



# REDUCING THE IMPACT OF EVENTS

## A Simple Guide

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## INTRODUCTION

Concerts and events, live shows and outdoor gatherings are all an essential part of life on the Queen Elizabeth Olympic Park. Events will help us build a sense of community and ensure that the Park becomes a place of excitement and spectacle for all; an international sports and cultural destination. Unfortunately though events can have negative impacts on the environment, they generate waste, use electricity, need 'stuff' to run them, along with lots of travel by the audience and participants for example.

The London 2012 Olympic and Paralympic Games inspired new standards in events and the London Legacy Development Corporation (LLDC) is committed to ensuring that events on the Queen Elizabeth Olympic Park continue to inspire new standards and innovative approaches to delivering events.

The intent of this guide is to help you minimise and reduce the impact of your event and in turn deliver a successful event for all.

## WHY HOLD A SUSTAINABLE EVENT

A sustainably managed live event is an event that seeks to minimise its resource use and all the potentially negative impacts on the environment of holding the event, whilst creating an experience that is memorable and enjoyable for everyone involved. Therefore among other benefits holding a sustainable event will help you achieve value for money and high attendee satisfaction. Benefits include:

- **Reduced expenses:** Something as simple as reducing paper and using electronic documentation avoids the costs associated with purchasing, printing and distributing event collateral. Sustainable options such as serving tap water instead of bottled water balances out more expensive choices like ordering sustainably-sourced fish; Several small changes can lead to significant overall cost savings for your event.
- **Saves resources and reduces waste:** Eliminating or reducing the use of items such as disposable glass, dishware and napkins saves paper and reduces landfill waste.
- **Enhanced image:** A sustainable event says a lot about the values of your organisation or group. It signals that your organisation or group is aware of potential impacts it may have on the environment or local community and is willing to take action. It also shows that your organisation or group is willing to meet the increasing demands for sustainable options. **Educates and motivates event participants and employees:** Being green not only affects the environment, it also impacts the well-being and experience of everyone involved. Holding a sustainable event may encourage others to implement these same technologies and practices in their own homes and businesses.
- **Meets and exceeds the expectations of event participants:** Consumers are beginning to demand green options in all areas of their lives. Many participants may not yet be aware that it is possible and cost effective to implement sustainable practices in a planned event.

This guide provides you with information on how to realise these benefits. Also it is not always possible to do everything suggested, so do think about the overall approach to planning and delivering your event and how the options outlined will support the deliver of your event and its success. It doesn't have to be all or nothing.

## TOP TEN TIPS

1. **Think green:** management and planning are key, consider your impact during all stages of event planning, implementation and delivery.
2. **Local area:** Look after your local community. Try to reduce congestion, litter and noise.
3. **Energy and water:** Think of inventive ways to reduce your energy and water usage.
4. **Transport:** Walking, cycling and public transport are healthy and more environmentally friendly ways to travel to an event. Provide guests with transport options.
5. **Reduce and reuse:** Think about what you really need – buy only what is needed and hire/reuse everything else.
6. **Responsible sourcing:** Try to support local businesses and socially responsible organisations.
7. **Food and beverage:** Try to showcase local, seasonal and Fair-trade produce and provide free drinking water.
8. **Make it easy to recycle:** Try to provide recyclable packaging and provide recycling and general waste bins.
9. **Be proud of your efforts:** inform your guests and attendees of your actions, such as when explaining emergency procedures say where the recycling bins are too
10. **Keepsakes:** Ensure giveaways add to the customer experience, are useful, reusable and/or recyclable

## LLDC SUSTAINABILITY FORMS

Alongside this “Reducing the Impact of Events” guide, you will have received the following forms:

- **LLDC Sustainability pre event form** – designed to help identify where your event can minimise its environmental impact
- **LLDC Sustainability post event reporting form** – designed to provide the information needed to enable more sustainable events into the future.

It is a requirement of your event hire agreement that you complete both of these forms and return them to your Event Manager.

Copies of these forms are attached to this document in the Resources section. You will also be provided with these documents in excel format.

## BEFORE THE EVENT

Early planning is essential to hosting both a successful event and more sustainable event. During the planning of your event it is important to consider the potential impacts you could have on the environment or local people.

These guidelines identify key areas which the LLDC consider most relevant to events on the Queen Elizabeth Olympic Park.

