



Chris Baker

Regional Director
Alberta Branches

From Open Spaces
to Five Papal Events for 200,000 People.

We See Solutions.™

Our team was tasked with creating five events for a Papal visit in five locations over three days for more than 200,000 people – with just 45 days to prepare. Enter Chris Baker and team.



Event

The Canadian Conference of Catholic Bishops asked Encore to help produce the Pope's 2022 visit to Canada. The team was tasked with producing five events in five different locations, four of which happened in two days in the Edmonton, Alberta area, with the final stop being across the country at Baffin Island.



Locations

Day 1, AM:

Maskwacis, 23,000 attendees

Day 1, PM:

Sacred Heart Church
Edmonton, 1,250 attendees

Day 2, AM:

Commonwealth Stadium
75,000 attendees

Day 2, PM:

Lac Ste. Anne, Stony Plain
100,000 attendees

Day 3, PM:

Iqaluit, Nunavut, 5,000 attendees



Challenge

The requirements for each of the five locations were unique and complex, with a total attendance of more than 200,000 people including overflow areas. Here are some of the challenges the team solved with extensive collaboration:

- Short planning and execution time. Instead of 12 to 18 months to plan, Encore received verbal approval to proceed 45 days out from the first event and just 30 days from contract signing.
- Complex venues. From open fields with no roads, infrastructure and power; a booked stadium with a narrow window of availability; multiple venues requiring overflow areas; to a remote location with no road access.



Solution

Enter Chris and team. Given that two events were happening in the morning and afternoon on consecutive days, the team made the critical decision to create completely separate crews for each event location. Next came the challenge of securing enough crew members and gear. No problem. Fortunately, Encore has vast resources across North America and hundreds of experienced and skilled people were quickly tapped to help throughout Canada and the United States.

- Designed five events for 5,000 to 100,000 attendees.
- Crew was brought in by bus each day to locations that varied from open fields to basic structures to a football stadium with no stages or field seats.
- Every site had different clients and stakeholders to collaborate with and completely satisfy.

Key Solutions Used

- Three of the five sites needed partial to complete infrastructure construction.
- Most sites required large LED walls with delayed audio, staging, lighting, and audio coverage.
- Green rooms and media facilities were created at most sites due to the high-profile nature of the tour and worldwide media broadcast needs.
- Overflow areas to accommodate 10,000 people were created at three sites.
- The last site required an eight-hour flight across country to Baffin Island. All the gear was carefully designed to fit into 10 perfectly packed cargo pallets.



encore

EVENTS THAT TRANSFORM



Result

While the challenges were immense, the people of Encore saw solutions everywhere, across every aspect, and enabled the Pope to present his important message to more than 200,000 people. Our customers were extremely happy with the outcome of each site. In short, it was a miraculous success.



Encore Pillars Demonstrated

- ✓ Expertise
- ✓ Collaboration
- ✓ Innovation
- ✓ Excellence

See more stories and solutions at
encore-emea.com/solutions



"Our team can accomplish amazing things together"

Encore provides end-to-end event solutions that create immersive and engaging experiences of any size and type, anywhere your events take you.



encore

EVENTS THAT TRANSFORM