

BA(Hons) International Hotel Management

BMIH6007

International Meetings Management for the Hotel Industry - Level 6

Event Strategic Planning and Delivery Considerations for an International Meeting / Event.

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Basic Acknowledgement format of AI tool use

I acknowledge the use of chatgpt.com on 19.06.2025 and 20.06.2025 to help me structure my report and organize my ideas.

For this assessment, I used ChatGBT to support me in my research, including searching for bibliography.

I have also used ChatGBT to check my own text for grammatical and syntactical mistakes, including rephrasing one or two paragraphs.

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1. Introduction

This report presents a detailed plan for the strategic planning and delivery of an original international meeting and event titled *Celtic Horizons: International Cultural Exchange & Wellness Summit*. Designed to align with the Visit Wales campaign "Year of Croeso 2025," this summit aims to celebrate and promote the essence of Welsh hospitality, culture, and wellness on a global stage. The selected host city, Llandudno in North Wales, offers a picturesque coastal location with the necessary infrastructure to support a large-scale professional gathering. The event venue, Venue Cymru, is a well-equipped and established site, providing the ideal setting for the summit's diverse activities.

This event is conceptualised in response to the growing demand for experiential tourism, authentic cultural exchanges, and wellness-based travel. By inviting delegates from across the globe, including industry professionals, wellness practitioners, and cultural stakeholders, *Celtic Horizons* aspires to position Wales as a destination where tradition and innovation merge harmoniously. Furthermore, the report expands upon the feasibility aspects addressed in Assignment 1 and shifts focus towards the strategic considerations required for successful event execution.

2. The Event Cycle

Effective event management relies heavily on a well-defined cycle that guides the organiser from conceptualisation to post-event evaluation. Getz and Page (2019) outline the Event Cycle as consisting of five distinct but interconnected stages: initiation, planning, implementation, the live event, and closure. These stages are systematically applied throughout the development of *Celtic Horizons* to ensure alignment with best practices in event planning and delivery.

The initiation stage involved idea generation, stakeholder consultations, and a preliminary feasibility analysis. This phase confirmed the suitability of Llandudno as the

host city and identified Venue Cymru as a viable location. The planning phase addressed logistics, programme structure, budget allocation, and marketing strategy. Here, strategic partnerships were explored with local councils, wellness brands, and hospitality providers. The implementation phase includes the execution of logistical elements such as vendor coordination, staff deployment, and technical installations. The live event represents the culmination of planning efforts, where the emphasis is on delivering a seamless experience. Finally, the closure phase involves the collection of delegate feedback, financial reconciliation, and dissemination of post-event reports. The use of this structured framework enables anticipation of risks and facilitates adaptability in dynamic scenarios (Allen et al., 2011).

3. Event Concept

Celtic Horizons is envisioned as a three-day international summit dedicated to the fusion of cultural exchange and wellness tourism. Delegates will engage in curated activities that blend traditional Welsh heritage with modern wellness practices. This hybrid model not only reflects Wales' natural assets and cultural identity but also taps into rising global interest in holistic travel experiences.

The first day of the summit will feature registration and a welcome ceremony, including bilingual opening speeches and live performances showcasing Welsh music and dance. Keynote addresses will set the tone by exploring the relevance of heritage tourism and mental well-being in modern travel. The second day will offer immersive workshops such as coastal mindfulness sessions, local culinary demonstrations, and eco-tourism seminars. These activities are designed to foster connection with the Welsh landscape and traditions. The final day will include a business-to-business exhibition where local suppliers and international buyers can explore partnerships. The event will conclude with a gala dinner held at the historic Conwy Castle, featuring traditional cuisine and performances that highlight the enduring appeal of Welsh culture.

The event concept is centred around the visitor's emotional journey, aiming to evoke a sense of belonging, inspiration, and rejuvenation. Through this approach, the summit supports both tourism development and community engagement.

