



GATESHEAD LEARNING AND SKILLS CORPORATE TEAM-BUILDING AND FUNDRAISING EVENT AT ELLINGHAM HALL

NAME:	JUSNA KHANOM
STUDENT ID NO.:	2218814
MODULE TITLE:	INTERNATIONAL MEETINGS MANAGEMENT
MODULE CODE:	BMIH6007
LECTURER'S NAME:	KATHRYN FLYNN
DATE:	18TH OCTOBER 2024



THE EVENT OBJECTIVE

'Create an experience rather than overwhelming people with information', (Narciso, 2020).

Objective:

- This study will assess the feasibility of organising a corporate team-building and fundraising event for Gateshead Learning and Skills staff at Ellingham Hall from 13th to 15th December 2025. The event aims to show appreciation for staff, **strategise** for achieving a higher grade for next **ofsted** inspection,' and raise funds for the Cash for Kids Christmas Appeal through engaging, Christmas-themed activities.

Desired Outcome:

- A successful outcome will ensure a well-organised event that fosters team-building, boosts morale, and supports the council's social responsibility goals.

THE EVENT BUDGET

Income		
Source	Details	Amount (£)
Employee Contribution (30%)	£150 per person x 100 guests	£15,000
Sponsorships	From local businesses and corporate partners	£5,000
Pre-event Fundraising	Raised through staff-led initiatives such as bake sales, raffles, auctions.	£5,000
Corporate Budget Allocation	Funding from Gateshead Learning and Skills' staff development budget.	£5,000
Council/Grant Support	Contribution towards corporate team-building	£10,000
Total Income		£40,000

Expenditure		
Item	Details	Cost (£)
Venue Hire (Ellingham Hall)	£5,000 per day x 3 days	£15,000
Catering (Winter-themed Menu)	£60 per person x 100 guests	£6,000
Entertainment (Winter-themed)	Live performances, music, and DJs	£1,000
Christmas-Themed Activities	Interactive activities and games	£3,000
Marketing and Promotion	Flyers, social media ads, posters	£1,000
Prizes for Raffles and Auctions	Winter-themed prizes and giveaways	£1,000
Miscellaneous Costs	Unexpected costs or additional requirements	£1,000
Total Expenditure		£28,000

Profit	£12,000
---------------	----------------



THE VENUE

- **Location:** Ellingham Hall - private, historic, ideal for winter team-building.
- **Capacity:** Can accommodate team size comfortably, rooms for all planned activities.
- **Ambience:** Christmas-themed décor to enhance the event experience.
- **Facilities:** Sufficient space for indoor/outdoor activities, AV equipment, and breakout rooms.

(Maslow, 1943 : Marriot, 1997)



MARKETING STRATEGY

Key Marketing Channels:

- **Social Media:**
Teasers and updates on Instagram, Facebook, and Twitter
- **Email Campaigns:**
Personalised invites and reminders
- **Website Promotion:**
Dedicated event page with details and registration
- **Printed Materials:**
Flyers and posters in community areas

Ongoing Fundraising Activities:

- Cake sales, raffles, and community events leading up to the event
- Create buzz and engage the community

Key Messages:

- Emphasise teamwork, festive fun, and community support
- Communicate alignment with OFSTED priorities to enhance credibility

(Kotler, 2019)



THE PROGRAMME CONTENT

- **Activities:** Team-building exercises, Christmas Craft workshops, strategy discussions for OFSTED improvements.
- **Balance:** Ensure mix of formal sessions (meetings, workshops) and informal social events (meals, christmas crafts).
- **Flexibility:** Incorporate time for relaxation and team bonding (e.g. evening networking sessions).

(Herzberg, 1966)





CATERING, ENTERTAINMENT & AV PROVISION

- **Catering:** Christmas-themed menus (all dietary needs accounted for).
- **Entertainment:** Winter activities (indoor and outdoor), and Christmas Crafts Workshops.
- **AV Provision:** Sufficient equipment for presentations and workshops.

