

Coachella 2022

Sibel Yalin

Role: Artist Credentials
Evening Manager

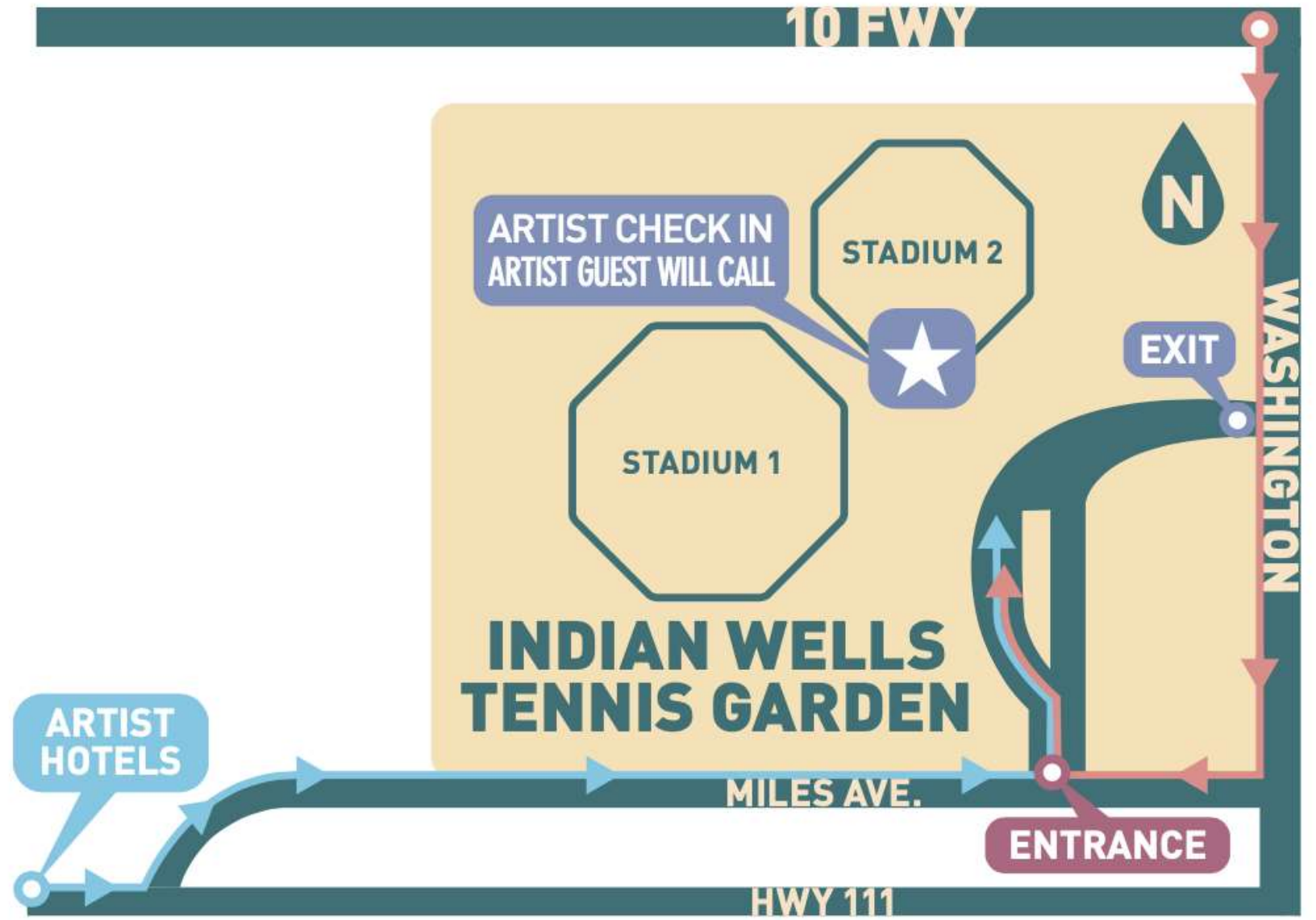


Project Description:

- ▶ Communicate with Artist Relations director and manager in order to ensure all Artist's & their teams have proper credentials for both weekends of Coachella. This includes parking, meal, and photo passes.
- ▶ Manage a staff of artist check-in employees, ensuring all staff is properly trained in ticketing software, knowledgeable of how to communicate in a succinct and approachable way, and troubleshoot any issues that may arise.
- ▶ At times, travel to off-site locations in order to deliver appropriate materials to teams
- ▶ Manage inventory credentials and ticket scanners. Ensure the safety of the team & all materials



