

Defining the Events and Festivals Industries

In our current day and age, the events industry is proving to evolve in leaps and bounds, for a number of beneficial factors for the sector. Examples of this include sharable content and opting to use digital marketing to manage an event, new marketing strategies, a rise in event technology and bigger, more unique venues (eventogy Blog, 2018). All these factors plus more contribute to a rise in demand for events in the UK and across the globe.

This wasn't always the case however as prior to the industrial revolution, events were hard to come by and didn't play as much of a role in society and the economy, it did exist however, mainly as a promotion of peace and unity between clans and tribes. The first event planner being Cleopatra, who hosted over-the-top fancy meetings for pursuit of lovers. These elaborate events continued as the medieval French royalty hired rich aristocratic women to be in charge of event management, some examples of events they managed were costume parties and classical musicians would perform (localhop, 2018).

The need for meetings and events expanded immensely during and after the industrial revolution, allowing a wider variety of events to emerge, and a higher demand for events due to industrialisation boosting economies world wide. One reason for this was the increase in businesses meant an increase in meetings and events to help collaborate and expand businesses alike. Better transportation services such as the expansion of trains and other modes of transport meant a higher ease of access to create such events, but the main impact for the future of event planning was the introduction of the internet and mobile phones. The rise in technology and these particular electronics were pinnacle in terms of communication, creativity and organisation/planning, for instance a person of this generation can now register, find, create and document an event from just one device, improving the efficiency of event planning and managing in a impactful manner (localhop, 2018).

In terms of registration, prior to the 90s-2000s, all the event registration processes were hand written, whereas now registration can be completed via email or dropbox for example, sufficiently speeding up the registration process. Advertising events was also far more difficult before the internet, with the most popular methods including posters, flyers and word of mouth, which are not cost effective or time effective methods of marketing if done by hand especially. Nowadays however online resources like social media such as Facebook and Twitter have been utilized to advertise and display information about up and coming events, spreading to a wider range and demographic of people whilst being more cost and time effective than fellow counterparts. The rise in technology and the internet has gifted event organisers and managers with more control over the management of events, allowing them to make their event planning/advertising more professional looking with many website tools available. Tickets can be sold online these days and ticket sales and registration are all together in one place, creating a more efficient user-friendly atmosphere (localhop, 2018).

The events industry today has a large impact on our economy and employment rates. This has been backed up with some alarming statistics from the BVEP, estimating that approximately 530,000 people work in the sector in Britain alone (Michael Hirst OBE, 2010). It's also stated that the events industry in Britain has an estimated worth of £36 billion per annum to the national economy (Michael Hirst OBE, 2010).

These figures help prove that the events industry has evolved in the UK after the industrial revolution, and it contributes a big part of our national economy as well as our unemployment rates. This goes hand in hand with the benefits it has on Britain's tourism industry and the increase in external jobs events can cause, such as local hotels near main events and retail businesses that benefit from an event taking place in the local area.

Britain's annual worth of £36 billion from the events industry for the national economy has been split up by how much each events category contributes, as this figure shows:

The Value of Britain's Events Sector – by segment

- Conferences and meetings - £18.8 billion*
- Exhibitions and trade shows - £9.3 billion*
- Incentive travel - £1.2 billion
- Corporate hospitality - £1 billion
- Outdoor events - £1 billion
- Festivals and cultural events - £1.1 billion
- Music events - £1.4 billion
- Sports events - £2.3 billion
- **TOTAL** for discretionary (ie influenceable) events = **£36.1 billion** (Michael Hirst OBE, 2010).

As you can see from the figure above, conferences and meetings generate the most income by a staggering amount, contributing to nearly half of the overall worth of the industry, more than most of the other event segments combined. Venues such as the ICC in Birmingham (and soon to be Newport) have been pinnacle in hosting some of Britain's most famous corporate events, hosting around 400 events annually, welcoming over 350,000 visitors from across the globe, according to the ICC Birmingham website (ICC, 2018). This gives an insight on how great of an impact this venue has had on the conferences and meetings segment of the British events industry, which will only grow when the new ICC in Newport is to be built, as it's expected to be even bigger than the Birmingham venue. This shows that conference and meetings are on an even bigger increase of demand in this nation alone.

