



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

International Meetings Management Report Writing Workshop

Lecturer: Kathryn Flynn

Assessment 2

Assignment Title: Planning and Delivering an Event

- 2,500 word report (50%)
- Submission Date: 28th Feb

Report: Students will be required to write a 2500-word supporting paper as an academic **report** that delves further into the concepts presented in Assessment 1. All theories and concepts introduced during the presentation must be included, but also supplementary ideas are to be introduced as examples of best or poor practice. The author is expected to introduce relevant current trends and updates within the events management space.

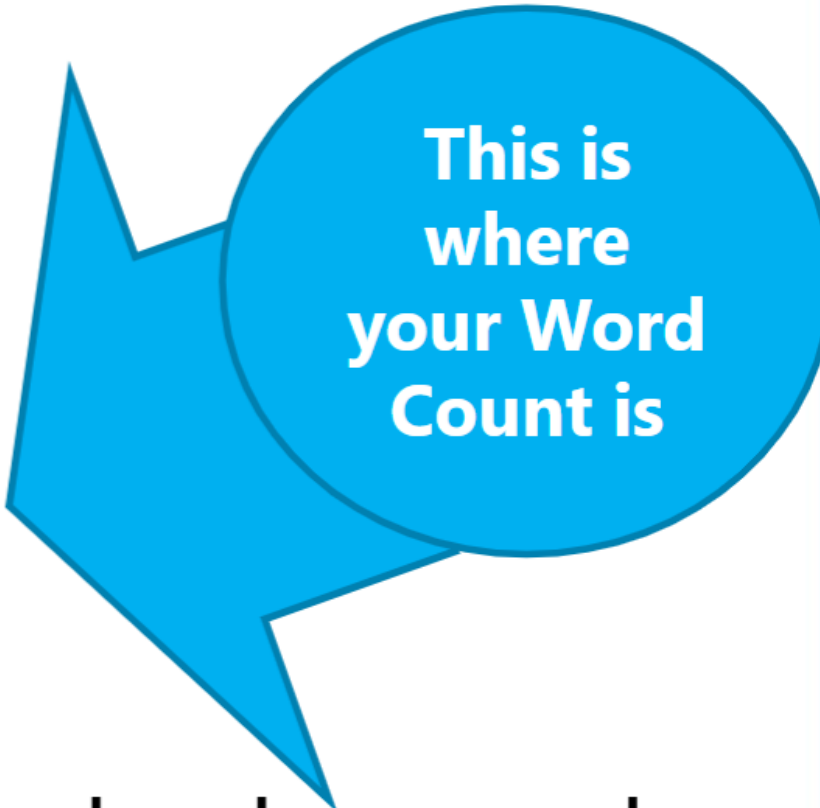
Within your report you must discuss a range of theory - eg;

- **The Event Cycle**
- **Event Research**
- **The Feasibility Study**
- **Event Operations – the practicalities**
- **Budgets**
- **Industry Trends or Cultural Considerations that were considered**

REFER TO ASSIGNMENT BRIEF FOR FULL INCLUSION DETAILS!!

Suggested report structure

- Title Page
- Executive summary
- Table of Contents
- Introduction
- Analysis of issues and concepts
- Proposed Event details
- Appendix of any spreadsheets or background information



**This is
where
your Word
Count is**

Title page

Create a title page and include:

- Module name and code
- Report title
- Your name
- Date of submission

Choose the colour scheme, icons, font, and images carefully. They should give readers a rock-solid idea of what they're about to read.

Use clean, conservative fonts: See handbook for details.

Avoid fonts that are hard to read.

You might brand your cover page template by using a case study logo, brand colours and font.

Executive summary

Executive Summary - (optional inclusion - not included in word count).

- Write this section **after** you finish the rest of your report, sum up the issues, analysis and solutions included in the report.
- An executive summary is a short description of the contents of a report. It goes before the introduction in a typical report. It should include key facts and figures from your findings, plus any recommendations.
- Here's a test to make sure you're on the right track: show the executive summary to someone not involved in the project. Do they feel like they get an overview of the report and don't have to read further to understand it? If they feel confused or like they're missing information, you need to tweak your copy.

Executive summary (not included in word count)

- A brief outline of the proposed event
- Key facts + figures of your analysis / discussion
- Key facts and figures of how you will ensure a successful event.
- Possibly some pictures / images to convey an impression of the event

(Keep it to one page, and use paragraphs)

Table of contents

- Complete this section after you finish the rest of your report.
- List each part of the report and the page number it is on

Main body

(2,500 words)

TRY TO MAKE YOUR SUBMISSION
LOOK LIKE A PROFESSIONAL
STRATEGIC DOCUMENT!

**Think about
your use of
images to
convey the feel
of the event -
Infographics**

- Introduction that includes:
 - Rationale for the event.
 - Background to the theme and location or key stakeholders.
 - Industry / Cultural Considerations - Topical Trends / Context
- Analysis of the issues and key concepts.
 - Key elements of Feasibility ... the 'Event Cycle' and how you have used it.
 - Theories / concepts introduced in Assign 1 must be included, plus from further reading / research.
 - Core Event Management Theory - Marketing / Operations / Finance.
 - Research / Findings from Best Practice + Case Study examples.
- Proposed Event - Practicalities
 - Budgets and any other financial projections
 - Operational details
 - Marketing plans

**Use bullet points
where necessary
to keep short
and to the point.**

**Put any technical or
additional materials in
the appendix**



List of References (not included within the word count)

- Refer to the Harvard Referencing guide on the Moodle page, and make sure that you have used credible sources.
- Sources such as Essays UK, Essay Online etc are not considered credible, and can bring doubt on your work as they also offer essay writing service so be careful.
- Credible sources are going to be industry specific websites, those of perhaps chosen hotels (as in their own website). some review sites, industry journals, textbooks, Media sources....

Appendix (optional) not included in word count

Here you can add elements like:

- A spreadsheet or table of your financial projections -- it is important that you include your finance table in the main report, but also if applicable, include further finance data in the appendix.
- A detailed marketing plan - Include key marketing information in the main report, but additional info in the appendix.
- Some sample leaflets or brochures or menus - eg; Promotional 'Creative' Materials
- A sample conference working document - eg; Itinerary.