

Major Music Festival Runs with Manpower Assistance



North America

Business Issue

The annual Coachella Music and Arts Festival, held in Indio, California, draws an international crowd of over 75,000 each day and now claims the title of second largest music festival in the world. The organizer of the event, Goldenvoice, a division of AEG Worldwide, builds the equivalent of a small city to support the many stages as well as food, vendor and general areas. In addition, the Coachella Valley ramps up to serve the needs of many thousands of tourists, musicians and artists who flock to the event. The logistics of providing a clean, safe environment and the “Coachella Experience” is a monumental task.

Solution

Manpower has been recommended by Goldenvoice to their vendors for many years, and supplies approximately 400 associates each day of the festival. In addition to staffing a variety of crews on the actual event site, Manpower supplies talent at 20-25 locations around the Coachella Valley to support the influx of tourists.

To ensure the volume and quality of workers is on-target with the needs of the festival, recruiting begins six weeks in advance of the festival and includes extensive screening, interviewing and onboarding. This ensures all hires – hotel positions, call center operations, onsite customer service, facility porters, ticket takers and grounds crews – are not only dependable and hard-working, but are also good brand stewards of the Coachella Experience.

Results

Manpower has delighted Goldenvoice and other national and local companies/ Coachella Festival vendors including CID, Burrtec and Toyota Marketing with our ability to provide a large number of reliable, engaged and ready-to-go workers. Our staff’s dedication to 24/7 availability during the festival and commitment to ensuring all processes are seamless allows event management to focus on the event. Our talent and our processes have won our clients’ respect and business.

