



PLANNING AND DELIVERING AN INTERNATIONAL EVENT.

INTERNATIONAL MEETINGS MANAGEMENT BMIH6007

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Introduction

Winter Acoustic Nights is an intimate evening of live acoustic music taking place at the Four Seasons Hotel, London. Local bands will play acoustic sets of Imagine Dragons' songs as well as other winter-inspired music as part of this event which is timed around the Imagine Dragons Christmas concert. To ride the holiday wave of spikes in experiential, relaxed, and themed music experience demand, they chose this event. Culturally, London is known around the world for its vibrant cultural scene, and historically there is an association with Christmas festivals, so it's the perfect place to celebrate. An elegant option in the centre of town, the Four Seasons Hotel appeals to the audience of high-end music lovers and concertgoers. It offers a combination of luxury, live acoustic music and a festive atmosphere.

The Event Cycle

The event cycle refers to the process of planning, executing, and evaluating an event, typically divided into several key stages: It provides research, design, planning, coordination and evaluation (Allen et al., 2011). The Winter Acoustic Nights event cycle starts with the research phase, where they uncover market demand, identify the audience, and learn what their competitors are doing. This is to guarantee that the event fits into current trends releasing acoustic performances and holiday-themed music events are among the increasingly demanding trends (UK Music Report, 2023).

The design of Winter Acoustic Nights begins in the idea phase, in which a comfortable, winter-like environment with acoustic performances that convey a laid—back and festive mood is developed. The Four Seasons Hotel in London chose a premium, intimate setting, which is what they were looking for.

Logistical planning includes getting the venue, arranging for local artists, arranging catering (with appropriate seasonal beverages like warm drinks), and working with Imagine Dragons in case they come through. During this phase, they create marketing and promotional strategies like social media campaigns for music and holiday enthusiasts that can help during the time. Event execution, or coordination, is the live delivery of the event: the performance of performances, guest services, intervening technically to create the mood or atmosphere designed into the sound system, and the lights. With this phase, it's important to have a clear line of communication and real-time decision-making to keep this event running smoothly (Winter Tourism Association Newsletter, 2023).

The impact of this feedback is measured, and future events are planned to continue to improve. Following this structured event cycle, Winter Acoustic Nights provides a seamless, enjoyable experience (Shone & Parry, 2013).

Event Concept: Winter Acoustic Nights

Winter Acoustic Nights is an event concept that features a laid-back, intimate evening of acoustic music, in a warm and festive mood. Now, Christmas London season they will be premiering these songs acoustically, along with the premiere winter shows in the acoustic setting

from other local artists that will be happening throughout London. This event hopes to give a peaceful and soothing environment for the guests to unwind and enjoy the seasonal atmosphere.

Attendees will be greeted with complimentary seasonal drinks like mulled wine or hot chocolate and a warm welcome at the entrance will begin the day itinerary. In fact, they will beautifully decorate the venue with soft lighting, candles and winter-themed decor in order to make the festive environment cosy.

Full Itinerary:

- ❑ 6:10 PM - Welcome Reception: Guests arrive at the Four Seasons Hotel to feel right at home with warm drinks to start, and the chance to sit in the lounge area by the fireplace which is dressed up in all kinds of festive winter decorations.
- ❑ 7:00 PM - Opening Act: A local acoustic musician will kick off the evening with some popular, winter theme tunes, to bring people to the event.
- ❑ 7:45 PM - Imagine Dragons Acoustic Set: Set aside by Imagine Dragons from their performance is an acoustic set that will see them perform renditions of their greatest hits in a stripped-back, acoustic way.
- ❑ 9:00 PM - Break: Guests will partake in seasonal snacks and warm beverages during a brief intermission.
- ❑ 9:30 PM - Performance: Local acoustic artists will perform winter classics and modern acoustic covers.
- ❑ 10:15 PM - Closing Remarks & Farewell: The closing remarks of the conference with a sincere farewell to each other to express thanks to all attendees who stay in a serene place and make lasting memories together.

Evening intends to create a feeling of heat and community, employing acoustic music to accommodate people together on the attractive (Bureau, 2022). Everything is thought about, from the music to the decor to the refreshments, so everything is cohesive and immersive.

Aim and Objectives of the Winter Acoustic Nights

Aim

Through its organisation of Winter Acoustic Nights, the overarching goal is to offer a singular artistic experience through the mixture of live acoustic performances in a dotted festival with

a light-hearted and festive atmosphere. This event is meant to rally together Imagine Dragons fans, local musicians, and fans of winter-themed music in an intimate setting where they can bring light and a sense of grace to the holiday season. Set in the beautiful location of the famous Four Seasons Hotel in London, the event wants attendees to be met with a serene atmosphere where they will be able to listen to live music and refresh themselves with seasonal refreshments accompanied by its decor. This aims at achieving what has recently become a trend in experiential events, which put experiences first, before goods in the case of consumers (Event Management Journal, 2022).

