

# The Next Step:

How to Efficiently  
Utilize Shipping and  
Trucking to Improve  
Your Event Series

event **360**

**White Paper  
Series**

**VOLUME 3**

**Event 360 has used just about every transportation method to move event supplies all over the country. In 2017, we partnered with Shatterproof to produce the Rise Up Against Addiction 5K Walk/Run. In its first year, we used two Ropaks to ship some supplies from event to event for the series, and rented the rest of the equipment we needed locally. In 2018, we made the switch to outfitting a 28' semi-truck with all of the supplies needed for the series.**

We have found that purchasing the equipment you need and transporting it via truck throughout the season not only increases efficiency, but it also provides a significant return on investment within 1-3 years. Within the first year, the savings might seem minimal at \$5,000, but it is invaluable in the efficiencies gained. Organizing all supplies in one semi-truck also results in more staff time spent working in the office rather than traveling and organizing and procuring equipment locally.

The second year we saved over \$50,000 and more than \$100,000 in the third. These savings are passed on to the client, and owning and transporting assets in a seasonal truck rental also creates numerous operational efficiencies. 2019 found us utilizing our learnings from the Rise Up Against Addiction 5K and outfitting a semi-truck for our partnership with the Multiple Myeloma Research Foundation.

# Below are 5 steps to take when determining the best model for transporting key event supplies and equipment.

## 1 Rented Assets VS. Owned

A great place to start is gathering a manifest of all assets currently owned. Everything that you need to transport to each event. Second, review the previous year's budget to see which equipment rentals had the highest cost. This is when it's important to deep dive and crunch the numbers. Look at each line item to see if owning and transporting makes more sense than renting locally. Does purchasing a Start/Finish line truss outweigh the costs and hassles of contracting a vendor? What are your electric needs? This would also be the time to put together your "dream list" of everything you could possibly want. This step is likely the most important and requires a fair amount of time and research.

**TIP:** *Contacting your insurance broker should be part of this step to ensure you have a comprehensive budgeting plan.*

## 2 Prioritize and Find Efficiencies

There are a lot of questions to ask yourself. What elements are most important to your event? Is there a way to streamline the load-in process associated with those elements? For example: transporting barricades or hardware might be beneficial to ensure uniformity for sponsorship signage, in turn providing a better participant experience. Think outside the box when it comes to standard procedures. In the end, you need to assess how you can make the pre-event vendor purchasing or on-event process more efficient.

## 3 Purchasing

This can be the fun part if you're careful and do it right. Bring together a core team to manage purchasing all assets and plan truck routes based on cost and time. Be sure to watch the budget like a hawk. Include checks and balances with every major purchase. This step also requires a lot of research. It's important to make sure that you're purchasing quality materials to maximize the longevity and the year-over-year return on investment.

**TIP:** *Be 100% clear on who is making each purchase, that all tax and shipping is accounted for and that one person is the "owner" of your master budget. This will be useful when having conversations with your insurance broker.*



#### **4** Draw a Plan

Take the time to create a mock plan of your truck pack. During this, think about the ingress and egress of your event load-in. Can you build your truck to make that process easier? It's crucial to add foundations such as shelving, create an attic to maximize the truck "airspace" and use carts to help load and unload heavy equipment. Think about the number of staff you have on each event. Keep in mind that your plan will change.

#### **5** Build, Adjust, Build

As mentioned above, your plan will change as the build occurs. No truck is the same. While you have the measurements and your grand plan is seemingly perfect, you may have to be flexible during the build. More often than not, you will be able to find efficiencies and make positive updates. Leave some room in your budget for this step as you'll want to have wiggle room when making adjustments.

**TIP:** Add time to your estimated build schedule. Just like any project, if you want both quality and to be cost conscious, it will take time.

# A RECAP: Questions and Parting Thoughts when Assessing your Event's Transport Method

- 1 ASSETS:** Is the series ready for a jump to the next level? What efficiencies can be made for my team? What specific items can be purchased to create long-term savings? Is waiting for long-term savings possible and a priority?
- 2 PRIORITIZE:** What is important to your event? Does it make sense to invest all in the first year or create a 2-3 year purchasing plan? Can items be rented for one season?
- 3 PURCHASE:** Who will be on the purchasing team? Organization is key. Where can we cut cost? Does each price quote include shipping and tax?
- 4 PLAN:** Is my plan specific, yet adjustable? Who will execute the plan? How long will it take?
- 5 BUILD:** Where will the build occur? What is the shipping deadline?

## Shipping to Trucking Pros:

- 1** *Long-term savings*
- 2** *Additional staff "in office" time*
- 3** *Endless efficiencies*
- 4** *Less vendors to contract and rely on*
- 5** *Built-in Command Center*



Still have questions after reading this?  
Give us a call, we'd be happy to chat!

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