### Management

Management is key to a successful event and to delivering a more sustainable event.

Key considerations include:

- If you regularly hold events, **consider developing your own environmental policy and action plan.**
- **Include environmental considerations in your event planning** from the earliest stages. The basic considerations are:
  - Minimising the energy you will need to power the event (lighting, PA, special effects and general requirements for powering the event).
  - Minimising the waste your event (and its attendees) will generate.
  - Minimising how much water your event (and its attendees) will require.
  - Protecting the parklands and the wildlife on the Park.
  - Promoting sustainable lifestyles to attendees.
  - Increasing the use of public transport, car share, cycling and walking.
  - Sourcing environmentally sustainable catering and materials.
- **Give staff / volunteers responsibility** Appoint an 'environmental manager'. If you regularly hold events consider permanently allocating green responsibilities and additional training to specific staff members or regular volunteers that could become a 'green team' for your events.
- **Allow for time** to ask questions of suppliers.
- **Venue / Park Features** Ask your LLDC Event Manager to explain the Venue or Park's environmental features that you have control of during your event.

### Impact on the local area

Some events, especially outdoor events can cause localised impacts on the environment. These may relate to physical impacts on the natural habitats and other features for example noise and litter.

Key issues and measures to consider include:

- Implement measures to protect the parklands such as hard-standing surfaces where there will be lots of people.
- When designing the site layout protect open space through considering where people will gather.
- Measures to prevent and deal with spillages of hazardous substances.
- Monitoring and managing noise.

- Minimising light spill from event and security lighting.
- Implementing contingencies to 'make good' any damage caused by the event.

Your LLDC Event Manager can help you with developing a Park Protection Plan for your event.

## **Energy consumption and conservation**

Staging events can place high demands on energy, especially for lighting and audio-visual equipment, IT, heating ventilation and air conditioning (HVAC) and broadcasting. Advance planning can help reduce energy demand.

Key considerations include:

- Energy supply:
  - If the event is outside consider using low-carbon fuels and renewable energy.
  - Hold the event in daylight hours if appropriate/feasible, to minimise the additional lighting needed.
- Energy efficiency of equipment and appliances:
  - Use electrical equipment with reduced energy demand such as A rate appliances, A rated lighting and 'energy star' compliant computer equipment.
  - For temporary show lighting give preference to low energy lighting options.
  - Use the Greenpeace Guide to Green Electronics which ranks mobile phone, TV and PC manufacturers.
- Ensuring appliances, equipment and lighting are switched off when not in use, especially between a rig check and the show.
- Make sure you know who is managing your energy supply, ensuring you can get information on how much energy your event used.

## **Water Management and Conservation**

Measures around water conservation and waste water management are integral when planning your event.

- Use tap water or bulk stored water.
- Depending on the entry conditions of your event, encourage attendees to bring reusable water bottles that can be refilled at the event, or provide reusable bottles / cups for your attendees.
- Make sure you know who is managing your water and waste water, ensuring you can get information on how much water your event used and how much waste water was generated.

## **Travel and Transport**

Transport emissions and local congestion are potentially the most significant environmental impacts of hosting an event. Where it is practical and safe, attendees and participants for the events on the Queen Elizabeth Olympic Park should travel by public transport, walking or cycling.

Key considerations for guests, crew and/or transportation of goods include:

- Encouraging walking, cycling and public transport as the best way to get to the venue

- In your promotional materials: providing details of local transport links
- Promote the use of cycle routes and cycle parking within the Park
- Prepare to monitor the travel undertaken for your event (including during production stages if feasible).  
You can use this information to work out the carbon footprint of your event (see Template 1 at the back of this document).

### **Sourcing products and services**

For all event purchases, the starting point should be to consider if the product or service is essential to delivering the customer experience. In many cases it will be possible to deliver the same or better experience using less material. All products and services should be sourced that are processed and produced in line with nationally and internationally acceptable environmental, social and ethical guidelines and standards.

Where items are essential, consider whether they can be hired in or reused from previous event rather than buying new. If not, the following points should be considered.

#### Where does it come from?

- Seek to source locally, wherever possible.
- Where local sourcing is not possible, ensure you understand where items are originating from and how they are transported.
- How will it be transported? Seek to use sustainable modes of transport, such as delivery by rail, electric vehicle or even bicycle wherever possible.

