



FIT FOR STUDENTS OUR VIRTUAL INSTAGRAM EVENT FOR HEALTH & WELLBEING



Summer Cavanagh
1904996 | BMTP5018





● Definition of an event

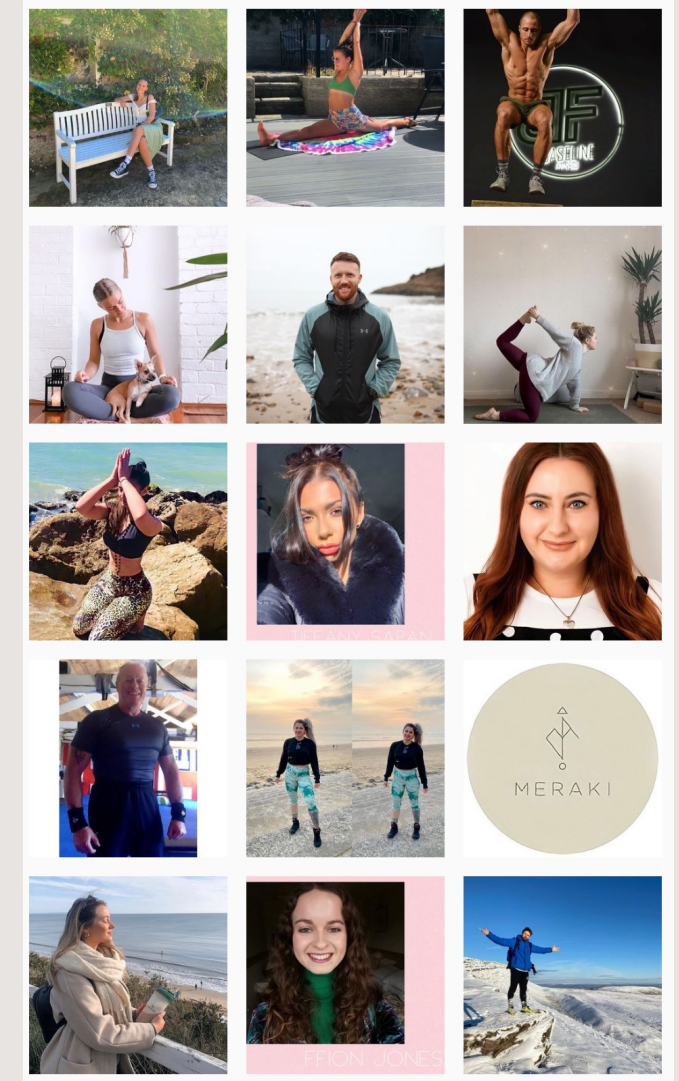
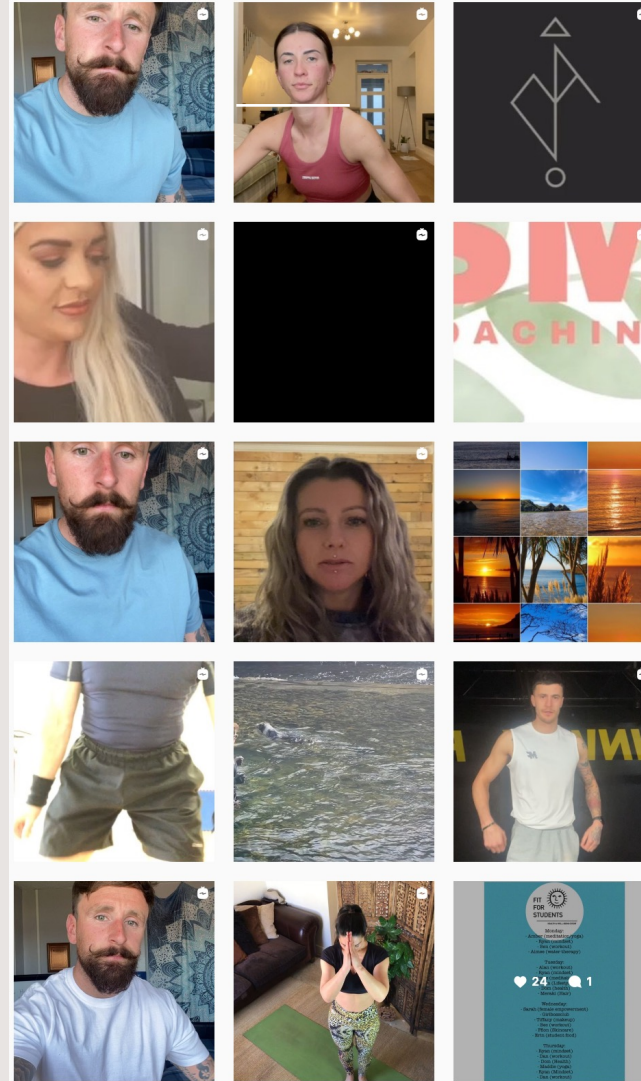
According to Getz, D (2007, p.18) an event is when there is an opportunity provided for people to be entertained, cultivated and brought together through a common purpose for a temporary amount of time.

