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1. Introduction:



Figure 1: Introduction of Feasibility Plan for an International Meeting

The event that is being discussed is a globally appealing platform that focuses on the technology and innovation crossroads in the hospitality sector. Such a meeting has been envisioned with the current fast-growing technological scenario at the backdrop and its overall change in several sectors, among them tourism (Dowson, Albert & Lomax, 2022). The event strives to gather experts, aficionados, investors, academics, and officials in a single platform to share views, comprehend and feel the technological developments in the hospitality business.

It is the technology and innovation that impeccably determine the hospitality sector's future trend. This fact is the reason behind the topic selection for the event. Modern technological advancements have fast become the major drivers of the hospitality industry in terms of efficiency, customer service, and all-round management (Chersulich Tomino, Perić & Wise, 2020). This event will put the spotlight on digital transformation by emphasising the significance of smart technology and innovation as key factors to success in the hospitality industry.

This event is intended to be of international standard given the fact that technology and innovation are undeniably global issues. The issues and the chance they provide are not only going to be within a particular area or a nation. The aim is to achieve this through the integration of multiple

views from various parts of the globe thereby, paving the way for a crucial exchange of ideas on how tech is relevant in the hospitality industry (Allen, Harris & Jago, 2022). Held in this location that replicates the international array, the conference has been designed to create conditions that would generate serious and positive exchanges.

2. The Event Cycle:

Event Cycle is a tactical management tool that is used for the planning and coordination of events. It elaborates on the major milestones that are associated with the event planning process, beginning with the concept to the completion (Allen, Harris & Jago, 2022). The Event Cycle typically includes the following stages: Creation, Plans, Implementation, and Evaluation.

The Event Cycle is applied as follows:

Conceptualisation: This stage comprised finding the need, at that time, regarding the necessity of a platform where we can share our ideas about the use of technology and innovation in the hospitality sector (Getz & Page, 2019). The very source of this proposal was the discovery of the necessity to do this.

Planning: This stage is related to the elaborated preparation of the event where the primary activities like aims and objectives setting, event concept choosing, target audience studying, and operational and financial matter adjustment are conducted (Rogers & Wynn-Moylan, 2022). The planning stage is equally vital as it involves taking note of industry trends, sociocultural and other situational factors, as well as potential completion.

Execution: The next phase encompasses the actual hosting and conducting of the event in such a manner that all the scheduled set of activities are achieved effectively and the overall aim of the event is fulfilled.

Evaluation: At the end of the event a post-analysis will be conducted to evaluate its success vs. the objectives, gain feedback and chart out to improve future events (Mair et al., 2023).

By applying the Event Cycle, the organisers of the meeting can be confident there will work methodology in place, designed to increase the event's chances of success.

3. Event Concept:

The international meeting, conceived as a flexible yet interactive forum that gathers representatives from the hospitality industry and the tech sector, will serve as a neutral platform for the discussion of emerging industry issues and challenges, as well as their solutions. The main goal of the event is to provide an environment where deep dialogues, shared learning, and a chance to network with others who are enthusiastic about the ideas of technology and innovation in the hospitality domain can take place (Kitchen, 2022).

The conference will have a series of keynote addresses, dialogues, and breakout sessions where industry experts and leaders will act as moderators. At these sessions, we will talk about different aspects of technology and innovation. It will be about AI menu planning, robotics in food preparation, usage of 3D food printing, as well as future trends in hospitality (Addanki, Patra & Kandra, 2022).

Itinerary for Delegates/Guests:

The gathering will be steered off with an opening speech by the organisers, and this will be followed by the morning session which will feature keynote speakers. After lunch, delegates should prepare to choose between several breakout sessions which fall into their areas of interest . Such classrooms will provide a deeper knowledge about specific topics and allow participants to discuss the issues interactively (Quick, 2020).

In the evening, a panel discussion with industry leaders will take place serving as a continued discussion beyond the theme by providing different perspectives. The day will come to an end with a networking dinner, where you will be able to meet the speakers and the delegates (Nuwagaba, 2018).

This plan is made up of a careful combination of knowledge sharing, discussion, and exchanging contacts ensuring that it will be both intense and interesting for all the participants.

4. Aim and Objectives of the Meeting/Event:

Aim: The main objective of the world summit is to promote a holistic view of the contribution and implication of technology and innovation in the service industry, as well as to ensure that different groups of stakeholders can cooperate among themselves to find uncompromising ways to confront challenges.

SMART Objectives:



Figure 2: SMART Objectives. Source: <https://www.clearreview.com/resources/guides/which-smart-objectives-definition-should-i-use/>.

