



THE 2022 EVENT SITE PLANNING REPORT

INSIGHTS AND TRENDS FOR
PLANNING EVENTS IN 2023



A HUGE YEAR FOR EVENTS

16 million square meters of Areas plotted around the world in OnePlan.

"Event organisers were highly active last year, with over 25,000 events having now been created in OnePlan. It's a sure sign that live events have come back in a big way after the challenges our industry has faced in recent years.

The 2022 Event Site Planning Report shares some of the insights we track from our users' activity in OnePlan, to help you learn more about how the world's best event organizers plan events.

2022 was a huge year of events, with 16,896,631 sqm of Areas and over 463,712 items placed in OnePlan. Above all, we've enjoyed seeing the creativity, thoughtfulness and detail of how event organizers have planned their events, across so many event types and sizes."



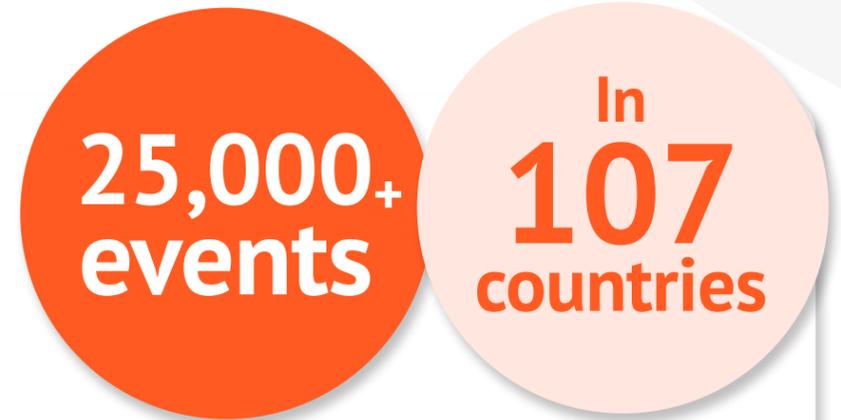
Paul Foster
OnePlan CEO and Founder

What is OnePlan?

OnePlan is an event site planning platform that provides an accurate and easy way to create your event plan. It's a web-based tool for anyone in your team or partners to access any time, to view the event site plan and make updates.

It enables indoor and outdoor planning, with the ability to upload existing CAD files that integrate seamlessly into your map view. Plan on different floor levels of your venue, and collaborate with suppliers, broadcasters, vendors and any stakeholders. In one click, you can also switch to 'Venue Twin', a life-like version of your venue as a 3D digital twin.

Organizers creating their event site in OnePlan can instantly see distance, area and capacity measurements, and choose from thousands of objects to place on their map.



Trusted by the World's Best Events



MANAGING CROWDS FOR SAFE EVENTS

Creating a thorough safety plan was essential for event planners in 2022. We're seeing action taken and responsibility placed on event organisers and venues to consider, develop and implement safety plans.



In 2022, there were **33,451** barriers and fencing placed in OnePlan, totaling **5,285,809** meters. That's more than the distance you'd drive from Miami, Florida to Anchorage, Alaska!

Crowd management can be accurately planned in OnePlan, enabling organizers to scenario plan risks. The intelligent mapping software shows distances in meters or feet, along with area sizes and capacities based on your attendee numbers.

International major events and protective security consultant Pete Dalton said he hopes to see more planning at major events in the future.

“There is a need to integrate event planning with emergency management. Crowd dynamics, crowd science and the application of crowd management must integrate with security and service.

Event professionals should be inquisitive in learning from such case studies, adopting a spirit of detailed analysis and without seeking to apportion blame.”



Pete Dalton

International major events and protective security consultant

Keeping crowds safe meant preventing crowd crush and other safety measures that come along with large amounts of people in one area. Crowds can turn deadly as we saw in the Itaewon Halloween tragedy last year, where sadly 158 people lost their lives in a crowd crush.



Planning an event and need guidance on rules or information in your area?