4. Aim and Objectives

The core aim of *Celtic Horizons* is to position Wales as a premier international destination for cultural and wellness tourism by delivering a high-quality, strategically planned summit that promotes sustainability, inclusivity, and innovation.

The first objective is to attract at least 250 international delegates representing a minimum of ten countries. This is expected to increase international awareness of Wales' cultural and wellness offerings. Secondly, the event aims to generate at least twenty new business partnerships between local Welsh suppliers and global tourism operators. These partnerships will be tracked through post-event surveys and formalised through memorandums of understanding. Thirdly, the event will strive to achieve a 90% satisfaction rating from attendees, based on structured post-event evaluations. An additional objective is to increase Visit Wales' digital platform engagement by at least 30% during the event period. These goals are aligned with the SMART criteria, ensuring they are specific, measurable, achievable, relevant, and time-bound.

5. Event Management

The successful delivery of *Celtic Horizons* depends on a detailed management strategy incorporating stakeholder engagement, operational planning, contingency frameworks, and effective marketing.

Stakeholder engagement is pivotal to the event's credibility and outreach. Government bodies such as Visit Wales and the Welsh Tourism Board are key partners, offering not only funding support but also legitimacy and promotional channels. Local councils, cultural institutions, and business chambers will also be involved to ensure community inclusion and economic impact. Engagement with these stakeholders began

during the feasibility study and continues through steering group meetings and formal consultations.

Operational planning involves identifying human resource needs, securing service providers, and coordinating technical logistics. The event will be managed by a core team including an event director, technical coordinator, volunteer manager, and communications officer. Approximately thirty volunteers will be recruited from local universities to assist with guest registration, translation services, and session facilitation. Key vendors include audio-visual technicians, caterers specialising in local produce, and transportation providers committed to sustainable practices.

Contingency planning is a non-negotiable element of professional event management. Risks such as inclement weather, transport delays, and health emergencies are anticipated through scenario modelling. Backup suppliers, flexible venue contracts, and on-site medical teams form part of the risk mitigation plan (Silvers, 2008). Insurance coverage will include public liability, cancellation protection, and equipment damage, providing a safety net for unforeseen incidents.

The marketing strategy integrates digital and traditional methods to ensure broad reach. Online campaigns will leverage SEO, social media advertising, and influencer collaborations. Meanwhile, traditional methods such as press releases, printed brochures, and academic network outreach will complement the digital push. The marketing campaign will be evaluated using metrics such as engagement rates, click-throughs, and ticket conversions.

Project management will be supported by software platforms like Asana and Microsoft Project, enabling real-time tracking of deadlines, responsibilities, and deliverables. Weekly progress meetings and internal reporting mechanisms will be used to maintain alignment.

6. Event Budget

A comprehensive financial plan is critical to ensuring the viability and success of the *Celtic Horizons* summit. The income strategy has been devised based on a combination of direct revenue from delegate registration, public sector grants, and commercial sponsorships. It is projected that the registration of 250 delegates at a rate of £350 each will yield £87,500. Supplementing this, a Welsh Government grant of £25,000 has been proposed as part of its commitment to the “Year of Croeso 2025.” In addition, private sponsors aligned with tourism and wellness sectors are expected to contribute £20,000. A further £10,000 will be generated through booth rental at the business-to-business exhibition, where 20 local exhibitors will showcase products and services.

On the expenditure side, the venue hire at Venue Cymru is estimated at £25,000, covering three full days of access including technical support and breakout rooms. Catering and hospitality costs are forecasted at £20,000, taking into account locally sourced food and the dietary requirements of a diverse international audience. Marketing and communications, both digital and print, will require an estimated £12,000 to ensure adequate promotion. Staffing and volunteer coordination will amount to approximately £20,000, including remuneration for key personnel and stipends for student volunteers. Audiovisual and technological support is expected to cost £14,000, reflecting the hybrid nature of the event with live streaming. Additional allocations include £6,000 for cultural programming, £4,000 for insurance and legal compliance, and £10,000 for environmentally sustainable transport logistics. A 10% contingency fund of £13,500 ensures flexibility in the face of unexpected costs.

