

BA (Hons) International Hotel Management

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**Assignment Title: Planning and Delivering of Wales' Green Innovation and Sustainability
Expo**

Student Name: Mohammed Ali Haider

Student ID Number: 2013121

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AI Declaration

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

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1. Introduction

This event is designed to be a three-day international MICE (Meetings, Incentives, Conferences, and Exhibitions) gathering in support of Visit Wales' 2025 "Year of Croeso" campaign. The event is planned to take place at the Cardiff International Arena, where attendees can experience Welsh hospitality, culture, and eco-expertise through keynote talks, exhibitions, and cultural entertainment. This report, based on the feasibility study conducted in Assessment 1, addresses the key planning and execution elements essential for the event's success. The Expo enables Wales to enhance its reputation as a modern MICE centre, support regional tourism, and foster new business and travel partnerships worldwide.

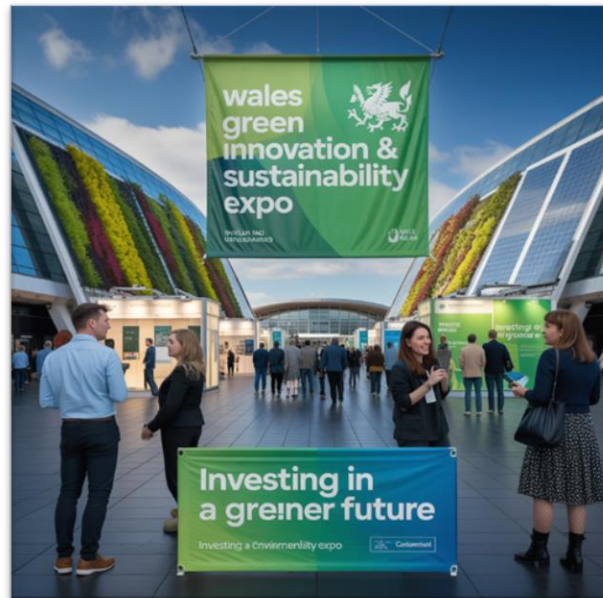
2. The Event Cycle

Planning events well relies on having outlined models that guide critical decisions and the final delivery. Two practical frameworks for Wales' Green Innovation and Sustainability Expo are Bladen's (2012) Three-Stage Event Design Model and the Event Management Body of Knowledge (EMBOK) Model, which encompasses the domains of Administration, Design, Marketing, Operations, and Risk (Thomas and Stephens, 2022).

In Bladen's plan, the Intention phase made clear that the purpose of the event was to present Wales as a sustainable and culturally important MICE place. The main tasks for this stage are to organise logistics, hire staff, design programmes and make the event more eco-friendly (van Antwerpen, 2023).

Using EMBOK, the Design and Marketing domains play a key role. Marketing plays a crucial role in the Design phase in shaping how delegates participate and remain engaged (Bangura and Choi, 2024). Event organisers plan their marketing strategy early to boost ticket sales and maintain their brand value. Creative agencies are sometimes hired to develop visually appealing ads, video teasers, and event branding for clients (Getz and Page, 2019). Old-school methods, such as brochures and flyers, will complement online websites, platforms like YouTube and Facebook, and partnering with preferred influencers. Teasers and promotional content will be shared on social media through LinkedIn and Instagram to attract attention and draw a worldwide audience (Mohamed and Saber, 2022).

The Expo is having a substantial impact through lively Welsh culture, advanced green technologies and an online experience. It is unique because it incorporates sustainability, culture and innovation, which are not usually found together in MICE events. As a team, these approaches produce an event that is always dynamic, carefully planned and memorable.



Source: (Author)

3. Event Concept

Event Context and Background

Held over three days as an MICE event, the Wales Green Innovation and Sustainability Expo is connected to the Year of Croeso 2025, which highlights Welsh hospitality, tradition, and the benefits of tourism. The Expo at the Cardiff International Arena will display Wales as a place that emphasises sustainability. The program serves as a conduit for foreign attendance to vent the off-season tourism business while exhibiting the display or green technology and networking in an exchange of local culture. It is said to be an interesting phenomenon because it did conform to the global trends to that effect with regard to sustainable events and tourism as well as giving venues for innovative cultural exchanges among the participants from all corners of the world.

Day 1 – Arrival and Engagement

A warm day welcomes the Welsh hosts; introducing attendees with keynotes from some government representatives, sustainability experts, and travel specialists for the conference opens (Mandal et al. 2025). Delegates will participate in sharing their business networking activities that can lead to partnerships between Welsh companies and foreign stakeholders. Night uncurls with a cultural show of Welsh music, food, and storytelling to all.