As for festivals, specifically music festivals, they also contribute a large amount to the events industry worth in Britain; major music festivals are increasing in numbers yearly. This is shown when in 2018, Boomtown fair had plans to increase their capacity from 60,000 to 80,000, despite those plans falling through it still displays a growth in popularity (bbc, 2018). The same can be said for Glastonbury, where since opening, the site has grown to 900 acres in size and has a perimeter distance of 8.5 miles, which is approximately a third of the distance from Dover to Calais (Greenwood Carl, 2015).

Festivals are a popular part of British culture and play a key role in the success of the Events industry. Glastonbury for example has had total ticket sales at £325 million in the festivals

lifetime (Greenwood Carl, 2015) proving its worth as a profitable festival, and is one of the most globally recognised music festivals of all time. Another example via research carried out by the Association of Festival Organisers which found that the value of folk festivals alone was some £76 98 million (Michael Hirst OBE, 2010), further proving the sheer diversity of festivals linked with the undoubted financial success these festivals have produced for Britain's economy.

Sporting events are another massive contributor to events and festivals effect on the economy. This is shown where the BVEP states that *"Sport helped to attract more than three million visitors to Britain in 2008, nearly one in ten of all visitors, with a spend of £2.3 billion"* which are staggering numbers for one sector. They also state that *"This annual spend is estimated to support more than 50,000 jobs across Britain"* (Michael Hirst OBE, 2010). Once again proving that the events industry plays a big role in increasing Britain's employment rates.

One event that gave Britain a massive economic boost was the London 2012 Olympic and paralympic games, boosting the economy by £9.9bn, outweighing the total spend from the olympic games which was £8.9bn (bbc,2013) This shows the sheer volume and popularity that sporting events can attract in one place from all across the globe, and can leave an everlasting positive effect on a nation's infrastructure and economy, for example the main olympic stadium in London is still being used to this day to home West Ham United, as well as offering an abundance of new shops, bars and hotels.

Employment rates are directly increased from the events industry in Britain with some interesting statistics, such as the BVEP stating that there are over 25,000 businesses in the sector including event organisers, venues, suppliers, destination marketing organisations, destination management companies, and others. As a result of this it is estimated that the sector retains at least 530,000 fte jobs (Michael Hirst OBE, 2010). As those figures are a few years old and there has been an increase in demand for the industry it is more than likely even higher in 2018, counteracting Britain's employment problems in other sectors.

On a more global scale, it is clear to see that it is not just Britain's economy that Events are benefitting. BVEP states that *"The global market for corporate meetings and events is worth US\$650 billion"* which are astronomical figures when put onto a global scale, and would without question leave a hole in the global economy if the sector was as undeveloped as it was pre-industrialization.

The variety of scales and types of Events are astronomical, some events are more traditional style whereas some events can be more outrageous and boundary pushing. Event sizes are measured into four main categories: Hallmark, local/community, major, mega. You will find that the majority of events no matter what type will fall under these 4 categories.

According to Getz (1997, p.6), events can be classed as a 'mega event' if their volume exceeds 1 million visits, and their capital costs should be at least £500 million.

Some examples of mega events include the world cup and the olympics because they are targeted at the international tourism market. Their size and overall attendance alone make them mega events as well as their international TV coverage, their prosperous impacts on the

economy as previously described and their high levels of public financial involvement e.g official merchandise and ticket sales.

(Torkildsen, 2005) believes that major events are smaller than mega events, but still draw large crowds, media, and still have positive economic impacts (Hattingh, chris 2017). Most sporting events smaller than the world cup for example would fall under this category. Examples of this event scale would include fifa under 20's world cup or world triathlon grand finals.

Hallmark events are self explanatory to an extent, as they have quite literally 'hallmarked' their location due to the power of the event at hand. (Jago et al, 1998) describe hallmark events as an infrequently occurring major event such as fairs, expositions, cultural and sporting events that are tied to one specific place. More often than not, hallmark events empower the local community they are based in despite usually being national and international sized events. These kind of events rely on their uniqueness, timely significance and mainly their status to create interest and attraction for the public (Hattingh, chris 2017). Examples of hallmark events include the full moon festival in Thailand, or the tourism Indaba in Durban.