Cause-related Event:

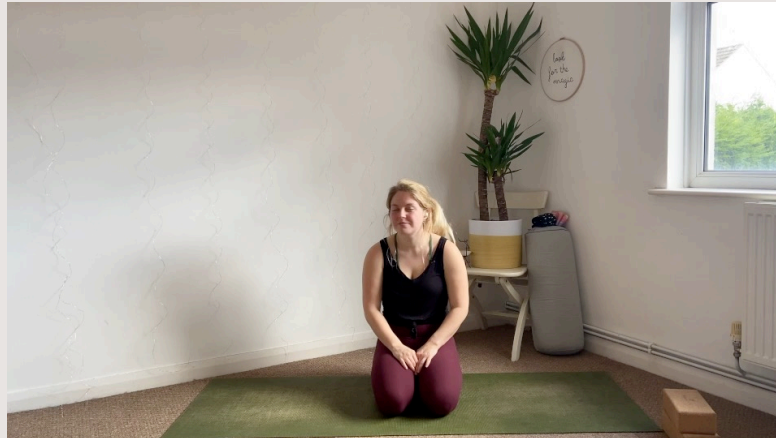
Our event was created to raise awareness for people, specifically students on the importance of health and wellbeing.

- Mental health has been a key focus for students in the past 14 months. Now, post global pandemic is it more crucial than ever that people take care of themselves & learn what is good for them. Hence why our event enveloped everything from fitness to yoga to lifestyle talks and nutrition.





- Some examples of videos created for our event 



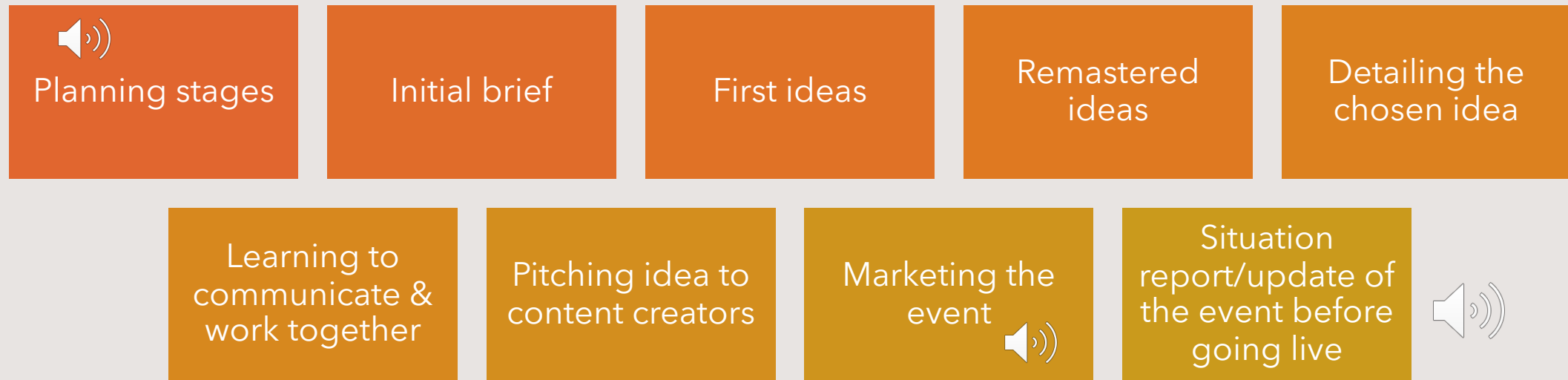
- Fitness
- Yoga
- Mindset coaching

(and many more!)



● Reflective analysis of the event

First stages



Second stages

* O'toole, (2011, p.25) states that a S.W.O.T analysis is a key analytical tool to use when preparing an event as it allows for predication and anticipation. This helps to save time but can also to plan for any potential issues.