(Herzberg, 1966 : Maslow, 1943))

STAKEHOLDERS & SUPPLIERS

- **Key Stakeholders:** Gateshead Learning and Skills employees, council team, venue managers, catering, craft tutors, workshop facilitators.
- **Coordination:** Regular meetings and updates with stakeholders to ensure alignment with event objectives.
- **Supplier Management:** Ensure all contracts (venue, catering, AV, entertainment) are in place and timelines are followed.





•Next Steps: Implement strategies discussed during the event to work towards an 'OUTSTANDING' OFSTED rating.

(Bowdin et al. 2011)

REFERENCE LIST:

- Bladen, C. et al (2012) *Events Management: An Introduction*. Abingdon: Routledge Seven.
- Bowdin, G., et al (2011) *Events Management*. Oxford: Elsevier.
- Carroll, A.B. (1991) 'The Pyramid of Corporate Social Responsibility: Toward the moral management of organizational stakeholders'. *Business Horizons*, 34(4), pp.39-48.
- Cash for Kids (2024) *About Cash for Kids*. Available at: <https://cashforkids.org.uk/about/> (Accessed:18 October 2024).
- Chaffey, D. (2023) RACE Marketing Model. Available at: <https://www.davechaffey.com/digital-marketing-glossary/race-marketing-planning-model/> (Accessed:18 October 2024).
- Deci, E.L. and Ryan, R.M. (1985) *Intrinsic motivation and self-determination in human behaviour*. New York: Plenum Press.
- Ellingham Hall (2024) *Corporate & Private Hire*. Available at: <https://www.ellingham-hall.co.uk/corporate-and-private-hire/> (Accessed:18 October 2024).
- Fenich, G.G. (2015) *Meetings, expositions, events, and conventions: An introduction to the industry*. 4th edn. Harlow: Pearson.
- Fischler, C. (2011) 'Commensality, society and culture'. *Social Science Information*, 50(3-4), pp.528-548. <https://doi.org/10.1177/0539018411411396> (Accessed:18 October 2024).
- Gateshead Council Learning and Skills (2024) *Learning and Skills*. Available at: <https://mylearningskills.co.uk/> (Accessed:18 October 2024).
- Hartlon, A. (2023) *How to use the 7Ps Marketing Mix*. Smart Insights. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/> (Accessed:18 October 2024).
- Herzberg, F. (1966) *Work and the nature of man*. Cleveland: World Publishing.

Reference List

Bladen, C. et al. (2012) *Events Management: An Introduction*. Abingdon: Routledge.

Bowdin, G. et al. (2011) *Events Management*. Oxford: Elsevier.

Carroll, A. B. (1991) 'The Pyramid of Corporate Social Responsibility: Toward the moral management of organizational stakeholders'. *Business Horizons*, 34(4), pp.39-48.

Cash for Kids (2024) *About Cash for Kids*. Available at: <https://cashforkids.org.uk/about> (Accessed:18 October 2024).

Chaffey, D. (2023) *RACE Marketing Model*. Available at: <https://www.davechaffey.com/digital-marketing-glossary/race-marketing-planning-model/> (Accessed:18 October 2024).

Cialdini, R.B., (1984) *Influence: The Psychology of Persuasion*. New York: Harper Collins.

Deci, E.L. and Ryan, R.M. (1985) *Intrinsic motivation and self-determination in human behaviour*. New York: Plenum Press.

Ellingham Hall (2024) *Corporate & Private Hire*. Available at: <https://www.ellingham-hall.co.uk/corporate-and-private-hire/> (Accessed:18 October 2024).

Fenich, G.G. (2015) *Meetings, expositions, events, and conventions: An introduction to the industry*. 4th edn. Harlow: Pearson.

Fischler, C. (2011) 'Commensality, society and culture'. *Social Science Information*, 50(3-4), pp.528-548. <https://doi.org/10.1177/053901841141396> (Accessed:18 October 2024).

