

# CASE STUDY

Westcan ACS is the official on-site communications sponsor for UFest in Edmonton, Alberta.



## UFEST

UFest is a Ukrainian Festival located in Edmonton, Alberta that celebrates the amazing world of Ukrainian culture, food, music, visual arts, crafts, and dance.

The two-day event is one of the largest Ukrainian Festivals in North America, and attracts 65,000 attendees over its two day run.

## SITE LOGISTICS

- 450 Volunteers
- 65,000 Attendees
- Located outdoors in a beautiful city park setting surrounded by the hustle and bustle of Edmonton
- A main stage for performers, music and dance
- Various vendors selling food, art, merchandise, crafts, and more
- Beer gardens on site
- A professional security company working together with UFest volunteer security
- An outdoor festival in the late spring, which comes with potential weather challenges
- Organized by a large team of volunteers, a Board of Directors, and local community members

## THE CHALLENGE

With an event of this size, having reliable on-site communications is critical to ensuring smooth operations and safety of UFest attendees and volunteers.

Various teams and departments need the ability to work together and communicate without hesitation, all while in a busy urban area where frequency interference is possible.

With 450 volunteers and 10 sub committees, UFest needs reliable communication between teams such as Site Logistics, Security, Entertainment, Main Stage, Kids Zone, Beer Gardens, Customer Experience, and more.



## WESTCAN ACS

After running into logistical challenges using other methods of communication, UFest reached out to Westcan ACS for two-way radios.

Westcan ACS provided UFest with approximately 60 Motorola CP200d portable radios.

## THE IMPORTANCE OF TWO-WAY RADIO

“Having two-way radios on site is integral to our operations. Not only is it our primary form of communication, but our radio protocols have also been built into our emergency response protocols” says Timish Horbay, Director of Site Operations and Logistics.

In 2022, 3 songs into the headliner for the main stage, a strong thunderstorm approached the festival. UFest made the decision to evacuate the area to ensure safety of their attendees, and their team.

“We evacuated 20,000 people before the weather began, which would have been impossible without two-way radio” Horbay adds. “For events covering a large area, having the ability to light up the whole festival grounds with communications is an absolute necessity”.

[westcan-acs.com](http://westcan-acs.com)

## THE SOLUTION

By setting up a communications plan that involves two-way radio for their paid security and team of volunteers, UFest has been able to streamline operations and increase safety at their events.

01

### 60 Portable Radios

Westcan ACS provided UFest with 60 Motorola CP200d Radios

02

### Accessories

Gang Chargers, speaker microphones, belt clips, and batteries were included

03

### Programming

The radios were programmed with 4 channels designated for different teams

04

### Effective Communication

The end result was a functional communications plan with protocols for operations

## TWO-WAY RADIO FOR YOUR EVENTS

When it comes to operations and logistics for large scale events, there are multiple factors to consider. Location, terrain, number of volunteers, and programming requirements all affect your on-site communications.

Our Rentals team are experts in helping you select the right equipment for your event. Contact us at [rentals@westcan-acs.com](mailto:rentals@westcan-acs.com) to learn more.