



International Hotel Management (BA)

BMIH6007

International Meetings Management for the Hotel Industry

Presentation content

Name: Cosmin Blaj

Student number: 2124188

Tutor's name: Philippa Fitzgerald

Introduction

The presentation will discover the fields of event planning and sustainability on a journey that will revolutionise things for the better. This investigation will dive into the multipart interactions between marketplace dynamics, operational complexities, funding tactics, and the larger context of the environment, forming an encompassing knowledge of organising sustainable movements in the modern world.

Market Factors

Target Market

People who have become enthusiastically committed to sustainability as consumers, corporations, or organisations are the target audience for this meeting. The target market contains experts from a range of businesses, environmental enthusiasts, and community members. They expect that appealing to the environmentally aware will bring people who share the same standards in the pursuit of a shared goal. (Agapito, Ribeiro and Woosnam, 2022).

Demand

The acceptance of the event with a sustainability theme exposes a global movement towards environmentally conscious movement. As sustainability gains accumulative importance, individuals and organisations are enthusiastically searching for events that align with their

beliefs. This demand redirects a broader trend within society into making decisions that take the situation into consideration and a genuine yearning to provide beneficial ecological enhancement (Berger, 2017).

Supply

Reflections for appraising the vendor side include the occurrence of environmentally friendly providers, equipment resources, and environmentally friendly locations. By only collaborating with partners who share the assurance to sustainability, they can ensure that every feature of the occasion is in charge with the ecological objectives. The policy fosters the creation of a gorgeous and durable supply chain, evolving the occasion's complete integrity and observation (Brunt, Horner and Semley, 2017).

Competition

Regardless of the considerable supply, one needs to take potential marketplace competition into explanation. Making an entrance at other events with an environmental theme could be appreciated because attendees might have to make choices between several options. To fight this, the event will discriminate itself by offering exclusive experiences, interesting content and astute acquaintances. By remaining creative and adjustable to emerging trends, businesses may excellently accomplish the competitive landscape (Cartwright and St. Anthony's College, 2022).

The event purposes to surpass the standards of an ecologically sensible audience by strategically acceptance and handling these tools, describing the target market, detecting demand, managing competition, and ensuring a sustainable supply chain.

Operational Factors

Venue Availability

The occasion will be apprehended in London, the capital of the United Kingdom, in the prominent Royal Horticultural Hall. The venue offers the ideal framework for an environmentally aware event. It is recognized for its beautiful spaces and guarantee to sustainability. Getting the Royal Horticultural Hall's grounds on February 14 will be vital to making the event's plans work. Promising accessibility long in progress makes it conceivable to

plan logistically for the Valentine's Day celebration and guarantees that the location will be accessible (DK, 2022).

Skills Required

The organising staff at Royal Horticultural Halls will necessitate a diverse skill set to confirm a perfect occasion. That entails having the capability to function well in a team, communicating well, management challenges, and recompensing close attention to sustainability values. Staff education sessions will be applied to guarantee that each member has the knowledge and documentation essential to organise a gathering that is both helpful and naturally sustainable (Fenich, 2019).

Venue Suitability

With its classic elegance and eco-friendly innovations, the historic Royal Horticultural Hall serves as a fitting setting for the event with a sustainability theme. It shares our goal of reducing the event's adverse ecological impacts due to its commitment to ecologically conscious measures, like energy efficiency and trash reduction. The venue's adaptable spaces and architecture contribute to the inviting and eye-catching ambience that both merchants and spectators will find enticing (Fox et al., 2014).

Resources

Key components such as placement, parking spaces, lighting out there, and catering are essential to the achievement of the event held on the grounds of Royal Horticultural Arena. Thanks to the association with sustainable supply products and facilities, it will strictly follow to eco-friendly practices while selecting the food. The core goals of the event's sustainability are the utilisation of sustainable seating choices and energy-efficient lighting. Because cautious preparation for easily available and ecologically friendly vehicle parking completes the widespread resource considerations, all contributors will be able to contribute in a combined and accountable Valentine's Day occasion (Getz and Page, 2016).