Check out OnePlan's **Event Guidance database** with links to over 500 documents in different regions and countries around the world.

WHAT ITEMS ARE EVENT PLANNERS USING?

In total 463,712 items were placed in OnePlan in 2022, enabling organizers to plan with accuracy and detail. Here's a selection of some of the main objects that organizers used.

463,712
total items placed
in OnePlan

Infrastructure



64,625
tents



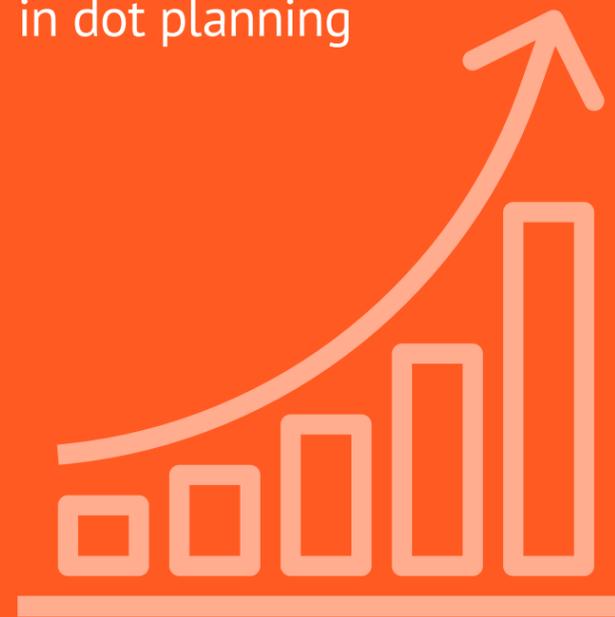
47,014
toilets



16,771
cars

Workforce and staff

273%
year-on-year increase
in dot planning



Crowd Areas

32,924
crowd areas
placed in 2022



FOCUS ON SPECIALTY EVENTS

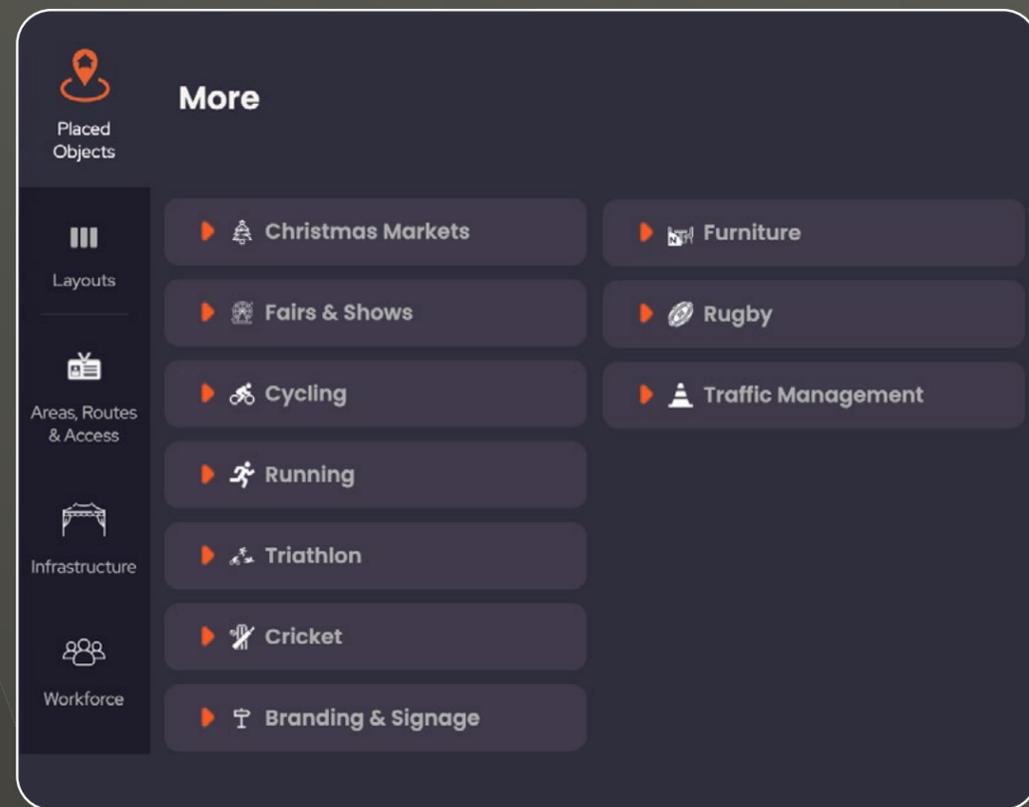
2022 saw an uptick in more specialized types of events. With the massive boom of live events coming back, event planners wanted more specific planning for the types of events they needed.