Where
We
Were:

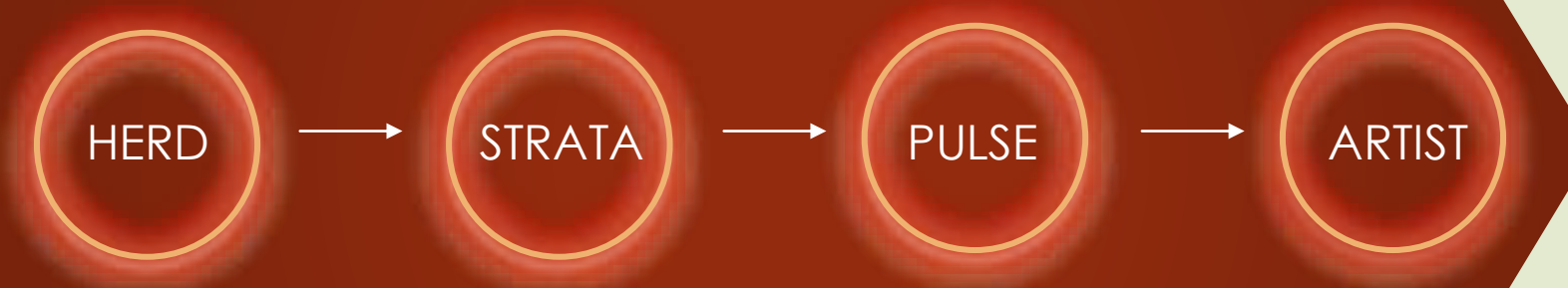




Palm



METHODS:



- **HERD:** Google Sheets system given to each artist's management team. This sheet specifies how many of each credential they have been approved for by our production director & manager. The artist's team fills this out specifying the names of everyone on their team
- **STRATA:** Coachella's ticketing system. Myself and the daytime credentials manager will take the info given to us from Strata and create a place for it within this system
- **PULSE:** Issuing System. This is how the ticketing system gets physically assigned to the RFID chips within the wristbands of attendees

Deliverables:

Approximately 6,152 people will have their credentials distributed to them from our check-in booth per weekend from the teams of the 182 total artists on the line-up

Credential types include Artist passes, Photo passes, Artist Guest passes, VIP passes, and Parking passes

Only an artist's tour manager, production manager, or day-to-day manager can pick up credentials for principal artists **ONLY** in the form of a packet

Calendar & Important Dates:





Required Resources:

- ▶ Office to use as our check-in
- ▶ Basic Office Supplies- Manila Envelopes, sharpies, printer, paper, tape, scissors, pens, post-its, notepads, pens
- ▶ shelving unit
- ▶ Chairs
- ▶ Tables
- ▶ Decor
- ▶ Storage containers/boxes
- ▶ Personal/work laptops + chargers
- ▶ Credentials
- ▶ RFID Scanners + USB cables, adapters when necessary

Staff Scheduling/Safety Protocols & Offers:

- Staff must take 30-minute breaks every 5th hour they are at work
- Noone is allowed to work 6 days in a row
- Meals and Lodging are provided; travel is not
- Security is provided for our team to ensure safety while on duty
- If medical attention is required, there is a list of covered Urgent Care facilities and ER's. Any serious injury requiring medical attention shall be covered under Workman's Comp. A medic is on-site 24/7
- Work schedule is made available via google doc made by the managers

Coachella/Stagecoach artist check-in

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First	Last	Email	Notes	Arrival	Dietary	Position
						ARTIST CHECK IN MANAGER
			Emma roomie		Allergic to Peanut Butter. No tomatoes.	ARTIST CHECK IN NIGHT MANAGER
						ARTIST CHECK IN - RUNNER
			Sibel roomie	Mon or Tues	No beef or pork. Seafood and chicken is fine	ARTIST CHECK / CHANGES PAYROLL MAN
			Set up time for training before Thurs	Tuesday 4/12	NA	ARTIST CHECK IN - DAYS
			Set up time for training before Thurs	Wednesday 4/13	NA	ARTIST CHECK IN - DAYS
			Set up time for training before Thurs	Wednesday 4/13	NA	ARTIST CHECK IN - DAYS
			Set up time for training before Thurs	Wednesday 4/13	NA	ARTIST CHECK IN SWING
			Set up time for training before Thurs	Thursday 4/14	NA	ARTIST CHECK IN SWING
			Set up time for training before Thurs	Thursday 4/14	NA	ARTIST CHECK IN SWING
			Set up time for training before Thurs	Thursday 4/14	NA	ARTIST CHECK IN SWING
				Local?	NA	ARTIST CHECK IN SWING
				Monday 4/11	NA	ARTIST CHECK IN NIGHTS
				Sunday 4/10	Allergic to bananas. does NOT like cheese	ARTIST CHECK IN NIGHTS
				Tuesday 4/12		

This is what our staff google document looked like. We included a section for people to write down food preferences/allergies, arrival dates, positions, and indicated what their hours would be like for the next 3 weeks.

