ubeya

PLAYBOOK · 2026 • 10-MIN READ

EVENT STAFFING OPERATIONS

THE EVENT STAFFING PLAYBOOK 2026.



WHAT'S SHIFTED

EVENT STAFFING HAS BECOME MORE OPERATIONALLY DEMANDING.

Live events have grown significantly more complex. A single event now coordinates large workforces across multiple departments, venues, schedules and operational zones — all executing in real time.

And client expectations keep rising. Organizers and venues expect faster communication, stronger operational control, and immediate visibility into workforce activity throughout the event lifecycle.

SECURITY
REGISTRATION
HOSPITALITY
USHERS
PRODUCTION
CLEANING
+ TEMPORARY CREWS



Small operational delays that once went unnoticed now directly impact guest experience, event flow, and client satisfaction.

LIVE OPS, LIVE CONSEQUENCES

LIVE EVENTS LEAVE NO ROOM FOR OPERATIONAL DELAYS.

There is no buffer period when gates are opening, attendees are arriving, vendors are setting up, and teams are rotating shifts in real time. **Every operational issue becomes visible immediately.**

→

MISSING REG STAFF

Long entry lines and a first impression you can't recover from.

→

DELAYED SETUP CREWS

Production schedules slip; downstream teams stall.

→

COMMS GAPS

Response times across the venue drag — and supervisors feel it.

Managers aren't just coordinating shifts. They are managing live operational execution under constant time pressure.

WHAT BREAKS AT SCALE

WHAT HAPPENS WHEN EVENTS START GROWING.

Many staffing workflows work perfectly well at smaller scale. But as events become larger, multi-day, or more operationally complex, **manual coordination creates friction throughout the organization.**

OPERATIONS MANAGERS FIND THEMSELVES:

- ☒ Chasing attendance confirmations
- ☒ Responding to last-minute scheduling changes
- ☒ Managing communication across multiple channels
- ☒ Tracking staffing issues manually
- ☒ Collecting updates from supervisors all day

THE RESULT

Payroll reconciliation, reporting, and shift management get harder to coordinate accurately across a temporary workforce.

OPERATIONAL OVERLOAD.

TIME SPENT REACTING, NOT IMPROVING EXECUTION.

That operational pressure only increases as organizations scale.

HUNDREDS OF WORKERS. ONE EVENT.

WITHOUT VISIBILITY, EVERY QUESTION BECOMES A SCRAMBLE.

Operational teams need answers in seconds — not after a round of calls, texts and spreadsheets. Here's what they're constantly trying to know:

Q · 01
WHO HAS CHECKED IN?

Q · 02
WHICH TEAMS ARE UNDERSTAFFED?

Q · 03
WHERE ARE DELAYS?

Q · 04
WHICH SHIFTS NEED COVERAGE?

Q · 05
WHICH SUPERVISORS NEED SUPPORT?

Q · 06
WHAT ISSUES ARE UNRESOLVED?

100S of workers across multiple departments and venue zones — all running simultaneously, all needing coordination.

WITHOUT A SYSTEM, OPS BECOMES TRIAGE

Calls, texts, spreadsheets and group chats work — until they don't.

CENTRALIZED WORKFORCE OPERATIONS

FROM DISCONNECTED TOOLS TO ONE LIVE WORKFLOW.

Leading event organizations are modernizing how workforce operations are managed. Instead of scattered tools for scheduling, communication, attendance and reporting, modern teams centralize operations into a single live workflow.

BEFORE → AFTER

THE OLD STACK

- ✕ Spreadsheets passed around by email
- ✕ WhatsApp groups for every department
- ✕ Paper sign-in sheets at the gate
- ✕ Supervisors phoning in updates hourly
- ✕ Payroll reconciled days after the event
- ✕ No single source of truth

ONE LIVE WORKFLOW

- ✓ Real-time attendance and coverage across departments
- ✓ Shift updates and briefings pushed to every worker
- ✓ Mobile check-in with location and timestamp
- ✓ Supervisor escalation built into the flow
- ✓ Hours captured live; payroll closes itself
- ✓ One operational view for the whole event

Managers spend less time chasing updates and more time actively managing the event itself.