#### Who made it?

- Ensure labour is subject to fair employment practices.

#### What is it made of?

- Recycled or recyclable material is preferable.
- Maximise the use of products and materials with recycled and reused content.
- Procure timber either directly or through contractors, from recycled or reclaimed sources, or be accredited to meet Forest Stewardship Council (FSC) standard or equivalent.
- Where it is not practicable to use Forest Stewardship Council (FSC) standard accredited timber use timber accredited through other schemes approved by the Central Point of Expertise on Timber (CPET).
- Avoid PVC whenever possible (a common choice for signage, cabling and tape). Alternatives are available such as PTFE and canvas.
- Minimise or prevent the use of polystyrene in props.
- Choose corrugated plastic board over foam-core.

#### What is it wrapped in?

- Minimise packaging. Where essential, ensure it is made of recycled materials or is recyclable.

### What will happen to it after the event?

- Could it be used again for future events?
- Design infrastructure and products that can either be reused or recycled.
- Can it be reused without reprocessing?

In addition talk to your suppliers about what environmentally responsible products and services they offer and select suppliers with environmental credentials.

### **Catering**

There is increasing focus on the event catering industry to provide responsibly sourced food and cater for a diverse range of people.

Consider the following:

- Where possible use food that is:
  - Nutritious and healthy
  - Seasonal
  - Sourced from small, diverse, local producers
  - Fair trade
  - Produce using higher animal welfare standards and protecting the environment
  - providing sufficient options to cater for diverse dietary, ethnic, cultural and practical needs;
- Making use of the Park catering facilities The LLDC and its Venue and Park Operators have purchasing policies that include environmental sustainability and employ local staff.
- Providing of cups, glasses, plates, cutlery and food packaging that are reusable or recyclable;
- Labelling food; for example, vegetarian, organic, halal, gluten-free, vegan etc.

### **Waste Management**

Events generally produce large quantities of waste. Given careful planning there is considerable scope for much of this to be avoided.

The waste that does arise should be channelled into reuse, recycling or composting streams.

Key considerations:

#### **Reduce**

- Base purchasing decisions on what you really need and where possible on accurate information about usage.
- Where possible lease products and equipment, to minimise the amount of waste arising.
- Reduce the amount of material produced to promote the event and for use at the event.

#### **Reuse**

- Use refillable and reusable cups, containers, plates and cutlery.

## **Recycle**

- Provide clearly labelled bins that match the Venue/Park recycling.

## **Communications**

Good communications are an essential part of a sustainable event. It is important to ensure all participants and attendees can receive and relay information before, during and after the event.

Good practice measures for communications include:

- Prioritising communications by electronic mail and other new media applications.
- Minimise the use of printed materials, where possible, and preference should be given for electronic publications.
- Ensuring that marketing of the event is aimed at a wide range of people.
- Pre event materials can explain the features that they can make use of:
  - Recycling bins provided throughout the site.
  - Cyclists' storage and shower facilities (when available).
  - Travel and local amenity information, including public transport provision, pedestrian and cycle paths.

Where it is necessary to print materials good practice measures include:

- Double-sided printing;
- Printing in black ink on a light background;
- Using colour only for essential messaging;
- Maximising the contrast between text and background;
- Providing information on posters rather than individual handouts;
- Maximising the recycled content of the material to be printed on;
- Using inks with minimal environmental impacts, such as vegetable-based inks; and
- Stating accurate details of material and printing processes on all products; for example, printed on 100 per cent recycled paper from post-consumer waste using vegetable-based inks.
- Use paper and card produced using non-chlorinating bleaching methods
- Where appropriate try not to include a date on materials so they can be reused

## **Give-aways**

Events typically involve the production of large quantities of give-aways, such as gifts, leaflets and assorted freebies. There is an opportunity here to consider a more sustainable approach to defining the need and specifying quantities, types and associated packaging.

The starting position for the Legacy Corporation is that give-aways should be viewed as keepsakes. If a keepsake is essential and adds to the customer experience, key considerations include:

- Ensuring keepsakes are useful and re-usable or have a desirable value.
- Providing keepsakes made of recycled and recyclable materials.
- Minimising packaging.
- Ensuring packaging if needed is made of reusable, recycled or recyclable materials.