Gateshead Council Learning and Skills (2024) *Learning and Skills*. Available at: <https://mylearningskills.co.uk/> (Accessed:18 October 2024).

Hanlon, A. (2023) *How to use the 7Ps Marketing Mix*, Smart Insights. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/> (Accessed:18 October 2024).

Herzberg, F. (1966) *Work and the nature of man*. Cleveland: World Publishing.

Johnson, B. (2014) *Travelodge urges guests to “Get Up and Go” in new campaign*. Available at: <https://www.marketingweek.com/travelodge-urges-guests-to-get-up-and-go-in-new-campaign/> (Accessed:18 October 2024).

Kirkpatrick, D.L. (1994) *Evaluating training programs: The four levels*. San Francisco: Berrett-Koehler.

Kolb, D.A. (1984) *Experiential learning: Experience as the source of learning and development*. Englewood Cliffs, NJ: Prentice Hall.

Kotler, P., Armstrong, G. and Opresnik, M.O. (2019) *Principles of Marketing*. 17th edn. Harlow: Pearson.

Kristiansen, E., Solem, B. A. A., Dille, T., and Houlihan, B. (2021) ‘Stakeholder Management of Temporary Sport Event Organizations’. *Event Management*, 25(6), 619–639. <https://doi.org/10.3727/152599521X16106577965080> (Accessed:18 October 2024).

Lentini, N. (2022) *Marriott seeks TikTok creators to drive content around loyalty program*. Available at: <https://www.marketingdive.com/news/marriott-seeks-tiktok-creators-to-drive-content-around-loyalty-program/617260/> (Accessed:18 October 2024).

Loo, P.T. and Leung, R. (2022) ‘How to use the 7Ps Marketing Mix’. *Journal of Vacation Marketing*, 24(1), pp. 79–100.

Lynch, R. (2009) *Strategic Management*. 5th edn. Harlow: Prentice Hall.

Marriott, J W. (1997) *The Spirit to Serve: Marriott’s Way*. New York: HarperBusiness.

Maslow, A.H. (1943) ‘A theory of human motivation’. *Psychological Review*, 50(4), pp.370-396.

Moratis, L. and Cochius, T. (2017) *ISO 26000 The Business Guide to the New Standard on Social Responsibility*. 1st edn. London: Routledge

Narciso, E. (2020) *Catering Prices: A guide to saving money and keeping catering costs down*. Available at: <https://blog.eventinc.co.uk/catering-prices-how-to-keep-costs-down> (Accessed:18 October 2024).

Narciso, E. (2020) *Event Planning – the ultimate guide to your event concept*. Available at: <https://blog.eventinc.co.uk/ultimate-event-concept-guide> (Accessed:18 October 2024).

Quick, L. (2020) *Managing Events, Real Challenges, Real Outcomes*. Sage. Available at: <https://www.perlego.com/book/3013639/managing-events-real-challenges-real-outcomes-pdf> (Accessed:18 October 2024).

Quinn, B. (2013) *Key concepts in event management*. SAGE Publications Ltd. <https://www-doi-org.ezproxy.uwtsd.ac.uk/10.4135/9781473914742> (Accessed:18 October 2024).

Reeves, R. (1961) *Reality in Advertising*. New York: Knopf.

Ren, L., Qiu, H., Wang, P. and Lin, P.M.C. (2016) 'Exploring customer experience with budget hotels: Dimensionality and satisfaction'. *International Journal of Hospitality Management*, 52, pp.13–23.

Schwartz, S.H. (1992). *Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries*. In M. Zanna (Ed.), *Advances in Experimental Social Psychology*, 25, pp.1–65. San Diego: Academic Press.

Venue Scanner (2024) Available at: <https://www.venuescanner.com/search?location=northumberland&tag=corporate-event> (Accessed:18 October 2024).

Venue Live (2023) *Discover & Book Venues for Hire* - Venue Live. Available at: <https://venuelive.co.uk/venue-hire-newcastle/> (Accessed:18 October 2024).

