THE NEW GENERATION OF EVENTS- GET SET GO!!!

stage sound & tech

Very recently we spoke at the prestigious **PALM Expo** in a fireside chat, on if we can achieve speed and finesse in executing an event, and if we can set up an event within 90 mins. and if we can wrap up and leave the venue in the same lighting speed. Post this amazing chat that happened with the industry experts, manufacturers and end users. What came across as take away points within this conversation is that the most important aspect within this is the backbone system that needs to be built, the cabling, wiring and most importantly the education that goes behind this whole ecosystem.

Consolidation of Resources

Events in today's time are always planned and executed in a hurry! How do you achieve speed. But at the same time improve in the quality of execution and stand out within the rising competition? Let's start by decoding what takes the most amount of time! How can education help? How can the right planning and plotting make life easy and where should you as engineers, stakeholders, technical production managers be spending the maximum time?

Learn and Grow

The life of an event starts with education; every successful event has a technical backbone and the success to achieve speed and perfection comes from the right knowledge. We again should be thankful to the R&D Division of every manufacturer who have developed not just amazing products but also prediction software, applications that make it very easy to send the data to the right devices with just the click of a button and more. The best practice is to make sure that we are educating every person that walks through the doors of any rental company or an integrator and train them in using these software. Almost all of them in today's time are pretty much accurate, at least some of them that we use are definitely very accurate in the audio space. We are sure you can find the same in the lighting and visual space as well. Education not just helps having a successful event, but is a very efficient HR tool,

In India we have a lot of workforce that don't come from a formal education background, having trainings for them, equipping them with the knowhow of even just the gear that a particular rental company owns is morally encouraging and keeps your workforce happy.

Rigging & Setup

Manufacturers in today's era be it speaker manufacturers or lighting fixture manufacturers or LED Wall specialists or all the allied equipment that come within the ecosystem, have

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found innovative ways to reduce rigging, placement, tuning and setup time; things have become considerably lighter than what it used to before. This solves majority of the hurdles to reach the load and fire up stage of an event. What's also very important is the implementation of the data from the prediction software, this will make sure that whatever time you have spent in getting things in place is accurate and you never do double work, after all it's not just about speed but it's also about quality.

The Fire Up Stage

Embracing technology and new age way of working is the most important

part of growth of any service provider in this space. When the world moved from Analog to Digital, there was a revolution within the industry, be it in the console kingdom or the amplification world, or the intelligent lighting world! The one common thing that connected all these was a magic word called copper. Today that magic word is slowly changing to Glass.... Eh.. Fiber is what we mean! The world of fiber optics is ever growing! Going to much intelligent solutions that marry every signal that one wants to

send be it AVB or ARTnet or DANTE or just a basic IP Data signal, now multiple signals like this can be transported from your FOH and Stage with just one cable, and that too with the robustness that our tour grade life and complicated installation world demands. Use of such technologies makes it super quick to fire up, makes it far more presentable, and can travel way larger distances than the regular copper cables. We are talking so much about cables, that's because it's statistically proven that cabling takes the most amount of time in any technical setup.

It's Not The End Of Copper

Although the master transport can be

done via Fiber there are a lot of applications where fiber is yet the only way to get things done, for example last mile delivery of signals, power etc. But what makes things faster is the simplicity and smartness that some of the world's largest cable manufacturers have developed in terms of multicore hybrid cables. Running stage signals via standard **XLR Snakes** is the thing of the past. Today you use a single cable to run power and signal on the same multicore cable, thereby saving time and energy for the stage setups. Similarly running power via Multicore cables with Multi-Micro Pin connectors!

Clean It Up!

Apart from a great setup, disassembly is one of the most torturous parts of any event. By the time it's time to finish and move, a lot of the workforce is already tired! It's best to plan a windup right at your warehouse before leaving. We have always created a checklist and sent a fresh set of eyes especially to make sure that no gear is left behind! Remember there is no point in setting up in 90 mins if we cant leave in 90 mins. And the less number of gear on a gig, the less things left behind!

What Should I do? The Conclusion To A New Beginning

As engineers and people who run the show or an event, the maximum concentration should be on execution! What more can I do to make this gig memorable for the stakeholders, and what can I learn more! Often because of time constraints engineers, system designers, and show runners end up running through the process of not using technical systems of any kind to their full potential. This will change when setups get faster. With the ever growing technical demands that event companies, and promoters have and like we mentioned before the time to get these things done is always less. Today from snapshots to timecodes, and pre-programmed changeovers everything is possible within what we already have! it's time to harness the power that each of this equipment provides to us.

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