## DURING THE EVENT

This is the time when most of the actions outlined previously are implemented and it is now time to monitor your actions and to make sure there are no negative outcomes.

Take the opportunity to be proud of what you have achieved through implementing these guidelines. Good ways to spread the word about the lessons you have learned include:

- Providing sustainability facts and figures in speeches, presentation, or as rolling text on screens – for example, resources saved, what will happen to the set afterwards?
- Displaying signage detailing the measures undertaken.
- Displaying signage to promote more sustainable ways of working.
- Publishing press releases or case studies about sustainability.
- Integrating sustainability messages into press releases.
- Feedback to staff: communicate achievements during the event (where feasible) to motivate and maintain action.
- Engage with and reward the attendees' role in greening the event. e.g. offer incentives for the audience to recycle and use greener travel options, and consider providing displays where they can find out more and consider personal actions.
- Promote other environmental features of the Venues and Park that attendees may not use directly but reinforce your event's environmental commitment and choice of location; e.g. low energy and low water use features, and biodiversity planting.

## AFTER THE EVENT

- Review the event against the measures that you said you would implement or your environmental policy and action plan if you developed them. Discuss what worked and didn't work in your debrief meetings with staff, stakeholders and your LLDC Event Manager.
- Provide feedback tell your attendees, participants and suppliers what worked and didn't work, and what impact they made and ask them for their thoughts.

## POST EVENT SUSTAINABILITY FORM

Please fill this out and return to your events manager (this form will also be provided to you in excel format)

	Please provide the necessary answer by <b>replacing the text.</b>
	Please provide any other details
	No answer needed

### Event Sustainability - pre event questionnaire

Area	Question	Response	Guidance	Details
Guidance	Have you received and read through the “Simple Guide to Sustainability at events” that was received in the events application pack	Yes / No		
Sourcing	Will you be considering responsible sourcing in the following ways:		Page 5 - Sourcing products and services	Please provide any other details on how you will be implementing responsible sourcing
	Locally sourced goods and services?	Yes / No		
	Goods manufactured by those with fair employment practices?	Yes / No		
	Applying the London Living Wage?	Yes / No		
	Goods that will be delivered in a sustainable manner?	Yes / No		
	Materials manufactured using reused / recycled materials?	Yes / No		
	Materials with sustainable procurement standards, such as FSC?	Yes / No		
	Materials that create less waste at the end of their use	Yes / No		
Energy	Who will your event’s energy be managed by? Engie? GLL? Other?	Engie / GLL / Other?	Page 4 - Energy consumption and conservation	Please provide some details on how you are going to reduce your energy consumption
	Will you be doing anything to reduce your energy consumption and bills? E.g. training staff in energy efficiency, ensuring low energy devices are used.	Yes / No		
	Will you be using diesel / bottled gas for generators, catering or other equipment at your event?	Yes / No		
Water	Who will your event’s water be managed by? Engie? GLL? Other?	Engie / GLL / Other?	Page 4 - Water management and conservation	Please provide some details on how you are going to reduce your impact associated with water consumption
	Will you be doing anything to reduce your impact relating to water consumption? E.g. training staff in water efficiencies, encouraging the use of tap water and reusable bottles.	Yes / No		
Waste	Who will your event’s waste be managed by? Engie? GLL? Other?	Engie / GLL / Other?	Page 7 - Waste	Please provide some details on how you are making sure your event waste will be dealt with properly

	Are you ensuring your waste is being dealt with properly, making sure no waste goes to landfill during the build, operation and takedown of your event?	Yes / No	management	
	Are you ensuring you reduce the amount of waste your event will produce? E.g. reducing packaging at the event, ensuring materials are reused after the event.	Yes / No		
	Will any hazardous waste be produced during the build, operation and takedown of your event?	Yes / No		
Catering	Will your event be catered? If so, will you be signing up to the following:		Page 6 - Catering	Please provide any other details on how sustainable food initiatives you will be implementing
	Legacy Food Pledge	Yes / No		
	Healthy Caterer's Commitment	Yes / No		
	Red Tractor	Yes / No		
	Fairtrade goods	Yes / No		
Transport	Will you be encouraging your event attendees to use sustainable modes of transport?	Yes / No	Page 5 - Travel and transport	Please provide some details on how you will be encouraging sustainable transport
	Will you be carrying out a travel survey? Please see the travel survey template on the next sheet.	Yes / No		
Emergency Procedures	Have you considered if your event needs the following during the build, operation and take down of your event:			Please provide detail on any other emergency procedures you will be implementing
	Bunded or protected areas for refuelling	Yes / No		
	Bunded or protected areas for storing hazardous materials	Yes / No		
	Spill kits in accessible spaces	Yes / No		
	Spill kit trained staff	Yes / No		
	I don't need these in place	Yes / No		
	Other type of emergency response	provide detail >		
	Will you be testing these procedures before your event?	Yes / No		