Financial Factors

Costs and Predicted Revenues

Income and Expenditure Table

Type	Description	Cost (£)
Event Renting	Royal Horticultural Halls premises for whole day	£17,000
Staffs for the event	Salaries for organizer, planner and support	£8,000
Promoting and Advertising	Marketing, prints materials and online advancement	£8,000
Catering	Sustainable and locally obtained food and beverage	£11,000
Transportations	Shipping, tools and miscellaneous	£6,000
Technological advancement	Audio-visual apparatus and event technology	£7,000
Sustainability Advantages	Green observes, eco-friendly ingredients	£5,000
Emergency	Unpredicted expenses and regulations	£4,000
Total money spent		£66,000

Funding Sources

The cash required for the gathering will be achieved from many sources. In accumulation to offering tier pricing and other enticements for ticket sales, eco-aware corporations and groups are going to endowment the event, which will greatly growth its proceeds. Strategic partnerships, grants, and donations from entities or foundations that encourage ecological issues will enlarge the financing sources and pledge the event's profitability (Getz and Page, 2019).

Revenue Generation

The celebration will generate revenue in a few altered methods. Firms who are concerned about the surrounds will preserve sponsorship relationships that purpose to provide opportunities for exposure and publicity. The influence of attendees will be supported by utilizing ticket sales with changing pricing and outstanding sets. Additional aid from session and vendor fees and properties sales will confirm a robust and long-lasting financial outcome (Van and White, 2015).

SWOT analysis for the sustainability-themed event

S	W	O	T
The occasion services an inventive strategy and underlines conservation heavily. The irreplaceable location, the prestigious Royal Horticultural Halls, is elegant and correct for the subject of the party. Solid partnerships with eco-aware trades improve authority, and an enthusiastic and capable planning group ensures a triumphant incident (Gray and Larson, 2021).	It is risky to trust just on endorsements for capital, which accentuates how many other sources of money, are foreseeable. Budget restraints on marketing may restrict outreach creativity, forcing creative and profitable publicity strategies. There may be trials in approving comprehensive maintainable practices, which should be carefully measured. If there are any outside	The celebration's confluence with the intensifying worldwide inquisitiveness about environmentalism makes illustration in a larger audience practicable (Dealtry, 2021). Partnerships with moral associations and commercial entities may be extended to enlarge the event's offerings and diversify its backing sources. Educative seminars on green living and business strategies have the	When equivalent activities that are planned contemporarily threaten to disrupt one another, clever advertising and operational disparity are needed. Supported events and participation fees may be compressed by the status of economic growth, which could reduction overall revenue. Confirming efficient transport can be challenging and lengthy, particularly for

	apparatuses to the party, intemperate weather could ruin the complete affair for guests.	possible to attract a diverse spectator and provide significant compensations. Organising ecological creative after the event augments its legacy and creates a long-lasting impression.	sustainability creativities (CUNEYT MENGÜ, Ph.D, 2020). Variations in natural laws or event requirements may necessitate adjustments to the implementation and planning stages.
--	--	--	---

PESTLE Analysis for the sustainability-themed event

Political- Politics plays a part in influential the leading atmosphere. Strategies about the surroundings, especially those central procedures and performs, might change in a way that makes it more tough to plan and implement events with justifiable themes. Preserving up-to-date knowledge of applicable laws ensures agreement and efficient management of conditions (Meredith and Shafer, 2022).

Economical- Accounting for the complete status of the marketplace and the monetary well-being of possible funders and participants, economic aspects are significant to consider. Recessions in the economy may mark insurance percentages and rates of appearance, which could negatively influence the festival's financial presentation. Two vital policies are to adapt to shifting economic circumstances and deliver a range of supporting options (López-Fernández and Romero-Fernández, 2018).