OnePlan expanded our event packs with a wider range of event types. No matter how specific the event - OnePlan has the right planning tools for you.

Want to find out more about planning a specific type of event?

OnePlan has free-to-use Event Packs with 100s of specialist objects for a wide range of events, such as Christmas Markets, Fairs and Shows, Running, and more.

The Event Packs can be found in the 'More' category.



23,929
Furniture items placed



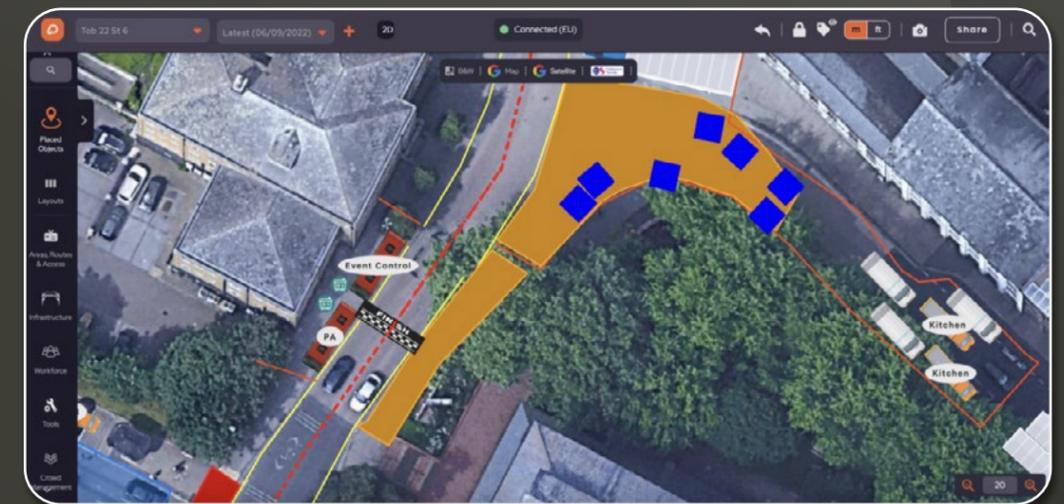
12,784
Running items placed



23,989
Fairs & Shows items placed



The **Tour of Britain** uses the OnePlan Running Pack to plan the multi-stage country-wide event. The 2022 event broke away from conventional cycling event mapping and used OnePlan to plan the massive race, saving hundreds of hours in planning, increasing efficiency and boosting sustainability.



Tell us what event you're planning!

We value feedback from the event industry in OnePlan. If you're planning an event and we don't have a pack for it, we want to hear from you! Reach out to us on our [contact page](#) to get in touch with our team.

WHAT WE EXPECT FOR EVENTS IN 2023

Based on global insights from our users, we're seeing growing trends in a number of areas. These include how event organizers and venue managers are benefitting from adding their existing CAD files into OnePlan.