1. **Specific:** It is to provide space for dissemination of the most recent technology and techniques of the day for the hospitality sector.
2. **Measurable:** To draw an audience of at least 200 people from the professional circle and interested in technology, investment, academia, and implementation.
3. **Achievable:** To organise five key speeches and ten breakout sessions led by representatives of the industry and high-ranking officials (Greenwell, Danzey-Bussell & Shonk, 2019).
4. **Relevant:** One interesting aspect that will be covered is various practices that are already implemented in the hospitality sector such as AI in menu planning, robotics in food preparation, the effect of 3D food printing and the next coming trends.
5. **Time-bound:** In a 1-day time frame, the aim would be to create such an atmosphere and overall experience.

This prepares the ground for reaching the event's goals and helps to get a clear understanding of the necessary steps to be taken. They are SMART in particular - Specific, Measurable, Achievable, Relevant, and lastly Time-bound, which underscores the fact that they are realistic also they can be effectively measured.

5. Event Operations:

The successful performance of the international conference in the sector of hospitality and modern technologies presupposes the utilisation of skills and sources (Akgöz & Engin, 2016).

Skills Required for the Meeting/Event:

1. Communication Skills: Communicating (employing) effectively is required to work in a team, engaging the audience, and having a crew of vendors and speakers (Boshnakova & Goldblatt, 2017).

2. Technical Knowledge: An excellent cognition of the event's topic as well as some connection to the related technology platform is very basic to engage in a debate with attendees or address any of their questions without delay (Kramer, 2022).

3. Problem-Solving Skills: One of the greatest challenges when it comes to event management is the ability to ensure that the issues are quickly identified and resolved so that the guests can enjoy their experience without any incidents (Smith, 2020).

4. Organisational Skills: One of the important organisational skills that is needed is the proper management of event logistics including scheduling, venue set up and coordination of various activities (Bryson, 2018).

1. Customer Service Skills: It is vital to have perfect service skills at the point of registrations up until the end of the event, so that the attendees may enjoy the program.

Resources Required for the Meeting/Event:

1. Venue: Venue selection should be done based on the expected number of attendees as well as its theme and the venue should be able to host all attendees (Liang, 2015).

2. Technical Equipment: Necessary equipment like a microphone, loudspeaker, projector, and lights for various meetings, presentations, and discussions.

3. Catering Services: Food and drinks that will be sufficient enough according to the event's duration and attendee's choices (Rogers & Wynn-Moylan, 2022).

4. Staff: Appropriate employee count for this event management to deal with different aspects, such as registration, technical support, and customer service.

5. Marketing Materials: Promoting the event through advertisements and drawing the attendees, which may include brochures, banners, and digital ads.

With these individuals, skills, and resources available, the managers of the event can increase the possibility that the meeting is going to be successful and influence positively.

6. Event Budget:

Budgeting for the global meeting on technology and creativity in the hospitality industry is among the vital activities in the event management process. It is a financial plan that implies spending resources by the event's budget and aims at maintaining its financial stability and viability (Samuel et al., 2021).

Income: The major sources of income for the event encompass:

Ticket Sales: They are the main source of income for organisers as they sell entrance tickets to the visitors.

Sponsorships: The brand link-ups with the tech and tourism sectors for the event sponsorship are decisive earnings channels.

Exhibitor Fees: Admissions charged from industry representatives or participants presenting their products and services at the event.

Advertising: Income from selling advertising slots in media units and online platforms.

Merchandise Sales: Besides ticket sales, we can also make more money by selling merchandise with an event theme.

Income	Amount (USD)
Ticket Sales	\$20,000

Sponsorships	\$15,000
Exhibitor Fees	\$10,000
Advertising	\$5,000
Merchandise Sales	\$2,000
Total Income	\$52,000

Expenditure: The key areas concerning a big event spending are:

Venue Rental: The price of the venue is one of the factors we consider because the seminar is going to be of a long duration.

Catering Services: Inflows connected with serving food and drinks during the seminar.

Technical Equipment: Costs that may be incurred either while renting or buying special technical equipment.

Staff Wages: The paid staff costs, as well as additional hours worked.

Miscellaneous Expenses: The budget could rise from the anticipated costs such as renting a venue, marketing, and allowing for extra expenses like hiring a designer and buying extra materials in case of need.