Day 2 – Innovation and Showcase

Sustainability and green-innovation take center stage on the second day. The delegates will have the chance to wander through an interactive hall featuring exhibits on eco-friendly products, clean technology, and intelligent tourism. Issues related to green tourism strategies, environmentally friendly MICE events, and the application of the circular economy will be discussed in panel discussions and breakout sessions.

Day 3 – Learning and Legacy

The last day features practical workshops where participants collaborate to generate ideas for more environmentally friendly events. A segment for making a formal partner announcement will highlight the various initiatives that Welsh firms are collaborating on with international partners. The program concludes with a banquet featuring local ingredients and a memorable performance that highlights Wales' kindness and creativity.



Source: (Author)

4. Aim and SMART Objectives

Aim

The purpose of the Wales Green Innovation and Sustainability Expo is to highlight Wales as a popular, innovative, and environmentally friendly destination for MICE by showcasing its culture, attracting foreign visitors, and encouraging tourism outside the primary season through a well-organised three-day event in Cardiff.

SMART Objectives

Objective	Specific	Measurable	Achievable	Relevant	Time-bound
1. International Promotion	Promote Wales as a MICE destination to global delegates.	Attract 500+ international attendees from at least 10 countries.	Supported by Visit Wales and digital marketing campaigns.	Aligns with the “Year of Croeso” and Wales’ international tourism goals.	This will be achieved by the event date in June 2025.

2. Cultural Engagement	Deliver immersive cultural experiences showcasing Welsh identity.	Gain 80% positive feedback on cultural sessions via surveys.	Delivered through 3 themed cultural activities and partnerships.	Supports the event's cultural and experiential focus.	To be measured within 1 week after the event.
3. Business Networking	Enable Welsh businesses to connect with international stakeholders.	Host at least 100 B2B meetings during the event.	Facilitated through structured networking sessions and business zones.	Encourages long-term trade and partnership opportunities.	Completed during the 3-day event.

5. Event Management

Applying strategic management helps to deliver the Wales' Green Innovation and Sustainability Expo successfully. This section outlines the key aspects of operations, staffing, marketing, and environmental protection during an event.

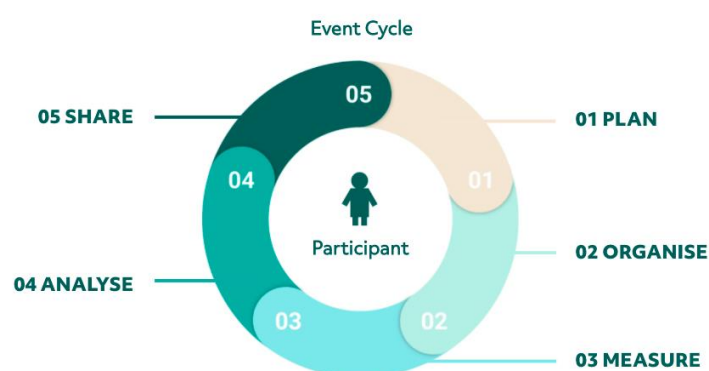


Figure 1: Event Management Cycle

Source: (Bladen et al., 2022)

5.1 Operational Planning and Logistics

While planning operations, the focus is on setting up the venue, handling technology, organising transport and considering unexpected situations. The flexible rooms and modern audiovisual setup at the Cardiff International Arena will welcome sessions, panels, and performances (Bowdin et al., 2023). Organising the registration, stand areas, meeting rooms and dining or snack spots is done through the floor plan. A shuttle service is available for Cardiff Airport and the local train station, and drivers are permitted to use designated parking spaces. The software can control and record when equipment should be placed, deliveries from suppliers, and tests will be conducted (Amicone et al., 2021).



5.2 Human Resource Requirements

This size of an event means the team needs to be specialised and experienced. Examples of roles include event managers, sustainability officers, AV technicians, staff working with guests, and health and safety officers (Bladen et al., 2022). Team members will be supported by professionals hired for their expertise, as well as university students who have been trained in hospitality, environmental issues, and various languages (Carlisle et al., 2023). It will be the duty of the volunteer coordinator to manage the schedules and provide any additional assistance that is needed.

5.3 Marketing and Promotional Activities

The 7 Ps will guide marketing: utilising the Expo as a Product, targeting Cardiff, online environments, offering different ticket prices, and promoting through social media and influential personalities. Teamwork with Visit Wales increases People and Partnerships, and the Physical evidence for Expo Wales includes branding, signs and a website (Mohamed and Sabre, 2022). With a website, people can easily get tickets and stay involved. Showcasing teasers, featuring special guests, and creating content with influencers add value to the event, while letters and press releases help grow interest in it (Bangura and Choi, 2024). Combining experiences in emerging cultures and prioritising sustainability attracts adventurous travellers and makes the conference more appealing to those attending for personal reasons (Nayak and Sit, 2025).