Coachella/Stagecoach artist check-in

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	P	Q	R	S	T	U	V	W
	Thursday, April 14th	Friday, April 15th	Saturday, April 16th	Sunday, April 17th	Monday, April 18th	Tuesday, April 19th	Wednesday, April 20th	Thursday, April 21st
	7am - 7pm	7am - 7pm	7am - 7pm	7am - 7pm	OFF	9am - 6pm	9am - 6pm	7am - 7pm
	1pm - 1am	1pm - 1am	11am - 11pm	12pm - 9pm	OFF	9am - 6pm	9am - 6pm	1pm - 1am
	8am - 8pm	8am - 8pm	8am - 8pm	8am - 8pm	OFF	OFF	OFF	8am - 8pm
	10am - 10pm	10am - 10pm	10am - 10pm	9am - 9pm	OFF	OFF	9am - 6pm	10am - 10pm
	7am - 7pm	7am - 7pm	7am - 4pm	OFF				7am - 7pm
	7am - 7pm	7am - 7pm	7am - 2pm	7am - 2pm				7am - 7pm
	7am - 7pm	7am - 7pm	7am - 4pm	7am - 4pm				2pm - 11pm
	7am - 7pm	7am - 7pm	10am - 5pm	10am - 5pm				7am - 7pm
	5pm - 1am	10am - 10pm	10am - 10pm	10am - 2pm			9am - 6pm	10am - 10pm
	7pm - 1am	10am - 10pm	10am - 5pm	10am - 5pm			9am - 6pm	10am - 10pm
	10am - 10pm	10am - 10pm	10am - 5pm	1pm - 9pm				10am - 10pm
	1pm - 1am	1pm - 1am	5pm - 11pm				9am - 6pm	1pm - 1am
	1pm - 1am	1pm - 1am	5pm - 11pm	Remove 1pm - 9pm				1pm - 1am
	1pm - 1am	1pm - 1am	5pm - 11pm	off			9am - 6pm	1pm - 1am





Housing Information:

- ▶ All housemates must be sure to acknowledge and sign off on all housing waivers
 - ▶ Forms include consent on being mindful not to cause damage to property, mindful of utility usage, non-smoking/drug use policy, consent to having the house potentially inspected at random by the production team
- ▶ Heads of Households must take before and after photos upon arriving for the first time and leaving the house for the last time
- ▶ Same gender households
- ▶ Lodging is provided in every staff member's contract







The Team:


- We have 15 staff members on our team
- This includes one daytime manager and one evening manager
- All members of the team are mandated to conduct sexual harassment training prior to arriving on site
- Most of the team has previously worked Coachella in years past other than myself, two friends I brought on, and one other intern turned staff member

Anticipated Issues:

- ▶ Last minute name additions
- ▶ Last minute name changes
- ▶ Impersonation
- ▶ Brand new ticketing software
- ▶ Limited parking
- ▶ No bulk packet pick-ups allowed

Preparations in place for said issues:

- ▶ Have artist's teams send us a photo of their approved contact pick-up's ID
- ▶ Implement one person dedicated to last minute additions and changes. We created a google sheet in which the artist relations liaisons can inform us of last-minute edits that need to be made available on STRATA and Pulse.



Issues we *actually* faced

Booking manager incorrectly overriding the director's decision

Impersonation of a small, foreign artist

Interpersonal dynamics- Personalities, family emergency caused one of our teammates to have to back out last minute, entitlement, loitering, aggression

Low budget

Improper directions being given to labels/agencies/sponsors which resulted in an overflow to our location

Too many places to look for information

Getting sick



In Conclusion:

- We got the job done!
- Things I learned included:
 - Streamlining information would improve our system tenfold
 - More communication is always better than less
 - The security team are your friends
 - Speak with conviction
 - Advocate for your team's needs
 - Prep work is crucial. Work on as much as you can, as early as possible because issues will always come up day of show
 - Health (physical & mental) and safety always come first