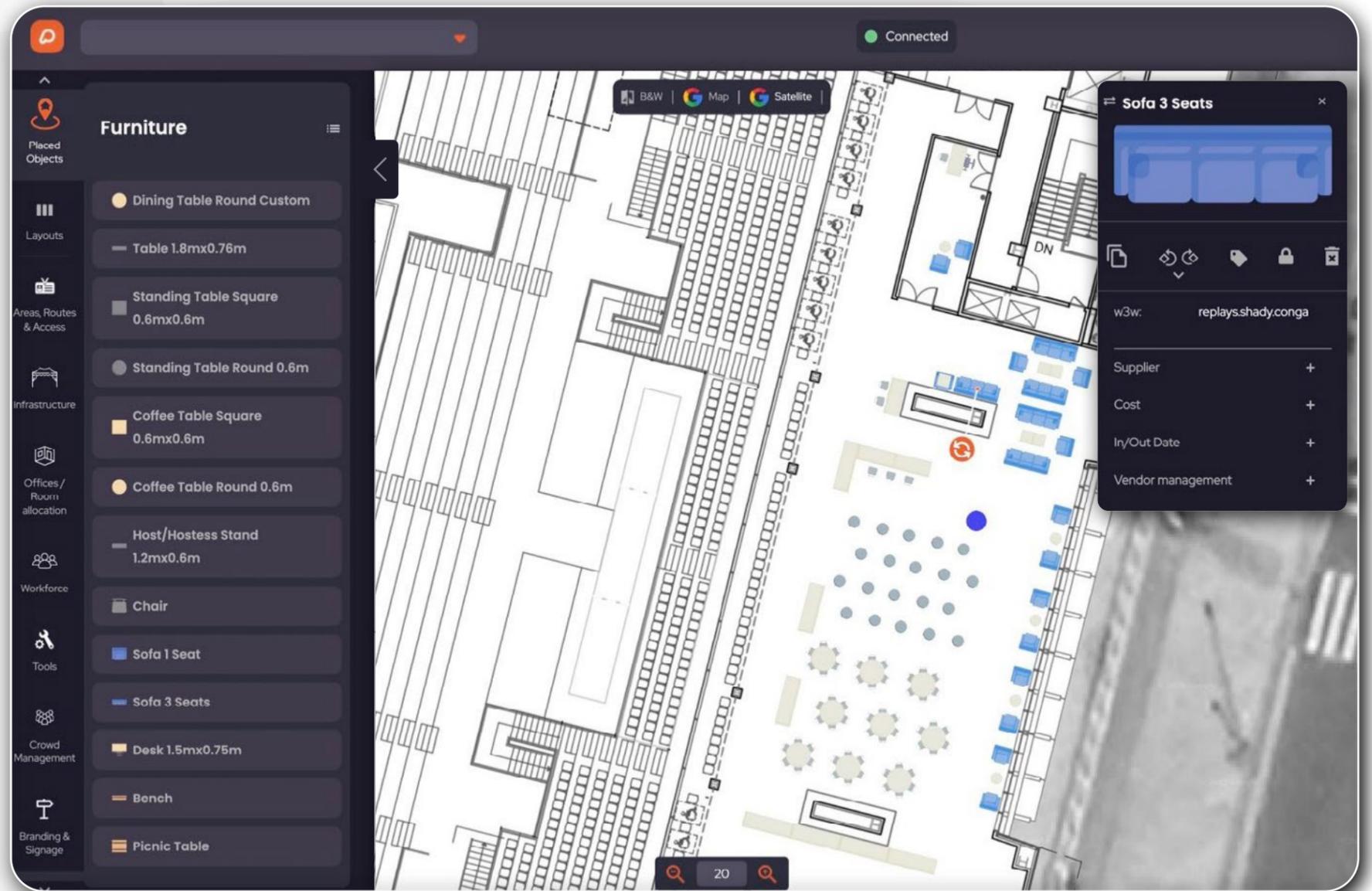
CAD and OnePlan: Making Planning Technology Easier

CAD, or computer-aided design, has been used for events to visualize construction, and enables the development, modification, and optimization of the event design process. Though many event planners find it difficult to learn and use, as well as costly if you outsource it. OnePlan offers a way to import CAD files into the software to plan on, making it infinitely easier to use with a minimal learning curve. It combines the best of detailed CAD files, with easy planning in a simple software that has cloud-based sharing.