5.4 Sustainability Integration

Being sustainable is very important. Every temporary display, sign and document will be produced from recycled or easily degradable materials (Dowson, 2024). Partners in catering will serve organic, locally grown food, including a variety of plant-based meals, which helps reduce the environmental impact (Nicholls et al., 2021). Recycling and compost bins will be located at every waste management station, and third-party auditors will verify compliance. Lighting using LED bulbs and motion sensors will reduce the amount of energy they use (Caiola et al., 2023).



5.5 Use of Technology

Modern technology will ensure the Expo works more smoothly and attracts a larger audience. An app built for the conference will provide you with the latest schedules, speaker information, and a map for use (O'Toole, 2010). Participants who are present and those participating online can utilise the live streaming and virtual booths. Instead of distributing paper tickets and brochures, QR codes will be offered to minimise paper waste (Leochico et al., 2021). With data analytics, we will be able to see how delegates behave, which will help us review the event and work on further improvements.

6. Event Budget

Expenditure Breakdown

Item	Estimated Cost (£)
Venue Hire (3 days)	50,000
Staffing (event team and support)	30,000
Marketing and Promotions	20,000
Logistics and Setup	15,000
Sustainable Catering	25,000
Waste Management and Green Tools	10,000
Total Estimated Expenditure	150,000

Funding Sources / Income Generation

Funding Source	Amount (£)
Government Grants & Sustainability Subsidies	15,000
Corporate Sponsorships	30,000
Partner Contributions & Donors	10,000
Crowdfunding & Public Donations	5,000
Total Funding / Income	60,000

With an anticipated budget of £150,000, Wales' Green Innovation and Sustainability Expo aims to reflect its size, the importance of quality, and its emphasis on eco-friendly practices. The most

significant expense is paying for the Cardiff International Arena (£50,000), which justifies the investment due to its location, versatile layout, and excellent facilities. These costs for the events team (£30,000) underscore the importance of having personnel with expertise in event management, sustainability, and hospitality. To reach people worldwide, the business sets aside £20,000 for marketing and promotions. With a £25,000 budget for catering, organisers can purchase eco-friendly, locally grown food to align with the event's environmental objectives.

For income, the project has secured £60,000 through government grants (£15,000), corporate sponsors (£30,000), and assistance from partners (£15,000). It is hoped that an additional £5,000 will be raised through crowd-fundraising and public fundraising. Therefore, the event will require an additional £90,000, which can hopefully be raised by ticket sales, exhibitor fees, and potential sponsorships for supporting these services. The plan ensures that events are financed through a combination of public support and the capacity to generate revenue while adhering to sound environmental practices.

7. Industry Trends / Issues / Impacts

Due to increasing audience demands, a greater focus on sustainability, and shifts in the economy, the global meetings and events industry is advancing rapidly (Rogers and Wynn-Moylan, 2022).

7.1 Rise of Sustainable and Green Events

There is now a significant trend toward hosting eco-friendly events. Now, event organisers are expected to implement environmentally friendly strategies, minimise their carbon footprint, and collaborate with companies that care for the environment (Leochico et al., 2021). People who organise events are now given more consideration when they share similar values. As a result, the Expo incorporates green practices into all its operations, including eco-friendly meals, digital pamphlets, and a combination of delivery methods (Susyarini et al., 2024).

7.2 Demand for Cultural and Experiential Engagement

Modern delegates attending MICE events seek more than just professional opportunities; they are also interested in experiencing the genuine culture of the host destination (Getz and Page, 2019). Storytelling of local culture, neighbourhood activities and heritage tours now help bring in many overseas tourists (Roque, 2022). This supports Visit Wales' Year of Croeso, which celebrates being Welsh and ensures visitors have unforgettable experiences.

7.3 Hybrid and Digital Innovation

The way events are organised is being altered by digital transformation. Since the pandemic, the use of both in-person and digital attendance has become the norm (Iglesias et al., 2021). They support accessibility, help keep costs down and offer services worldwide (Mohamed and Sabre, 2022). The Expo provides live-streamed keynotes, virtual booths for exhibitors, and programmes for real-time communication. Such innovation ensures that people who cannot attend in person still feel included.