**POST EVENT SUSTAINABILITY FORM** – Please fill this out and return to your events manager (this form will also be provided to you in excel format)

<b>Your Event Name:</b>	Name
<b>Your Event Days:</b>	Number
<b>Event organiser name:</b>	Name
<b>Email address for person completing this form:</b>	Email

	Please provide the necessary answer by <b>replacing the text.</b>
	Please provide any other details by replacing the text.
	No answer needed.

### Event Sustainability - post event questionnaire

Question		Response	Further details
<b>Event Information</b>	How many people attended your event in total?	Number	
	Which venue or where in the Parklands did your event take place? Please Select:	Mandeville Place	The "Simple Guide to Sustainability at Events" has a Queen Elizabeth Olympic Park map which may be useful
	If other, please provide details:		
	Did you read the 'Simple Guide to Sustainability at Events' that was provided in the events application pack?	Yes / No	How could the LLDC help you provide a more sustainable event in the future?
	Was the "Simple Guide to Sustainability at Events" helpful? If you have any suggestions for improvement, please provide them in the green box to the right.	Yes / No	
	Did you use any Park providers for your event (e.g. your venue provider, Greenwich Leisure Limited (GLL), The Landscape Group (TLG))?	Venue / GLL / TLG / Other / Didn't use these providers	
	Did you contract these providers directly or through the LLDC?	Directly / LLDC	
<b>Energy</b>	Who was your event energy managed by? If other please specify.	Venue / Other	How did you ensure your event was energy efficient? E.g: Ensured lights/ generators/ other equipment were turned off. Trained staff in

	How much, if any, of the following did you use? <b>This information can be found on energy bills, fuel receipts, meter readings.</b>		energy efficiency. Gave attendees information on energy efficiency
	Mains electricity did you use?	Kilowatt hours (kWh)	
	Diesel did you use?	litres	
	Diesel did your concessions use?	litres	
	Biodiesel did you use?	litres	
	Renewable energy did you use?	Kilowatt hours	
	Bottled gas did you use?	litres	
	Did you implement energy saving measures during the build, operation and take down of your event? If yes, please provide information in the green box to the right.	Yes / No	
<b>Water</b>	Who was your event water managed by? If other, please specify.	Venue / Other	How did you ensure your event was water efficient? E.g. Ensured equipment used the smallest amount of water possible. Trained staff in water efficiency. Encouraged attendees to reduce bottled water consumption and bring their own bottles of water.
	How much, if any, of the following did you use? <b>This information can be found on water bills, water bottle receipts, meter readings.</b>		
	How much water did your event use?	Litres / m <sup>3</sup>	
	How much bottled water did your event use?	Bottles	
	How much waste water did your event generate?	Litres / m <sup>3</sup>	
	Did you reduce water use during build, operation and takedown of your event? If yes, please provide information in the green box to the right.	Yes / No	
<b>Waste</b>	Who managed your event waste? If other please specify.	Venue / Other	How did you make sure your event waste was managed properly? E.g. Separated all waste at it's source to make sure it could be recycled, composted etc. Trained staff in managing waste properly. Provided clear signs to attendees on how to manage their waste. Reduced waste by reducing packaging, reducing
	Did you produce a waste management plan? If yes, please attach this.	Yes / No	