SMART Objectives

Objective	Specific	Measurable	Achievable	Relevant	Time-bound
1. Enhance attendee engagement.	Provide an acoustic mix of performances and interactive elements (meet and greet etc.) to tap into the audience.	Track how the audience interacts, feedback and participates in interactive elements.	This can be done feasibly in the event structure through the use of local musicians and meet-and-greet sponsors.	Looks at the trend of personalised, immersive event experiences for modern audiences (Getz, 2012).	Due by the end of the event.
2. Be more present and make people aware of social media.	Promote the event on social media and seek high engagement and user-generated content.	Pay attention to social media metrics: hashtags, shares and related posts about the event.	It can be achieved with a targeted digital marketing campaign and influencer partnerships in the music and holiday event space.	Helps the organisation achieve the goal of building brand awareness for the event as well as future performances.	The launch of a social media campaign two months leading up to the event.
3. Create	Put waste	Measured by	It is realistic	Matches	Goals of

sustainability through event management .	reduction, energy efficiency and local resources into practice to implement eco-friendly practices.	a sustainability report broken down by place of waste, energy and the sourcing of materials (Green Tourism Report, 2023).	with the resources currently available, and with the continuation of the geography partnerships with sustainability advisors and local suppliers.	global sustainability trends and consumers' preferences for green events (Draper et al., 2011).	the event to be met by the end of the event.
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These objectives give a clear strategy to reach the overall goal of having a memorable and sustainable event, where people leave with a smile. The approaches also acknowledge the significance of digital engagement and the benefit of eco practices in modern event settings that make Winter Acoustic Nights meaningful and forward-looking.

Event Management: Skills and Resources

Operational Activities

The smooth running of the event relies on operational efficiency. To accomplish this, one needs a team that's good at logistics, vendor management, and technical support. The first thing that needs to be done by the operations team on site is to set up the venue, covering seating arrangement, Exhibitor booth, and the necessary AV equipments, which are most often indispensable in setting out tech innovation for the world to see (Cottam, 2024). It is equally important for the operator to have a sustainability advisor so that any operations undertaken are in line with the eco-friendly theme of the event (Shne and Parry, 2010). Also, the catering staffs need to be skilled in serving customers with local and seasonal menus to highlight sustainability.

Planning Activities

It needs a very detailed, well-planned approach to planning an event for the Winter Acoustic Nights. To manage the timelines they must be flexible, coordinate through various stakeholders and obtain sponsorships. Especially when it comes to dealing with Gantt charts and milestone tracking (Bladen et al., 2018); Project management skills are the trick. To keep partners on

board, the planning team must liaise with government tourism boards and technology firms as well as academic institutions in smooth collaboration, such as sponsorship and partnerships. At the same time, contingency planning will be key to weathering risks like adverse weather or last-minute cancellations (Bowdin et al., 2011).

Marketing Activities

Central to the promotion is attendance and anticipation. The event requires a team capable of digital marketing, social media management and public relations to promote the event using online campaigns that will reach tourist businesses, tech stars and eco-tourists. The influx of popularity and visibility can be collaborated with influencers and media outlets. Maximising attendance will be essential to maximise attendance, and this will be gained through early bird ticket promotions and targeted ads in industry publications (Getz, 2012). In addition, the event will be professionally enhanced with eco-friendly brands as strategic partners.

Event Budget

The financial plan for the Winter Acoustic Nights is about as much about making money as not spending it to get into the black and fulfil the operational objectives of the event. The budget is created to cover all major cost categories with projected revenue streams and set up an equitable and sustainable financial model.

Income Breakdown

Ticket sales, sponsorships and exhibit space rentals are the principal sources of revenue for the Winter Acoustic Nights. The ticket sale would be done under a tiered pricing model involving packages including VIP and others. Meanwhile, for industry professionals, VIP packages will provide access to the most exclusive high-profile sessions and networking opportunities. Tech companies and eco-friendly businesses are key sponsors of the site and are willing to give visibility to their products, and that means a source of income.

Expenditure Breakdown

They are venue rental, staffing, catering, marketing, travel, and equipment. Venue costs will vary but should be by its theme, that of being eco-friendly, and should have conference facilities, accommodation and sustainability certifications. The costs of event planners, tech support, marketing personnel, and sustainability advisors are all included in the staffing expenses. Menus

are going to be local, and seasonal, aligning with the environmental goals of the event, but they may cost more because of the premium ingredients involved. The end of the term includes loss-making digital and traditional advertising, influencer collaborations, and early bird promotional work. Essentially the majority of travel costs are related to transporting the keynote speakers and VIP guests. A safety margin is built into the projected budget to cover unforeseen costs, or in other words, to make profits.

