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Snow & Glow: A Winter Light Festival Event 2024

Preston Park Museum & Grounds



Photo1(2024).



Photo2 (2024).

Introduction

Welcome to Snow & Glow: A Winter Light Special Event

This distinctive event unites the enchantment of winter with magnificent light displays, offering an immersive experience for the families and not only. As the event planner, I will conduct a feasibility study encompassing strategic planning and market analysis for this exceptional festival.

This special event is embedded in the MICE industry (Hahn, 2021).

SMART Objectives and purpose: entertainment, community engagement, economic and financial impact It is necessary to assess the feasibility of bringing this event to fruition by examining market trends, operational logistics, and financial factors (Visitmonmouthshire, 2024).

In collaboration, we will investigate the potential for Snow & Glow to become a successful and memorable event.





Event Content: Snow & Glow - A Unique Winter Experience

Focus:

Snow & Glow is a one-of-a-kind Winter Light Festival, offering a magical fusion of lights, artificial snow, and entertainment for all ages.

Immersive Experience:

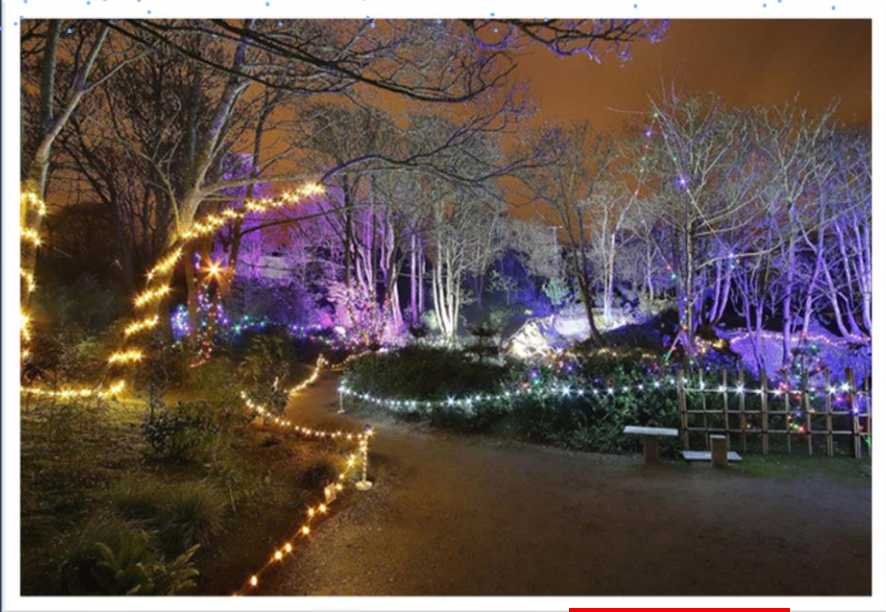
Guests will explore illuminated snow mazes, skate under sparkling lights, and enjoy interactive snow art competitions (Myers, 2023).

Entertainment & Food:

From glow-in-the-dark treats to live carols performances, Snow & Glow combines winter magic with gourmet seasonal food and festive entertainment (Visit Scotland, 2024).

Understanding visitors and their experiences is critical to event studies and has been the focus of extensive research (Getz, 2018, p.111).

Marketing Strategy: Creating Buzz



Tickets

Adult: £15.00

Child: £10.00

Family: £45.00

VIP: £65.00

pre-booked online in advance

Promotion Channels:

Social media campaigns on Instagram, Facebook, TikTok, influencer partnerships, and local media coverage (Rijitha R, 2021).

Visual Appeal:

Stunning light displays and winter activities create Instagrammable moments, encouraging attendees to share their experiences (Rijitha R, 2021).

Ticket Pricing:

General admission for all, with VIP packages offering exclusive perks and priority access (Rijitha R, 2021).

Market Factors: Why Snow & Glow Stands Out



Demand:

High demand for interactive winter-themed festivals, especially during the holiday season when people crave memorable outdoor activities (Mile High Mamas, 2021).

Competition:

Snow & Glow stands out by combining light installations with snow activities, creating an immersive, magical experience that other events lack.

Target Audience: 5,000 attendances

Families, couples, young adults, and tourists seeking a unique winter experience (Jepson and Clarke, 2014).

