

# KEY FACTORS TO A SUCCESSFUL EVENT

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## The Events Industry

According to Meeting Professionals International (MPI), the events industry contributes \$115 billion to the national GDP, \$14.8 billion to federal tax revenue and \$13.2 billion to state and local tax revenue. Events can be as small as a local fair or as big as the Super Bowl with all sizes contributing to the economic landscape. Attendance at events is at an all-time high, making it increasingly competitive and more important to focus on making venues appealing by considering all aspects of hosting an event, including risk management, client satisfaction and impact.

## Don't Rain on My Parade

If the event is held outdoors, extreme weather is a primary risk factor for organizers, and not always related to the potential for rain and lightning. Prolonged exposure to heat can lead to heat stroke, dehydration, and in extreme cases fatality. Woodstock '99, which was held at an Air Force base tarmac with large spans of concrete, no trees and oppressive heat, is a perfect example. According to The Baltimore Sun, more than 700 people were treated for heat exhaustion and dehydration by midday the first day.



## Business Reputation

There is also the risk of damaging one's reputation if patrons are not handled properly. After neglecting concertgoers' need for shade and water, the organizers of Woodstock '99 suffered through bad reviews. They were fortunate that Twitter and Facebook were not in existence or the concert may have been shut down mid-stream by virtue of negative social media posts. Negative social media contributed to the almost immediate demise of 2017's Fyre Festival after reports of dehydration, sunburn, heat exhaustion, lack of food and other amenities surfaced.

## Benefits of Including Misting at Event Venues

Any outdoor event held in moderate to high temperatures has a potential for heat related problems. Misting is a perfect way to manage risk and ensure that event venues are cool and safe for patrons. But it is also a great way to increase client satisfaction and set the venue apart from competing spaces. A survey done by BtoB Magazine and Marketo found that 83% of companies hold events for lead generation. Clients looking to impress their customers rely on the location to provide the infrastructure for a consistently excellent experience while hosting clients and potential clients. If an outdoor cooling system is not planned for, an outdoor event can quickly devolve into a miserable, sweaty mess. But with a misting system, clients rave about the added touch to the event and organizers are more inclined to return the next time they need to host an event.



## How It Works

The process is this. A high-pressure misting system is one of the most effective and efficient methods for outdoor cooling. The process is this. Operating at pressures of 1000 psi+ Koolfog produces micron-sized water droplets that, while evaporating and turning to vapor, removes heat from the air, cooling the surrounding area. The dry fog produced by a Koolfog system reduces outdoor temperatures by as much as 35 degrees Fahrenheit, which makes even 100+ degree days comfortable. This ensures that event venues are cool, safe and enjoyable.

## Cooling or Art?

As a creative outlet for outdoor cooling, fog systems provide a level of impact at events that can't be realized any other way. Covering spaces large or small, fog provides a moving, visual effect while cooling the surrounding area. A Koolfog system can be designed to be dismantled and adjusted, meaning that it can be used in temporary installations. Event visitors take in the amazing visual effects that fog provides and will often Tweet or post to social outlets further promoting the event and venue.



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