

Events and festivals in context

In my review, I will be looking at how the global events and festival industry has grown and developed over time, and how historically, it has impacted how we have events today. 'Each year, events occur throughout the United Kingdom. They dominate the media, fill transport systems, hotels and venues, meet business objectives, motivate communities and create positive and negative impacts', (Bodwin et al, 2010). Looking at some historical events, some examples I have studied of historical origins, dating back to ancient Egypt, Greece and Rome, medieval times where we had carnivals, and also religious events and folk events. The way these events have developed throughout the years, have been done by using anthropology studies, which has made us humans develop throughout the years, and we need this when we plan events so we can keep up to date with today's society, to appeal to today's consumers. Over the years with events and festivals, we know some elements have stayed, we know people have always enjoyed music, dancing, an escape from reality, arts, etc. Looking back at the history of events and festivals, we know that festivals started to begin back in Ancient Egypt (3000 b.c), like with today's society, the festivals in Ancient Egypt celebrated them, once a year or had festivals they celebrated once a month. With these festivals, they would also have feasts, which links back to today's society, as we have massively changed which events, we now have stakeholders at events, and have event catering companies, to sell food to people, and offer to a range of people to suit consumer's needs.

Another example of a popular event, which we have seen progress as the years have gone on, is the Olympics, which was started in the Ancient Greece era from '776 BC through 393 AD'. This has become such a popular event, especially when we held the Olympic event in London in 2012. This became very successful for London, and many people paid to go to the Olympics in 2012, as it was a big event for the UK. We can see how the Olympic events have changed over the years to suit the Generation Z, as with the Olympics in 2012, we had many performances happen while opening the big sports event, such as music, performer's, we also had the Queen take part with James Bond, which showed the cultural side of Britain, as it was very British. We can see with the Olympics event, where it's held, we get the cultural history behind the country, and I think this has progressed over the years. I think we have grown from culture, and this has developed over the years, but I think most people forget that we still hold features of culture in today's society.

With modern events and festivals, I think technology has a huge impact on how events and festivals have changed. We can see that technology has progressed over time and we have started introducing technology to events and festivals. With older events, we lived in the atmosphere of the event, and the music was live, and we didn't have phones to distract us, it was more like a celebration, rather than just going for the experience. We now have a huge variety of events and festivals to offer, so companies need the 'Wow factor', to make them stand out from other events, so consumers are interested in that special event or festival. 'A one – time or infrequently occurring event outside normal programmes or activities of the sponsoring or organising body', Getz (2005). Events and festivals and become so popular throughout the years, and it's become so popular because of the

consumers reaction to these events, we need those external consumers, to help us get good recognition for our event or festival.

When it comes to planning events or festivals, companies need to plan what they need to do, to target and market to consumers. One strategy they use for planning events is MICE or MINCE, which means meetings and conferences, Incentives, networking events, corporate hospitality and exhibition and trade shows. When using MICE, companies use this so they can meet, and plan how they are going to organise an event, they come up with solutions on how they can make thier event stand out, as I mentioned before. This helps them to plan and organise their time well, so we can get a well-executed plan, ready to set up the event. 'The MICE industry is complex with many parties, such as participant's, sponsors, planners, convention and visitor bureau's, meeting venues, accommodations, and suppliers generally being involved in the planning and execution of an event', Schlentrich, U.A., 2008. The MICE industry: meetings, incentives conventions and exhibitions. *The Sage handbook of hospitality management*, p.400e420. We need planned events, so that everything runs smoothly, and that we meet the consumers' needs. They need to look at the event motives, such as social motives, organisational motives, physiological motives and personal motives. The main one people tend to go for is the social motive, so they can socialise and the physiological motive, so they can escape from reality and enjoy what is surrounding them. 'Often events and festivals provide a means for communities and visitors to experience and share what is unique to a particular destination or region., In essence this 'sense of place' is often the product or commodity which ultimately becomes the destination marketing message', Reid, S. and Arcodia, C., 2002. Understanding the role of the stakeholder in event management. We need to put the consumers first, to make sure their experience is the best, the best way they share their experience is through social media, which links back to how technology has helped with events today.

With many events we need stakeholders and sponsorships to make an event come together. Some examples of stakeholders (active stakeholders) we need are catering companies, production companies, event management, technical, party planners, theatrical, exhibitions and we also need people who are willing to volunteer to work at events. All these, are essential for making an event come together successfully. Then we have the passive stakeholders, who just want to be informed about the festival or event. Also, with popular events, they need things such as sponsorships. This helps with promoting a well-known brand, which often links with the type of event, to suit the consumers, and boosts the sponsorship and the event. This leads me on to talk about the public, private and non – profit sector in events and festivals. So, with the public sector, it is funded by the government, so these events are for larger events such as sports, economical events, events such as Visit Wales where they promote the country, etc. Then we have the private sector which has smaller examples, such as events for companies and smaller owned businesses, and events that rely on making a profit. I think for most events that are successful, they rely on the public sector, as the funding would be expensive. I think it's beneficial that festivals and events use the public sector, as it has economic impacts, which means helping the industry grow. Linking back with stakeholders, it is important that we have them at an event and festival, so we can organise time better and put on a smooth-running event. Events and

festival planning also requires you to think about the people who might be impacted by the event, for example local residents that live near the event, the attendees and etc. Even though we want the consumers who are attending to have a good experience so we can get good feedback, we also need to make sure that the people who are living nearby, don't have a bad experience that will impact our good feedback.

The main stakeholder's at events are, suppliers and venues, which includes the roles of making sure they have finance from the local council, the permission to be on that land, the stage supply, which means all the sound and lighting, and you also need security by the stage. Another role is the people who regulate the event, so this links back to security or police, and what is funded by the government. Also, the producers of events, you need the people who help set up the stage, and the performers, and the music artists that are going to play. The consumers also have a huge part to play, as we need people to share us on social media, and influence other people to attend that particular event. I think because events and festivals have become so popular over the years, we try and offer more, so we can attract so many consumers to our events. The key thing to remember, is if you want a successful event or festival, you do have to plan well, and make sure you have all the stakeholders and local businesses in place. We also know, that it can be time consuming, so we need to manage time well for a successful event.

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