"It would take me a day to do eight maps in CAD. In OnePlan, it's just 2 hours, meaning I have more time to make changes."



Sam Wilson,
National Operations Manager
Stadium



WHAT WE EXPECT FOR EVENTS IN 2023

We're also seeing trends in how events are being planned for environmental sustainability, and the continued rise of digital twins for planning major events.

Sustainability as a Priority

Events can have a heavy environmental impact. Think travel to and from the event, catering and food wastage, powering of a large space, single-use signage, and merchandise that often ends up in the trash.

In 2023, sustainability will be a priority. Event planners cut down on paper usage, create more meaningful and useful merchandise designed not to be thrown away, and more aspects will be digital.

Reduce your emissions significantly and decrease your amount of site visits to your event site with OnePlan. The Tour of Britain Cycling Race increased sustainability efforts in saving the extra emissions each site visit emits.

"Add fuel price and the environmental toll, and it beats travelling in the car for meetings I can just as easily conduct from home while working in OnePlan."



Rob Kennison
Finish Director
for the Tour of Britain

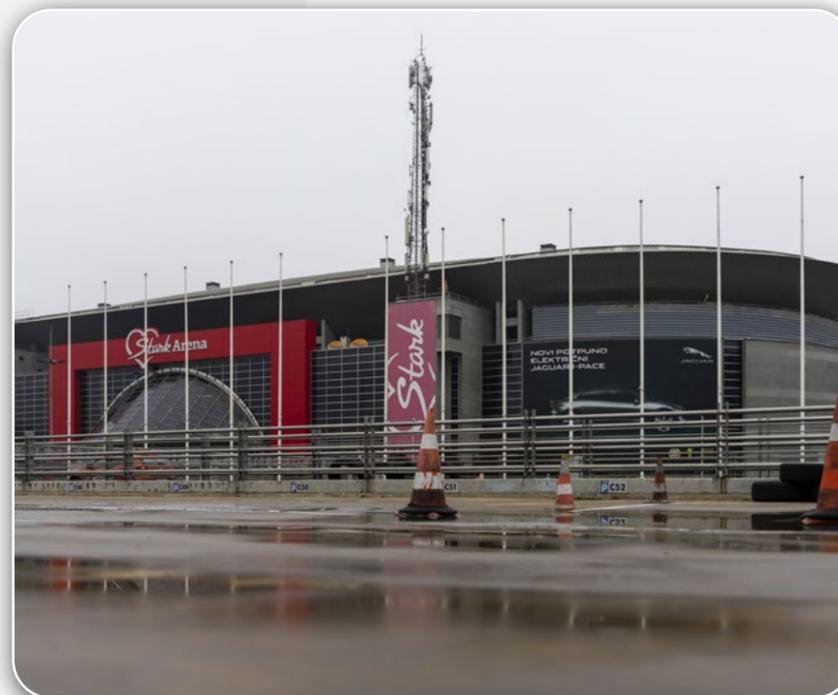
Increase in Digital Twin Technology

With faster server speeds and easy cloud access, digital twins are becoming a powerful new way to plan major events. Our award-winning Venue Twin software can be accessed in one click from OnePlan and shows a hyper-realistic view of your venue.

This can improve operational planning and management at your venue, saving you time and streamlining your process. It's also a powerful sales tool, as the [LA Clippers](#)

have found, and reduces the need for site visits, empowering your sustainability initiatives.

Digital twins save operational time and costs by using the virtual world to plan events and manage venues remotely. Venue Twin massively reduces the need for site visits and helps venues and events plan more efficiently and sustainably.



BOOK A DEMO WITH OUR TEAM



Stay ahead of the trends of event planning and see a demo of OnePlan in action with one of our event planning experts. You'll get insight into your event, best practices, and tips and tricks for safe, efficient event planning.

[Click here and schedule the time, and you'll be sent a link for a video call with someone in our team.](#)

[**Click here to book a 15 minute demo with our team**](#)



[**oneplanevents.com/book-demo**](https://oneplanevents.com/book-demo)