Social- Preconceived notions and cultural propensities are samples of social factors. As awareness of matters surrounding the environment produces, this event offers an opportunity to contact a community that is socially troubled. If planners are aware of present societal attitudes towards green habits, they can more simply adjust their curriculum to meet participants' opportunities (O'Toole, 2011).

Technological- The preparation and execution procedure be contingent heavily on progressions in event innovation, along with other technological features. It is possible to inspire contribution throughout the whole occasion by utilising creative authorising policies, virtual participation chances, and environmentally conscious systematizing alternatives (Smith, 2012).

Legal- The most significant of the legal concerns is adhering to the instructions and ordinances that control behaviours and sustainable principles. Ensuring that all features of the occasion adhere to health and safety guidelines, ecological legislation, and profitable commitments is crucial for minimising dangers and a fruitful outcome (Rogers, Wynn-Moylan and P, 2022).

Environmental- Regarding the sustainability concept, in particular, ecological factors are critical to the occasion. Utilising renewable properties, reducing waste and charming in environmentally beneficial actions are all part of the occasion's goals. When ecologically responsible movements are taken, the event's legitimacy and insight increase.

A careful study of these financial, social, legal, political in landscape and ecological problems yields a complete understanding of the external inspirations that may have an outcome on the company and the efficacious completing of the sustainability-themed activities.

Conclusion

The study into event sustainability comes to an end with knowledge about finance approaches, operational subtleties, economic conditions, and the significant impact of environmental conscience. This journey heralds the dawn of sustainability in the management of events by creating the groundwork for generating memorable and environmentally liable experiences (Seth, 2020).

References

Agapito, D., Ribeiro, M.A. and Woosnam, K.M. (2022). *Handbook on the tourist experience : design, marketing and management*. Northampton: Edward Elgar Publishing.

Berger, A. (2017). *Target Markets*. Taylor & Francis.

Brunt, P., Horner, S. and Semley, N. (2017). *Research Methods in Tourism, Hospitality and Events Management*. SAGE.

Cartwright, R. and St. Anthony's College (2022). *Mastering marketing management*. Basingstoke: Palgrave In Association With St Anthony's, Oxford.

CUNEYT MENGÜ, Ph.D (2020). *OPERATIONS MANAGEMENT AND STRATEGIES IN TRAVEL INDUSTRY*. YALIN YAYINCILIK.

Dealtry, T.R. (2021). *Dynamic SWOT analysis : developer's guide*. Birmingham: Dynamic Swot Associates.

DK (2022). *Project Management*. Penguin.

Fenich, G.G. (2019). *Meetings, expositions, events, and conventions : an introduction to the industry*. Ny, Ny: Pearson.

Feys, B. (2019). *PESTLE analysis*. 50Minutes.

Fox, D., Mary Beth Gouthro, Yeganeh Morakabati and Brackstone, J. (2014). *Doing Events Research*. Routledge: Oxford.

Getz, D. and Page, S.J. (2016). *Event Studies*. Routledge.

Getz, D. and Page, S.J. (2019). *Event studies : theory, research and policy for planned events*. 4th ed. London: Routledge.

Gray, C.F. and Larson, E.W. (2021). *Project management: the managerial process*. 8th ed. New York, Ny: Mcgraw-Hill Education.

López-Fernández, M. and Romero-Fernández, P.M. (2018). *Managerial Competencies for Multinational Businesses*. IGI Global.

Meredith, J.R. and Shafer, S.M. (2022). *Project management : a strategic managerial approach*. 11th ed. Hoboken, Nj: Wiley.

O'Toole, W. (2011). *Events Feasibility and Development*. Taylor & Francis.

Rogers, T., Wynn-Moylan and P (2022). *Conferences and conventions : a global industry*. 4th ed. Abingdon ; New York: Routledge, Cop.

