

VENUE OPERATIONS CASE STUDY

Los Angeles Memorial Coliseum Event-Day Operations

Client planning and event-day control across a 77,500-seat landmark venue.

ORGANIZATION	ROLE	TENURE	CASE FOCUS
USC Los Angeles Memorial Coliseum	Event Operations Account Manager	September 2023–October 2024	New Student Convocation 2024

EXECUTIVE BRIEF

My role connected client intent to operational execution. I translated event requirements into production schedules, run sheets, deployment documents, budget controls, vendor plans, venue coordination, and public-safety alignment—then carried those decisions through event day and closeout.

77,500 VENUE CAPACITY	50+ ANNUAL EVENTS	1,000 PERSONNEL AT SCALE	6-figure BUDGETS OWNED
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ACCOUNT-MANAGEMENT SCOPE

CLIENT TRANSLATION Converted creative, hospitality, field, and guest-service requirements into an executable venue plan.	PRODUCTION CONTROL Owned schedules, run sheets, staffing documents, SOPs, continuity plans, approvals, and change tracking.
CROSS-FUNCTIONAL LEADERSHIP Aligned facility teams, vendors, control room, guest services, and client stakeholders.	PUBLIC-SAFETY LIAISON Coordinated permitting, traffic, safety, and logistics requirements with LAPD, LAFD, and LADOT.

REPRESENTATIVE PORTFOLIO

USC Football • private activations • USC New Student Convocation • Fred again.. (sold out show)

SELECTED EVENT

USC New Student Convocation 2024

A concise frontline brief turned a large stadium operation into clear, guest-facing direction for an estimated 10,000 attendees.

10,000 ESTIMATED ATTENDANCE	5,500 STUDENTS	4,500 GUESTS	4 hrs PUBLIC WINDOW
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EVENT TIMELINE

TIME	OPERATING MOMENT	READINESS PRIORITY
7:00 AM	Main gates	Frontline deployment, entry-policy consistency, and guest-service readiness.
7:45 AM	Student lineup	Arrival sequencing, processional preparation, and accessible movement.
8:30 AM	Ceremony	Program operations, incident awareness, and venue-wide guest support.
11:00 AM	Event end	Egress communication, guest guidance, and operational closeout.

READINESS ARCHITECTURE

INGRESS + POLICY Arrival timing, clear-bag and prohibited-item guidance, and consistent entry communication.	GUEST SERVICES Priority answers for exits, restrooms, first aid, transportation, and supervision.
ACCESSIBILITY Accessible arrival, service awareness, and accommodation response embedded in the main brief.	SAFETY + SECURITY First-aid escalation, suspicious-activity awareness, and venue-entry expectations.
VENUE ORIENTATION Actionable gate, service-point, and wayfinding guidance for a complex stadium footprint.	WEATHER + COMFORT Heat, hydration, outdoor conditions, and guest-comfort reminders for frontline teams.

SANITIZATION NOTE / Restricted maps, access points, security procedures, personnel details, and proprietary venue information have been removed. The case study preserves the planning logic and guest-experience priorities.