

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Independent project Element 1

A bit about me

I am a third-year Event Management student with two years of experience working in the Food and Beverage department at Swansea Arena. This role has given me valuable insight into venue's operations and inspired my interest in pursuing a career in event and venue management.

About Swansea Arena

The logo for Swansea Building Society Arena is a rectangular graphic. The top portion is a dark green bar containing the words "SWANSEA" and "BUILDING SOCIETY" in white, bold, sans-serif capital letters. A thin horizontal line separates this from the bottom portion, which is a dark grey bar containing the word "ARENA" in white, bold, sans-serif capital letters.

SWANSEA
BUILDING SOCIETY
ARENA

Aims & Objectives

Aims:

To develop a value-driven loyalty program for Swansea Arena VIP lounge customers that boosts retention, enhances experience and encourages repeat visits through targeted rewards. The program will explore partnerships with local businesses to offer collaborative benefits, adding customer value and strengthening community and commercial ties.

Objectives:

- ▶ Analyse current VIP lounge customer engagement and retention strategies at Swansea Arena.
- ▶ Identify customer preferences and behaviours to align the loyalty program with their needs.
- ▶ Ensure the program's operational and financial feasibility, including timelines, costs, and resources.

Project Scope

This project will develop a tailored loyalty and rewards program for regular VIP lounge customers at Swansea Arena, evaluating current engagement strategies, identifying improvement opportunities and proposing a practical, implementable loyalty scheme.

TASK1:

Analysing customer attendance data and existing marketing initiatives

TASK 2:

Designing a structured, tier- based rewards program

TASK 3:

Outlining operational requirements, cost implications and expected benefits

TASK 4:

Exploring sponsorships or collaboration opportunities with local restaurants, hotels or service providers

Final Outcomes

Short-term (0-6 months after implementation):

- Increased VIP customer engagement
- Positive customer feedback
- Established local partnerships

Long-term (6-24 months after implementation):

- Improved customer retention and loyalty
- Revenue growth
- Enhanced brand image and competitive advantage

Timeline

Key deliverables

- Project proposal
- Research summary and current practice analysis
- Customer insight report
- Benchmarking report
- Loyalty program proposal document
- Partnership opportunities list
- Feasibility and cost analysis
- Implementation and evaluation plan
- Final consultancy
- Presentation



Potential key milestones

Milestones	Duration
Project approval and finalization	1st-15th November
Customer insight collection	December 2025
Partnership exploration	December 2025
Drafting of implementation plan	January- 1st week of February 2026
Completion of final report	January- March 2026
Submission and presentation	March 2026

Work Plan Activities

1. Define project scope and objectives
2. Conduct organizational research
3. Benchmark industry best practices
4. Design loyalty program structure
5. Develop final recommendations and report

Resources

To complete this project successfully, the following resources will be required:

- ▶ Support from Swansea Arena

Non-sensitive customer data

Permission to distribute surveys

- ▶ Research tools

Online survey platforms

Access to case studies and industry reports

- ▶ Communication and feedback

Supervisor guidance and academic support

Stakeholder engagement

Methodology

- ▶ Secondary research: researching existing loyalty programs in similar venues and reviewing industry trends to understand best practises
- ▶ Primary research: conducting surveys with VIP customers gathering preferences, short interviews with staff understanding current operations
- ▶ Comparative analysis: comparing Swansea Arena's current approach with other venues identifying gaps and improvement opportunities
- ▶ Feasibility assessment: Reviewing costs, resources and potential challenges to ensure the loyalty program is practical and sustainable

Execution

The project will be executed in collaboration with Swansea Arena staff and under supervisor guidance to ensure all objectives are met. Data will be gathered from staff, stakeholders and secondary sources such as industry reports and online research. Insights from this analysis will inform the design of a loyalty program, which will be reviewed with arena management for feasibility and alignment with organizational goals.



Collaboration

The project will involve close collaboration with colleagues, supervisors and Swansea Arena stakeholders. Regular meetings, emails and updates will keep everyone informed and aligned. Feedback will be actively sought to improve the project and engaging with arena teams will help build partnerships essential for the loyalty program's success. Open communication and teamwork will ensure challenges are addressed quickly and objectives are met.

References

- Swansea Building Society Arena (n.d.) *Welcome to Swansea building Society*. Available at: <https://www.swansea-arena.co.uk/> (Accessed date: 23 October 2025).
- Houston, M., & McDonagh, M., Houston, M. (Ed.), (2023). *Writing Effective Research Aims and Objectives*. Sage Research Methods: Business. Available at: <https://methods.sagepub.com/how-to-guide/writing-effective-research-aims-and-objectives#:~:text=It%20is%20important%20to%20differentiate,to%20meet%20the%20research%20aim>. (Accessed date: 23 October 2025).
- Atlassian (2025) *How to define & write a project scope: The Workstream*. Available at: <https://www.atlassian.com/work-management/project-management/project-scope> (Accessed: 23 October 2025).
- Brennan, M. (2025) 'Project timeline: *How to create, manage, optimise & more*'. *Teamwork Blog*. Available at: <https://www.teamwork.com/blog/project-timeline/> (Accessed: 23 October 2025).
- Indeed (2025) *10 Reasons Why Collaboration is Important in the Workplace*. Available at: <https://www.indeed.com/career-advice/career-development/why-is-collaboration-important>. (Accessed date: 24 October 2025)
- Thom., M (2025) *Project Execution: Steps, Challenges, Gaps and Strategies*. Available at: <https://galorath.com/project/execution/#:~:text=The%20importance%20of%20project%20execution%20lies%20in%20its%20ability%20to,planned%20projects%20can%20fall%20short>. (Accessed date: 24 October 2025)