In total, the event’s budget is projected at £124,500, yielding a surplus of £18,000. This buffer may be used for future promotional campaigns or reinvested into similar events in subsequent years. The budget underscores a commitment to financial sustainability, transparency, and value-for-money, which are essential in gaining the trust of both public and private stakeholders (O'Toole, 2011).

7. Industry Trends, Issues, and Impacts

Understanding and aligning with current trends in the meetings, incentives, conferences, and exhibitions (MICE) sector is essential for creating a relevant and future-facing event. One of the most significant trends is the shift toward experiential and transformational travel. Tourists, particularly in the post-pandemic era, are increasingly drawn to authentic, immersive experiences that offer both personal growth and cultural connection (Pine & Gilmore, 1999). *Celtic Horizons* is designed to respond to this trend by integrating wellness activities such as mindfulness, nature walks, and gastronomy with traditional Welsh culture.

Another notable trend is the expansion of the wellness tourism market, which, according to the Global Wellness Institute (2023), continues to grow rapidly, particularly in regions that offer clean environments, natural beauty, and a strong cultural identity—criteria that Wales meets abundantly. As part of this focus, the summit will prioritise sustainability and wellness in all aspects of its programming.

Simultaneously, the rise of hybrid event formats has transformed the way organisers think about participation and reach. By incorporating virtual components, the summit can extend its visibility to global audiences who may not be able to attend physically. This trend enhances inclusivity while promoting destination marketing at an international level (Jago & Deery, 2010).

However, the industry is also facing several challenges. The impact of Brexit has led to uncertainties around visa processes and international mobility. Moreover, inflation and cost-of-living increases may constrain both attendee budgets and organiser margins. Furthermore, corporate and government partners increasingly expect events to demonstrate strong Environmental, Social, and Governance (ESG) credentials. *Celtic Horizons* will proactively address these concerns by offering early bird registration, securing funding support, and adhering to sustainable event principles.

In terms of impact, the event is anticipated to yield economic, social, and cultural benefits. Local businesses in hospitality, transport, and retail will experience increased activity, while international visitors will gain exposure to Welsh culture. The creation of

new business links and professional development opportunities further extend the summit's positive legacy.

8. Situational and Cultural Considerations

A detailed analysis of external and internal influences is necessary to align the event with its operational context. The PESTEL framework—Political, Economic, Social, Technological, Environmental, and Legal—provides a structured approach to this task.

Politically, the event aligns well with the Welsh Government's strategic tourism goals and is supported through the "Year of Croeso 2025" campaign. This alignment provides both promotional backing and access to funding opportunities. Economically, the event seeks to contribute to post-pandemic recovery by stimulating demand in the tourism and events sectors. The involvement of local suppliers, hotels, and cultural organisations will ensure that economic gains are distributed within the region.

Social considerations play a key role in shaping the summit's inclusive ethos. The event will be delivered bilingually, with materials and sessions offered in both Welsh and English. In addition, efforts will be made to accommodate delegates from diverse cultural and religious backgrounds. Wellness sessions will reflect global practices while celebrating local traditions.

Technologically, the use of event management software, hybrid platforms, and mobile apps will enhance the attendee experience and operational efficiency. Accessibility features such as live captioning, mobile ticketing, and multilingual interfaces will ensure broader participation. Environmentally, the summit is committed to carbon-neutral delivery, with policies on waste reduction, low-emission transport, and sustainable procurement practices. Partnerships with local environmental groups will support tree planting and biodiversity projects to offset carbon outputs.

Legally, the event will adhere to UK laws concerning public health, safety, and equality. General Data Protection Regulation (GDPR) compliance will be observed for

data collection and management. Licences for entertainment and food services will be obtained in line with local council regulations.

Taken together, these situational and cultural factors will significantly influence the planning and delivery of *Celtic Horizons*. Their integration into the strategic framework ensures both relevance and responsiveness in a rapidly evolving global context.

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