Seth, C. (2020). *SWOT analysis*. S.L.: 50Minutes.com.

Smith, A. (2012). *Events and urban regeneration : the strategic use of events to revitalise cities*. London ; New York: Routledge.

Van, L. and White, L. (2015). *Human Resource Management for the Event Industry*. London Routledge.

Appendix

PPT Slides

International Hotel Management (BA)
BMIH6007
International Meetings Management for the Hotel Industry

WELCOME TO THE PRESENTATION

Name-
Student number -
Tutor's name-

INTRODUCTION

- ❑ Explore event planning and sustainability dynamics.
- ❑ Revolutionize practices for the better.
- ❑ Investigate multipart interactions: marketplace dynamics, operational complexities, funding tactics.
- ❑ Understand the broader context of environmental consciousness.

MARKET FACTORS



Target Market

Individuals, companies, and organizations deeply committed to sustainability (Agapito, Ribeiro and Woosnam, 2022).

Inclusive of local communities, environmental enthusiasts, and professionals from various industries.

Demand

High demand for sustainability-themed events reflects a global movement toward eco-conscious behavior.

People and companies actively seek events aligned with their sustainability beliefs (Berger, 2017).

Supply

Careful consideration of environmentally friendly suppliers, technological resources, and sustainable locations.

Exclusive collaboration with providers sharing our sustainability mindset for a seamless and eco-friendly supply chain (Brunt, Horner and Semley, 2017).

Competition

Potential competition from other sustainability-themed events.

Mitigating competition by offering unique experiences, engaging content, and strategic collaborations.

OPERATIONAL FACTORS

Venue Availability

The renowned Royal Horticultural Halls in London chosen for its exquisite spaces and sustainability dedication.

Crucial to verify availability on February 14 for successful event planning (DK, 2022).

Skills Required

Event team at Royal Horticultural Halls needs varied skills: organizational, communication, problem-solving, and sustainability understanding (Fenich, 2019).

Implementation of staff training programs ensures a competent and environmentally conscious team.

Venue Suitability

Royal Horticultural Halls deemed suitable due to its traditional appeal and eco-friendly initiatives (Fox et al., 2014).

Commitment to minimizing environmental impact through practices like waste reduction and energy efficiency.

Resources

Essential resources like seating, parking, lighting, and catering crucial for the event's success.

Partnership with sustainable catering services ensures environmentally friendly food choices (Getz and Page, 2016).

Emphasis on energy-efficient lighting and sustainable seating alternatives align with overall sustainability goals.



FINANCIAL FACTORS

Income and Expenditure Table

Type	Description	Cost (£)
Event Renting	Royal Horticultural Halls premises for whole day	£17,000
Staffs for the event	Salaries for organizer, planner and support	£8,000
Promoting and Advertising	Marketing, prints materials and online advancement	£8,000
Catering	Sustainable and locally obtained food and beverage	£11,000
Transportations	Shipping, tools and miscellaneous	£6,000
Technological advancement	Audio-visual apparatus and event technology	£7,000
Sustainability Advantages	Green observes, eco-friendly ingredients	£5,000
Emergency	Unpredicted expenses and regulations	£4,000
Total money spent		£66,000

SWOT ANALYSIS FOR THE SUSTAINABILITY-THEMED EVENT

Strengths

Novel and sustainable event concept.
Prestigious Royal Horticultural Halls as a fitting venue.
Capable and dedicated planning team ensuring event success Gray and Larson, 2021).

Weaknesses

Funding reliance on sponsorships poses a risk, necessitating multiple income sources.
Limited outreach due to a small marketing budget, requiring innovative promotional techniques.

Opportunities

Alignment with global interest in sustainability attracts a wider audience.
Collaboration opportunities with ethical companies for diversified revenue streams.

Threats

Competition from concurrently scheduled similar events requires effective differentiation.
Economic conditions may impact sponsorships and attendance costs, affecting overall revenue.