STRENGTHS 	WEAKNESSES	OPPORTUNITIES	THREATS
Event that has a cause people are interested in - Unique type of event (virtual event) - Original never seen before content	Marketing opportunities (promoting the event) - Team had never done virtual event before	Niche in the market - People discover our content creators - Possible to recreate in the future - Support locals/business owners	No interest in event - being forgotten about - technical issues when uploading / staying active on social media



- Reflective analysis of my role performance throughout the event & a big congratulations to both the team & myself!

✿ Cottrell, S. (2015, p.68) describes using the SHAPE tool to reflect on our own performance and use our self-knowledge to understand our performance.

Planning

Skills needed

What I learnt / improved about myself from this event

The assignment:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Virtual event is accessible to everyone - Variety of communication and advertisement methods (social media, emails, University) - Offering a safe, multi activity learning/discovery experience	- Short amount of time to prepare - Relying on many different people to work for free - Internet and social media dependent on marketing/engagement and streaming	- Bringing people together - Promoting important matters - Build connections/network for independent workers and students - Valuable experience for event planners and participants	- Internet malfunction - Not enough engagement/interest - Last minute cancellations from professionals

Although there are substantial benefits to this type of event, as seen above, FFS is a genuine event with a genuine cause behind it. The main concern with this particular event, is how much it relies on the amount of engagement from people on the 'FS For Students Event' profile on Instagram. Without a sufficient amount of people interested and engaging in both the build-up to the event and the event itself, FFS will not achieve its main objective of reaching out to people and may not be taken seriously. This will be the main priority throughout the entire marketing planning and process.

4) Event marketing plan and strategy for communication

Marketing planning is one of, if not the, most important parts of an event. Without a decent marketing plan, the event will remain unknown to others and will result in it receiving no interest or engagement from participants. Growth, et al (p.370) describe a marketing plan as a strategic role that involves analysing the ever changing political, economic, sociocultural and technological environment (PEST). FFS is following the current social and technological trends as part of its overall strategy.

Bladen et al. (2018, p.160) suggest creating a marketing plan similar to the following:

→ Set goals
→ Analyse the current situation
→ Create a marketing strategy

1/ Description of the event

Fit For Students (FFS) is a free virtual event created by a team of four Events Management students. The event will promote the importance of health and wellbeing through the promotion of different activities related to these subjects. Shone and Parry, (2013, p.6) characterize an event as being a special occasion that allows the consumer to experience something out of the ordinary from their everyday lives. The FFS virtual event is focused on allowing the discovery of new activities and advice on the topics of wellbeing and health, both physical and mental. Although prioritising students, it will be free and open to everyone. FFS will take place on the social media platform called Instagram with newly uploaded video content each day on its Instagram profile under the name '@FitForStudentsEvent', from the 19th-23rd of April 2021.

The videos will involve some of the following and much more:

- Workouts
- Mindset coaching
- Skincare
- Podcasts on nutrition
- Yoga
- Podcasts on leading a healthy lifestyle
- Cooking
- Skincare/Haircare



Each activity will be created by an industry professional or a person specialising in that particular activity. The main aims and objectives for FFS are to put the spotlight on the importance of student's wellbeing both for themselves and for others. Each video shared through the FFS event will provide an opportunity for discovery and learning and will enable those following the profile and event to enjoy quick and interesting activities, podcasts and videos on crucial topics.

MONDAY	TUESDAY	(WOMEN'S) WEDNESDAY	THURSDAY	FRIDAY
Rhian - lifestyle	Ben - workout	Rhian - healthy routine	Maraki - hair care	
Ryan - mindset	Ryan - mindset	Sarah? - women empowerment	Ryan - mindset	Ryan - mindset
Dom - nutrition	Emma - vegan food	Amber - meditation/yoga	Alan - workout	
Yogi - yoga			Aimee - shaman	Maddie - yoga
		(Ryan)		



SHAPE TOOL FOR SELF-ANALYSIS

SKILLS	HABITS	ATTITUDES	PREFERENCES	EXPERIENCE
Self management - leadership - problem solving - management - organizing - communications	Stick with what I know - Change tasks / work too often - Work a lot - Be in control	Motivated - Ambitious - Sociable - "Can do" vision	Technical/hands on work - working alone on academic work & in a team for physical events / work	Learning from past work experience - not always a team person - need to give more control to other team members - change way of communicating



● References

Cottrell, S. (2015) *Skills for Success*. 3rd edn. UK: Palgrave

Getz, D. (2007) *Event Studies*. 1st edn. UK: Oxford

O'Toole, W. (2011) *Event Feasibility and Development*. 1st edn. UK: Oxford