7.4 Global Economic and Travel Uncertainty

Uncertainty in the economy, rising prices, and geopolitical problems continue to impact international events and travel budgets (Zhang et al., 2022). Many companies are now reducing discretionary spending, which often means cutting back on business trips. The Expo offers various ticket prices, including early-bird rates, and provides the option to purchase tickets both online and in person, ensuring accessibility for many. Organising the event outside the peak season helps both visitors and suppliers to save money (Caiola et al., 2023).

8. Situational and Cultural Considerations

Considering the context and culture of Wales is essential when organising Wales' Green Innovation and Sustainability. Evaluating strengths, weaknesses, opportunities and threats with a SWOT analysis gives you a plan for managing these effects. Further PESTLE analysis for the event is attached in the appendices.

Strengths

Since the Expo highlights the country's friendliness and progress, it supports the "Year of Croeso" movement that promotes Wales as a warm and forward-thinking place. The way it blends green practices and cultural heritage is what makes it special in MICE (Bowdin et al., 2023). The event, held in Cardiff, features good infrastructure and easy access for participants, with local tourism bodies also providing assistance.

Weaknesses

After being launched, the Expo started from scratch and has no established reputation or achievements, which hurts its chances of gaining sponsors and building trust. Lack of sufficient funds and reliance on external funding may impact the quality and scope of a project's delivery (Venkataraman and Pinto, 2023). Additionally, ignoring multiple forms of speech or distorting the area's traditions may make a restaurant seem less authentic.

Opportunities

People from different countries are increasingly interested in MICE events that are both sustainable and immersive (Wee et al., 2021). Displaying Welsh signs, showcasing local traditions, and supporting community activities at the Expo can enhance its cultural appeal and encourage everyone to feel included. Iglesias et al. (2021) explain that collaborating with international partners helps uncover new opportunities for business and tourism.

Threats

People may not attend if they are unsure about the economy if travel is affected, or if similar, larger events are happening elsewhere. Issues related to Brexit may cause problems for logistics and planning (Zhang et al., 2022). For these reasons, organisations must plan with flexibility and prepare contingency plans. Being aware of different cultures and contexts is essential for creating an event that is genuine, respectful, and able to withstand challenges while meeting international standards.

9. Recommendations

The following recommendations are made to improve and maintain the success of the Wales' Green Innovation and Sustainability Expo:

- **Strengthen stakeholder collaboration** by Engaging early with local authorities, tourism boards, and international partners to align goals and resources.
- **Build long-term brand presence** by Working on visibility. Use a consistent style for the brand, publish reports after events, and offer online activities throughout the year to increase your profile (Susyarini et al., 2024).

- **Adopt adaptive planning:** Establish flexible strategies, varied working methods, and solutions to manage risks and mitigate disruptions to the project (Leochico et al., 2021).
- **Implement continuous feedback loops:** Use surveys during conferences and online connections to collect ideas and continually improve the event in subsequent editions.
- **Promote cultural inclusivity:** Offer language options and various cultural programmes and involve local communities to present Wales' individuality and make guests from different places feel at home (Roque, 2022).

10. Conclusion

In conclusion, Wales' Green Innovation and Sustainability Expo positions Wales to lead the way in organising environmentally friendly events for the MICE industry. Since calling 2023 the Year of Croeso, the event highlights both eco-friendly ideas and customs from Wales. The Expo works with precise planning, specially designed marketing, green practices, and partnerships to positively influence both its guests and the local economy.

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12. Appendices

PESTLE Analysis

Factor	Description
Political	The Welsh Government actively supports tourism and sustainable development, providing a stable political climate and access to funding and promotional support for events aligned with national strategies, such as the <i>Year of Croeso</i> .
Economic	The event can stimulate local economic activity, particularly in off-season months. However, inflation and fluctuating travel costs may impact international delegate attendance and supplier pricing (Leochico et al., 2021).
Social	There is a growing demand for culturally immersive and socially responsible events. The Expo meets this by highlighting Welsh culture and promoting inclusive, experiential engagement (Nayak and Sit, 2025).
Technological	Hybrid event platforms, mobile apps, and digital ticketing will improve accessibility and enhance the delegate experience. Virtual participation increases reach and supports sustainability goals (Venkataraman and Pinto, 2023).
Legal	The event must comply with health and safety regulations, data protection laws, and post-Brexit travel requirements. Licenses for music, alcohol, and large gatherings are required (Zhang et al., 2022).
Environmental	Environmental impact is minimised through the use of eco-friendly materials, sustainable catering practices, and effective waste reduction strategies (Susyarini et al., 2024). The Expo's green focus supports Wales' ecological objectives and appeals to ethical delegates.