PESTLE ANALYSIS FOR THE SUSTAINABILITY-THEMED EVENT

Political

Potential impact on event organization due to changes in government regulations.
Continuous monitoring of legislation for adherence and efficient event handling (Meredith and Shafer, 2022).

Economic

Economic downturns may affect sponsorships and attendance costs.
Adaptation through diverse sponsorship packages and adjusting to economic changes.

Social

Opportunity to reach a socially conscious audience (O'Toole, 2011).
Alignment with increasing social consciousness surrounding sustainability.
Customizing the event based on current cultural opinions on eco-friendly methods.

Technological

Utilization of innovative event technology for enhanced participant experience (Smith, 2012).
Incorporation of virtual participation options and environmentally friendly event planning solutions.

Legal

Compliance with laws and regulations governing activities and sustainability standards (Rogers, Wynn-Moylan and P, 2022).
Adherence to health and safety requirements, environmental laws, and contractual commitments.

Environmental

Alignment of event objectives with sustainable resources and waste reduction strategies.
Credibility and impact enhanced through ecologically conscious practices.



CONCLUSION

- ❑ This journey marks the dawn of sustainability in event management
- ❑ Establishing the groundwork for memorable and environmentally responsible experiences.(Seth, 2020).

REFERENCES

- Agapito, D., Ribeiro, M.A. and Woosnam, K.M. (2022). *Handbook on the tourist experience : design, marketing and management*. Northampton: Edward Elgar Publishing.
- Berger, A. (2017). *Target Markets*. Taylor & Francis.
- Brunt, P., Horner, S. and Semley, N. (2017). *Research Methods in Tourism, Hospitality and Events Management*. SAGE.
- Cartwright, R. and St. Anthony's College (2022). *Mastering marketing management*. Basingstoke: Palgrave In Association With St Anthony's, Oxford.
- CUNEYT MENGÜ, Ph.D (2020). *OPERATIONS MANAGEMENT AND STRATEGIES IN TRAVEL INDUSTRY*. YALIN YAYINCILIK.
- Dealtry, T.R. (2021). *Dynamic SWOT analysis : developer's guide*. Birmingham: Dynamic Swot Associates.
- DK (2022). *Project Management*. Penguin.
- Fenich, G.G. (2019). *Meetings, expositions, events, and conventions : an introduction to the industry*. Ny, Ny: Pearson.
- Feys, B. (2019). *PESTLE analysis*. 50Minutes.
- Fox, D., Mary Beth Gouthro, Yeganeh Morakabati and Brackstone, J. (2014). *Doing Events Research*. Routledge: Oxford.
- Getz, D. and Page, S.J. (2016). *Event Studies*. Routledge.
- Getz, D. and Page, S.J. (2019). *Event studies : theory, research and policy for planned events*. 4th ed. London: Routledge.
- Gray, C.F. and Larson, E.W. (2021). *Project management: the managerial process*. 8th ed. New York, Ny: McGraw-Hill Education.
- López-Fernández, M. and Romero-Fernández, P.M. (2018). *Managerial Competencies for Multinational Businesses*. IGI Global.
- Meredith, J.R. and Shafer, S.M. (2022). *Project management : a strategic managerial approach*. 11th ed. Hoboken, Nj: Wiley.
- O'Toole, W. (2011). *Events Feasibility and Development*. Taylor & Francis.
- Rogers, T., Wynn-Moylan and P (2022). *Conferences and conventions : a global industry*. 4th ed. Abingdon ; New York: Routledge, Cop.
- Seth, C. (2020). *SWOT analysis*. S.L.: 50Minutes.com.
- Smith, A. (2012). *Events and urban regeneration : the strategic use of events to revitalise cities*. London ; New York: Routledge.
- Van, L. and White, L. (2015). *Human Resource Management for the Event Industry*. London Routledge.

THE END



THANK YOU!