Expenditure	Amount (USD)
Venue Rental	\$10,000
Catering Services	\$8,000
Technical Equipment	\$5,000
Staff Wages	\$7,000
Miscellaneous Expenses	\$5,000
Total Expenditure	\$35,000

$\text{Net Income} = \text{Total Income} - \text{Total Expenditure}$

$\text{Net Income} = \$52,000 - \$35,000 = \$17,000$

Net Income = \$17,000

It is imperative to meticulously plan and budget to ensure that income is enough to cover all expenses. Subsequently, any surplus could be rolled over to finance future events or serve as an

emergency fund. On the other hand, since the income will be less than the required expenditures, we will have to look for other ways like increasing the ticket price, securing more sponsorships and cutting the costs. The careful and professional planning of the finances is a major factor in the future of the event.

7. Industry Trends/Issues/Impacts:

The meetings and events industry are always progressing and we observe a wide range of trends, some of which seem to endure, while others disappear as soon as they appear. Some of the key trends shaping the industry in 2024 include (Morrison & Buhalis, 2023): Some of the key trends shaping the industry in 2024 include:

Hybrid Events: The development of hybrid events, that are both physically and virtually featured, is a very crucial trend. These events are powered by the online and interactive nature of a virtual event in addition to the face-to-face communication of a physical one (Wjiewickrama & Nawarathna, 2022).

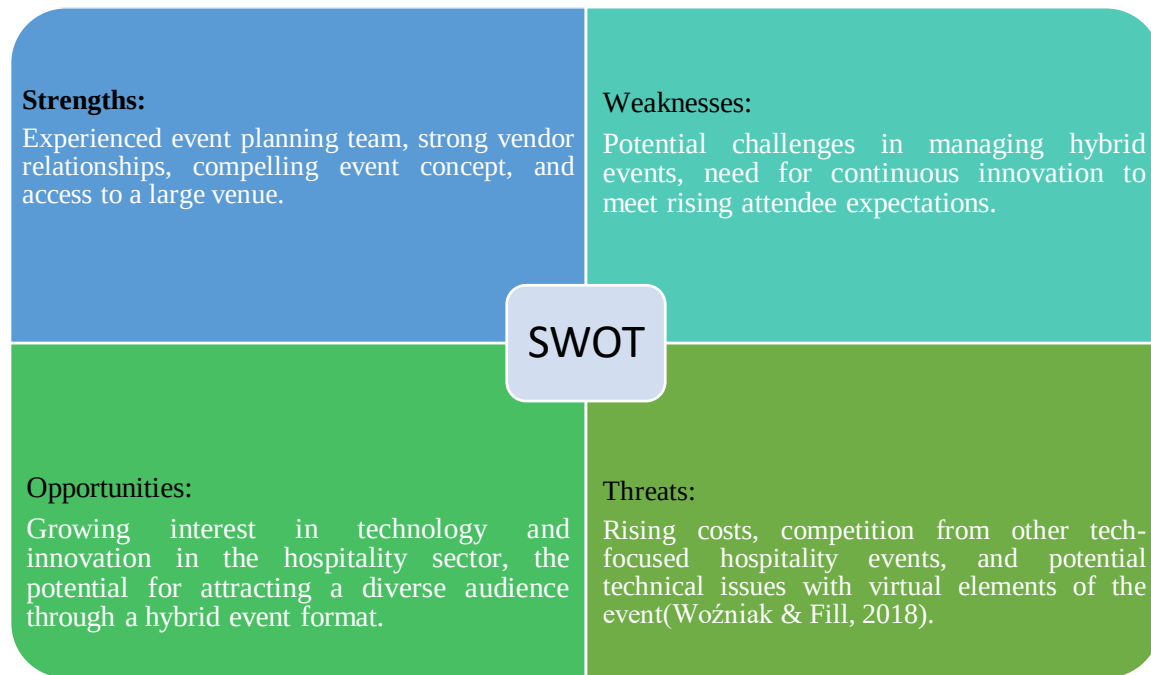
Technology and Innovation: The adoption of technology is now a major trend in the sector where the technologies mentioned before like AI and data analytics among others are widely used. These innovations are being relied on to upgrade customer experience, boost system productivity and enhance business.

Sustainability and Inclusivity: Sustainability and inclusivity receive much attention which is seen as a return to the basics of fashion. Organisers are busy arranging positive and inclusive events with the plan to be ecological and fit for everyone.

