ensure that suppliers of equipment carry out pre-event safety checks
- Be present during the event to monitor and manage all the safety arrangements
- Advise the event controller on the initiation of emergency procedures.

### **Additional event staff**

Consideration should be given to the staffing of such event ancillary facilities as:

- Information services
- Media information
- Logistics compounds

### **Communications Events**

communications include the provision of information to the public and efficient operational systems to communicate with event staff in both routine and emergency situations. In addition to the use of communication equipment key personnel will conduct regular on-site meetings to resolve issues, which effect the smooth operation of the event.

This guide was for Official Groundbreaking Ceremony of Berbera Port and its was produced by Inspire Group (IG). This document demonstrates a range of issues to consider and resources to use. It includes a guide to simplify the event management planning process and make the event a complete success.