Unique Selling Points (USPs): What Makes Snow & Glow Special



Light & Snow Fusion:

The magical combination of light installations and snowy landscapes.

Interactive Features:

Hands-on experiences like glow sledging and snow art competitions, offer fun and creativity (Santa Claus Village, 2024).



Sustainability Focus:

Eco-friendly LED lighting and local vendor support, ensure an environmentally conscious event (Suharto and Jamali, 2023).



Operational Factors: Venue and Resources

Venue:

- An outdoor park or ski resort with guaranteed snow, available from late November to early February (Spellman, 2024).

Logistics:

Adequate parking and transportation facilities are crucial to ensure smooth visitor flow and accessibility (Uttarakhand Open University, 2022).



Resources:

Essential resources include staffing for lighting, technical setup, catering, and visitor management. Skills required: technical (lighting and sound), catering, and event management (Uttarakhand Open University, 2022).



Financial Factors: Budget & Revenue

Bidding costs, Invention costs (Salama, 2021).

Cost Breakdown:

insurance, lighting, power generators staffing, catering, marketing, promotion and media costs and equipment (Rudi, 2021).

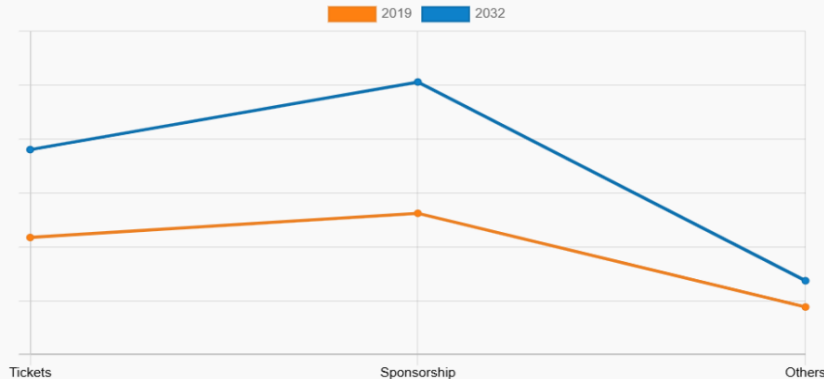


The Guardian

Events Industry Market

Events Industry Market,
(2024)

By Revenue Source



Funding Sources:

Sponsorships, ticket sales, and partnerships with local vendors and sponsors will cover expenses (Saluja, 2024).

Revenue Generation:

Income will be generated through tiered ticket pricing (general, VIP), food and beverage sales, and special paid experiences, (Zarif, 2023).



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Cost Breakdown:

Includes venue, lighting, staffing, catering, marketing, and equipment (Rudi, 2021).



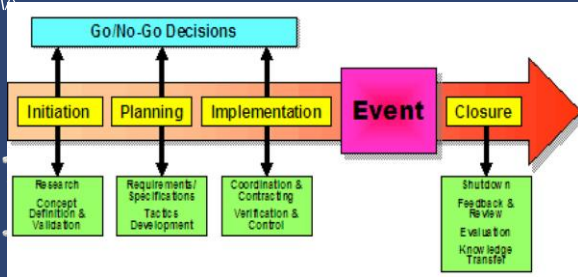
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Event Logistics & Feasibility



Event Duration:

The festival will run over 10 days , offering flexibility to attendees.

EMBOK (Nadda, Arnott, and Sealy, 2020).

Logistics:

Efficient transportation options, ample parking, and accessible facilities will ensure a smooth experience for all (Mwaka et al., 2022).

Partnerships:

Collaborating with local vendors, lighting designers, and food suppliers will enhance the event's authenticity and support the local community (Meyer, 2006).

Candlelighters

Together we Can fight children's cancer



Conclusion

Summary:

Snow & Glow is a distinctive winter light festival that fuses interactive snow activities with captivating light installations. Its extensive market appeal to families, couples, young adults, and tourists guarantees robust demand. The event's feasibility is well-founded, with comprehensive planning of logistics, operations, and finances.

Next Steps:

The next steps are to secure funding through sponsorships, finalise partnerships with local vendors and lighting designers, and launch a robust marketing campaign to generate interest and drive ticket sales. Snow & Glow is prepared to illuminate the winter season.

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