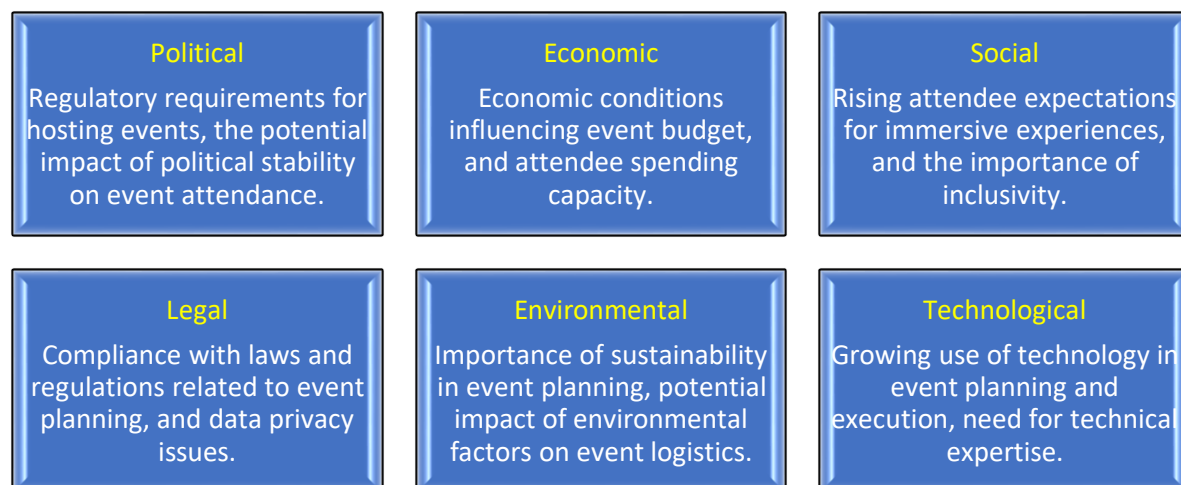
Experience-First Events: As participants' expectations grow more sophisticated by the day, event organisers are more than ever required to guarantee personalised and interactive sessions.

These trends are the main determinants of what will be accomplished at the global conference relating to technology and innovation in the hospitality industry (Cuskelly et al., 2021). As an example, the event could be planned as a hybrid event, integrating technology to elevate the attendee's experience and the audience as well as a whole. Another component could be the inclusion of sustainability principles and that the event is also open to people who don't usually come to those kinds of events.

SWOT Analysis:



PESTLE Analysis:



These analyses provide a thorough picture of the internal and external environmental factors that may affect the success of the event and as a result, will enable more all-knowing decisions in the planning process of event management (Jamil, 2023).

8. Cultural and Situational Considerations:

The success of the international gathering on technology and innovation in hospitality would be improved by taking into account the broader cultural and situational aspects, which could affect the event (Albrechts, Balducci & Hillier, 2017).

Cultural Considerations: The event is on the international level to draw participants from different cultures. It is essential to guarantee the same by the event if it is inclusive and sensitive towards the cultures of all the countries. Such an approach could be found in considering cultural differences in the choice of food and drink, providing support in multiple languages and making sure that norms and sensitivities of different cultures are taken into account in the event content and communications (Bowdin et al., 2012). Learning to appreciate cultural diversity and represent a more diverse entertainment can ultimately be achieved and that will lead to the establishment of a more inclusive and congenial environment.

Situational Considerations: Here, they are talking about the fact that they are describing the events based on the specific circumstances or conditions which occurred as the event happened. Such issues could relate to the actual state of the pandemic and any travel ban as the factors that could significantly affect audience attendance and the possibility of an actual in-person event. Likewise, the presence of economic conditions will determine the size of the budget and who wants to attend the event (Morrison & Buhalis, 2023). Knowing these environmental dynamics and being able to always consider the new dynamics as the event runs is an important part of ensuring the success of the event.

The importance of each factor is based on their influence on the outcome of the perfect event. By considering the cultural and situational factors in Virtual Event organisation, event organisers can design an event that not only will be involved and clear but also will be respectful to cultural diversity and reactive to the current situation. This concept can, not only, attract more people but also guarantee the satisfaction of the attendees and, in the end, lead the event to success.

9. Conclusion:

The International Forum on Technology and innovation in the Hospitality Industry is a high-level outreach initiative intended to contribute to conversation, partnership and insight sharing among a wide range of stakeholders. The event will specifically examine the innovative role of new technologies and innovation in the hospitality line with a major concentration on food services.

The planning and running of this event necessitate a thoughtful plan in which you have to consider the event concept, its objective and features, the operational requirements, the budget, the trends in the industry, the cultural and situational factors, and the social and institutional dynamics, as well. The event will use the Event Cycle as a strategic management tool, thereby, making it a systematic process allowing the management of the event from the beginning to its end.

This event/gathering offers a first-hand training experience, as well as a possibility for networking and continuous development of your knowledge of the industry. It is a significant step that provides a forum for transparent discussion about the possible ways of using technology and innovation to revamp the hospitality sector. The event's outcome is not only proof of technologies and innovation's power to reshape the industries, but it also shows new potentials that haven't been used up yet.

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