Local community events are on a much smaller scale to the other 3 mentioned, however they are crucial to the industry as they are the building blocks to bigger events, and also play a huge role in the diversity of events management as an industry, and they help bring local communities together as one. (Douglas et al 2001) defines these events as *"themed public occasions designed to occur for a limited duration that celebrate valued aspects of a communities way of life"* (Hattingh, chris 2017). Community events boast a wide variety of unique events due to their smaller catchment areas and much smaller target audiences. Some have become famous from their uniqueness, such as the Gloucester cheese rolling festival which started out as a small local village event, however has now evolved into more of a hallmark event with participants worldwide, which is an excellent example of community events being the building blocks to bigger events, and how they help shape the industry. Good examples of local community events include the benington chilli festival in Bedfordshire, which I have fond memories attending as a child and is a good example of a local event bringing interests together to strengthen a community.

Another form of typology that categorises different types of events is whether they go under private, public or non-profit sectors.

(getz, D 2007) states that private sector events are events not open to the public, and therefore require to be arranged by professionals or be entirely arranged by the participants. This usually includes common events such as weddings, birthdays, bar mitzvahs, funerals and church socials to name a few (getz p44) Seminars and conferences are some very important private events as they can host important political debates and provide relevant information for people who are tuned in.

Public sector events however are events that are not managed in private by participants or professionals, but are instead open to the public, through government event programmes and the public sector, with their main aim of not classifying any section of the society. They achieve this by making the event open to as many people they can fit within their boundaries, without the use of invitations or bookings that private events would include. Public events tend to go more towards ticketing or a free of charge 'walk in' method. Some clear examples of public events

include anything from fairgrounds such as winter wonderland, to most sporting events that require public ticket purchases.

The third sector of events is the voluntary/not for profit events. These types of events differ from public and private for one main reason, which is to not have a goal of making profit or make any profitable sale of any kind, but to instead raise awareness of something, or to unify a community. Charities are the main sources/causes of non profit events. Fundraising events are some of the main methods of receiving donations in this day and age, and there are countless of examples out there. One of the main examples is race for life, which have been one of the most successful non profit events, with more than 8 million woman taking part in the past 20 years, raising over £547 million to fund the charity's life-saving work (cancer research, 2018).

Event motives are the core reasons and values when creating, planning and setting up events. These motives are split into 4 sections (adapted from McDonnell et al 1999) which are social, organisational, physiological and personal motives.

Social motives for events are all based on how an event will affect a location socially. The main motive here being to bring communities together and increase the community spirit, increase natural interaction with others in a time where interaction of such kind is on a decline and giving organisers/event goers a feel of satisfaction and achievement from setting up or attending the event.

Organisational motives look on more of the business side of the spectrum, and are more targeted towards the event organisers/planners overall goals. Examples of this would be to simply make sales or some sort of profit for the event, which is one of the most common motives for events that are profitable. Another organisational motive would be to increase the status of the event, and make it as recognisable as possible, through clever marketing and identifying needs wants and aspirations that people desire in events to make it as popular and high status as possible.

There are even some physical aspects that motivate the planning and organisation of an event, that are linked to physical health and well-being. Some leisure events have motives of relaxation with others, whereas events such as marathons encourage exercise motives and offer a physical challenge in order for a successful event. Some other physical motives for events are entertainment with a core purpose of satisfying the attendee's entertainment needs, music events such as concerts are a great example of displaying these physical motives.

Lastly there are personal motives for events, which are solely based on individual reasons that people might get involved in setting up or attending events. Good personal motives for events would include the natural urge to seek new experiences, which many events are very good at. Some events look more at achieving the personal motive of achieving learning and education, events held at museums will be more targeted at achieving this personal motive, however people can learn new things at pretty much any event, making it a common personal motive. A human's desire to explore is another popular personal motive for events, and some events such as the music festival 'forbidden forest' bases their event solely on achieving that sense of fantasy and exploration, an escape from our modern day society.

This essay has looked at how developments in the economy and industries have affected and encouraged the development of the events industry, highlighting key developments that have shaped the industry. This includes the history of event management and the road it took to being as successful of an industry as it is today. The statistics and figures shown in this essay have shown the key areas where its benefited the nation and international economies and have shown the areas that are rising and the areas that are in decline. The different type of events have been established and how important each type of event is, comparing the differences between each type of event. The motives for events have also been looked at, and how different motives are more apparent in some events than others.

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