Financial Analysis

<u>Category</u>	<u>Amount</u>
Income	
Ticket Sales	150,000
Sponsorships	120,000
Exhibit Space Rental	80,000
Total Income	350,000
Expenditure	
Venue Rental	90,000
Staffing	60,000
Catering	50,000
Marketing	70,000
Equipment	40,000
Others	30,000
Total Expenditure	<u>340,000</u>
Profit Margin	<u>10,000</u>

The projected income plus 350,000 exceeds the estimated expenditure of 340,000 giving a net profit of 10,000. This buffer retains financial stability and for unexpected costs. Attaining a healthy revenue stream through sponsorships and exhibit space rental is as critical as sustainable practices may add to some costs but should attract additional money through grants.

Industry Trends Impacts in the Meetings and Events Industry

In recent years, the meetings and events industry has been influenced by several evolving trends, issues and impacts including the emergence of global shifts around technology, sustainability and consumer expectations. At least one of the most significant trends is that consumers buy more experiences than ever before and demand that there should be more experiential events performed. Research by Eventbrite shows that 65% of UK consumers prefer experiences so the industry is moving towards delivering immersive and personal experiences that people will have memorable moments (Eventbrite, 2023). Winter Acoustic Nights is surrounded by this trend as the event focuses on a warm and intimate event and live acoustic performance, which delivers a special, personal added value to the guest.

The issue of sustainability has become a critical issue in the industry as well. Today, people expect events to reduce their environmental impact through eco-friendly practices like reducing waste, increasing energy efficiency and using sustainable materials. At the Global Sustainable Events Summit (2019), carbon-neutral events are gaining more and more importance, and consumers want to attend events with sustainability targets. This trend is being addressed by Winter Acoustic Nights through its sustainable practises (reduction of waste, utilisation of renewable energy for a venue), fitting with today's expectations about eco-friendly event management (Smith, 2022).

The industry has been revolutionised by technological advancements with virtual and hybrid events becoming a trend of domination. The digital platforms that have been adopted largely as a result of the COVID-19 pandemic make it possible for an event to reach a global audience, without people having to travel to attend (UNWTO, 2023). A second normalisation has seen virtual ticketing, live streaming and social media integration become standard practice in events. Though Winter Acoustic Nights is an in-person event, the use of social media and live-streaming options to appease remote attendees leaves the event rooted in modernity (Getz, 2020).

Situational and Cultural Considerations

While any event content will be the focus of planning and delivery, it must also consider situations and cultural situations which can have significant influence on all aspects, from participant experience to the event outcome. Conducting a PESTEL analysis for situational

factors wider than simply the event itself and considering cultural aspects sensitive to an audience's values and preferences are very important in doing so for Winter Acoustic Nights.

- Political: The event will take place at the Four Seasons Hotel in London during the Christmas season and therewith the need to integrate with the local government regulations for events in general and during the holiday season in particular. The UK ensures less disruption due to political stability; furthermore, a contingency plan should be set for any unseen political facts such as protests or policy change (Allen et al., 2019).
- Economic: Pricing and accessibility of events on the site are determined by the economic environment. With this inflation, ticket prices must be set in a way that could then be both profitable and affordable. The event must also factor in unsystematic costs of venue rental, artist fees, and marketing, most particularly during the height of the Christmas season. Packaging the event with tiered ticketing which has virtual options is an avenue to provide an opportunity for a wider audience to attend (Bladen et al., 2018).
- Social: London is one of the city's most culturally important for Christmas and live music is becoming more popular, and therefore presents a favourable social context. The occasion must maintain a festive hum, hence attracting locals and tourists alike (Getz, 2020).
- Environmental: In contemporary event planning, sustainability is the key. It must also be an eco-friendly event with reduced or recycled waste, transportation alternatives such as the use of public transportation and the use of renewable energy where possible. This follows more broadly with the industry's wider trend for environmental responsibility (Jones, 2020).

Conclusion

Strategic planning and delivery considerations presented for the Winter Acoustic Nights reveal its potential to be a pivotal event in the music field. The event seeks to integrate fans' love for music and a strong focus on sustainability in creating not only improved winter experiences but also opportunities to collaborate between industry leaders and stakeholders. Through detailed planning across many dimensions such as the financial, operational, and cultural, event feasibility is comprehensively analysed to ensure the event adheres to industry requirements and global sustainability goals. With this strategic approach, not only does it address current market needs, but also positions the event as a pioneer in championing eco-friendly practices and technological breakthroughs in the international events arena.

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