	How much waste did your event produce in total? <b>Your waste carrier or disposal agency should have this information, as well as information on the below:</b>	KGs or Tonnes	materials during the build of the event etc.
	How much was recycled?	KGs or Tonnes	
	How much went for composting or anaerobic digestion?	KGs or Tonnes	
	How much went for energy recovery?	KGs or Tonnes	
	How much went to landfill?	KGs or Tonnes	
	How much went for reuse? This could be anything that you rented and gave back, eg, stages, lights, sound systems	KGs / Tonnes or items	
	Did you reduce the amount of waste generated during the build, operation and takedown of your event? If so, please provide information in the green box to the right.	Yes / No	
<b>Responsible Sourcing</b>	Did you apply sustainable / responsible sourcing at you event? If so, please provide more information in the green box to your right.	Yes / No	how did you ensure your event was responsibly sourced? E.g. Locally sourced goods and services. Ensuring fair employment practices (London Living Wage). Sourcing materials that used reused or recycled materials. Sourcing materials that create less waste after use.
	Did you produce a resource assessment using the Industry green carbon calculator? If yes please provide the relevant data files.	Yes / No	
	Was your event catered?	Yes / No	Did you do anything else to ensure your catering was sustainable? E.g. locally sourced food. Using only seasonal food. Reducing meat consumption.
	Did you sign up to the following?		
	Legacy Food Pledge	Yes / No	
	Healthy Caterer's Commitment	Yes / No	
	Red Tractor	Yes / No	
	Fairtrade goods	Yes / No	
	Other? Please provide information in the green box to the right.	Yes / No	

	Did you do anything else to ensure your catering was sustainable? If yes, please provide information in the green box to the right.	Yes / No	
<b>Travel</b>	Did you carry out a travel survey? If yes, can you please attach the results with this survey?	Yes / No	How did you promote sustainable transport? E.g. Promoted public transport and ensured attendees knew the best routes. Provided extra bicycle parking. Enabled attendees to walk to the event through clear signage.
	Did you promote sustainable travel to your events goers? Please provide information in the green box to the right.	Yes / No	
<b>Emergency Response</b>	Please confirm which of the following you had in place:		What emergency plans did you have in place, and how effective were your emergency plans?
	Bunded or protected areas for refuelling	Yes / No	
	Bunded or protected areas for storing hazardous materials	Yes / No	
	Spill kits in accessible spaces	Yes / No	
	Spill kit trained staff	Yes / No	
	This event didn't need these in place	Yes / No	
	Did you use other types of emergency response? Please provide details in the green box to your right	Yes / No	
	Did you test these procedures prior to your event?	Yes / No	
	Did you have any environmental incidents at your event?	Yes / No	
	If yes, how effective were your emergency plans? Please provide information in the green box to the right.		
<b>Other</b>	What other sustainability initiatives did you undertake that you are proud of? Please let us know in the green box below.		
	We're interested in anything you did that you're proud of? E.g. did you choose not to print any materials to reduce your impact, or did you perhaps try something new for your event?		

### EXAMPLE: Event Travel Survey

We would like to know how events goers are arriving at Queen Elizabeth Olympic Park and also to understand how far they are travelling. Collecting the information below will enable us to work out the Carbon footprint associated with our hosting events on the Park. An example of the kind of data we can get from travel surveys is included in the Sustainability Pre Event Survey.

How you can help us:

1. Collect the information below by asking a sample of people how they got to your event. It doesn't have to be everyone, but for the information to be reliable, please think about how many people you are sampling in relation to the size of your event – surveying 5 people out of an event of 40,000 won't give us a very reliable picture! Places where you could ask people for this information include at the entrance to your event, or at places where they are queuing.
2. Fill out the post event GreenIT event form by providing the total number of responses in each box.

What was the main form of transport you used to get to the park today?	How far did you travel?		
	Not far- less than 5 kilometres (3 miles)	Quite far – 5 to 16 kilometres (3 to 10 miles)	Far – more than 16 kilometres (More than 10 miles)
Walked/ on foot			
Cycled			
Coach			
Bus			
Train (National Rail)			
Tube (Underground)			
London Overground			
Taxi			
Motorbike			
Car (alone)			
Car (with others)			
	Which country did you start your journey in?		
Domestic Flight			
Shorthaul Flight			
Longhaul Flight			
Ferry			

### Collecting the information

There are a few ways you could collect the information above:

1. Print off a copy of the table and use it like a tally chart when surveying your events goers at your event
2. Download this document onto a tablet or phone and update it electronically as you survey your event goers at the event
3. For the flight section, just list out the countries that people tell you their flights have come from.