SPEED IS THE OPERATING MODEL

FASTER COMMS = BETTER OPERATIONS.

In live event environments, operational speed matters. Modern staffing teams prioritize real-time communication and structured coordination so issues are identified and resolved immediately.

LIVE SHIFT CONFIRMATIONS

Workers confirm with one tap. Coverage gaps surface before doors open.

DIGITAL BRIEFINGS

Role, zone, dress code, contact, escalation — delivered before the shift starts.

MOBILE CHECK-INS

Geo + timestamped attendance, captured in seconds at every gate or zone.

SUPERVISOR ESCALATION

One channel for incidents — the right manager is paged automatically.

CENTRALIZED UPDATES

One feed for every team. No more searching three apps to find the answer.

INCIDENT REPORTING

Structured logs from the field — searchable after the event for review.

Centralized comms means managers don't search across channels to understand what's happening.

OPS IS NOW PART OF THE SHOW

STAFFING IS NOW PART OF THE EVENT EXPERIENCE.

Event staffing is no longer just about filling positions. Workforce operations directly influence what guests, clients and partners feel throughout the event.

01

GUEST EXPERIENCE

02

EVENT FLOW

03

OPERATIONAL EFFICIENCY

04

RESPONSE TIMES

05

CLIENT SATISFACTION

06

EXECUTION QUALITY

The operational standard across the event industry is rising quickly. Staffing teams are expected to match it.

WHAT COMES NEXT

FROM WORKFORCE COORDINATION → OPERATIONS.

The future of event staffing is **centralized, connected, and real-time.** Leading teams are moving away from fragmented workflows built around spreadsheets, calls, manual check-ins and disconnected tools — and toward operational systems built specifically for live workforce management at scale.



Because successful event execution depends on more than having enough staff. It depends on having operational systems capable of supporting live workforce management at scale.

The shift is already underway.

THE PLATFORM BEHIND MODERN EVENT OPS

ONE PLATFORM. ONE LIVE WORKFLOW.

Ubeya is the workforce operating system for live events. It replaces the spreadsheets, group chats and sign-in sheets with a single real-time workflow your whole event runs on — from scheduling to payroll.

BUILT FOR LIVE

Visibility, comms, scaling and payroll — solved in one place, in real time.

THE SOLUTION

SMART SCHEDULING

Build schedules by role, zone and shift in minutes. Coverage gaps surface instantly.

MOBILE CHECK-IN

Geo + timestamped attendance through every worker's phone. No more sign-in sheets.

LIVE TEAM COMMS

Briefings, updates and escalations go to the right people in one centralized feed.

LIVE OPS DASHBOARD

Real-time visibility on attendance, coverage and incidents across every department.

PAYROLL ON AUTOPILOT

Hours captured live, approved in flow, exported to payroll the moment the event closes.

ONBOARDING & COMPLIANCE

Documents, certifications and training tracked per worker — ready to audit anytime.

FESTIVALS

MULTI-DAY, MULTI-ZONE

STADIUMS

MATCH-DAY OPERATIONS

VENUES

HOSPITALITY & EVENTS

AGENCIES

TEMPORARY WORKFORCE AT SCALE

Trusted by leading staffing agencies, venues and event operators worldwide.

READY TO MODERNIZE?

READY TO MODERNIZE EVENT STAFFING OPERATIONS?

Discover how leading event teams are improving workforce visibility, communication, scheduling and live operational execution through centralized staffing operations on Ubeya.

BOOK A STRATEGY SESSION

A 30-min call with our event ops team. Walk away with a plan.

SEE THE PLATFORM IN ACTION

Watch a 4-min walkthrough of Ubeya during an event day.

EXPLORE MODERN WORKFORCE OPS

Browse customer stories from festivals, stadiums and venues.