



Studen Name: Gergo Balla

Student number: 2209327

**Assignment title: Planning and Delivering an
International Meeting/Event.**

**Module title: International Meetings Management
BMIH6007**

Lecturer name: Kathryn Flynn



CONTENTS

INTRODUCTION	2
THE EVENT CYCLE.....	3
EVENT CONCEPT	4
AIM AND OBJECTIVES OF THE EVENT.....	6
EVENT MANAGEMENT.....	8
Skills required	8
Resources required.....	8
EVENT BUDGET	8
Income.....	9
Expenditure	9
Net cash flow	10
Funding sources and income generation	11
INDUSTRY TRENDS AND IMPACTS.....	11
Sustainability and green events.....	11
Hybrid and virtual event options.....	11
Focus on health and safety protocols.	12
SITUATIONAL AND CULTURAL CONSIDERATIONS	12
Political considerations	12
economic considerations	12
Social considerations	13
Technological considerations.....	13
Legal considerations	13
Environmental considerations.....	13
CONCLUSION.....	13
REFERENCES	14

APPENDICES	17
1. Additional highlights to the itinerary	17
2. Additional considerations for event management.....	17
3. Income analysis.....	18
4. Expenditure analysis	18
5. Additional insights into industry trends and their impact on the event	19

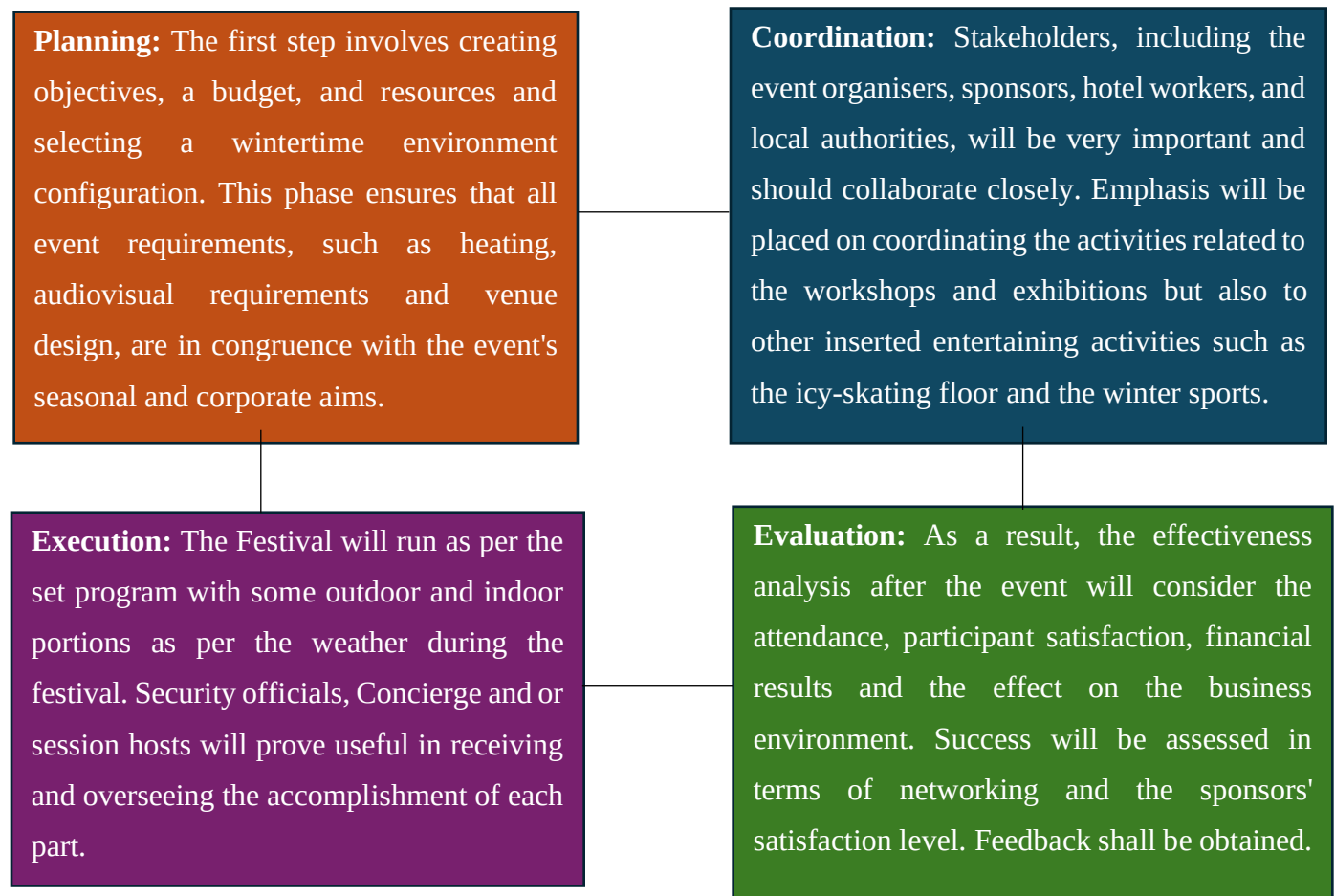
INTRODUCTION

Winter Innovation Festival is an event planned at the DoubleTree by Hilton Stoke-on-Trent. This occasion is meant to promote the coming of the winter season in an atmosphere with a corporate Halloween outlook, emphasising creative sustainability technology concepts. There will be

business fitness sessions, workshops, and exhibitions in the spirit of winter and corporate style and will involve winter sports and lectures on sustainable development, the main goal of which is to combine the commercial aspect with an opportunity to have fun during winter. This site was selected because it has outdoor and indoor facilities that enable the children to participate regardless of the weather.

THE EVENT CYCLE

An event Cycle is a linear process used in an event, commonly including planning, coordination, execution, and assessment (Getz and Page, 2019). In the case of the Winter Innovation Festival, corporate and leisure components will be integrated at each stage to guarantee proper continuity.



Hence, this cyclic plan and implementation process guarantees that the festival does more than meet the current goals; it also informs future development of planning and implementation strategies

WINTER INNOVATION FESTIVAL

Beginning: Registration & Welcome

Registration & Welcome Breakfast (8:30 AM - 9:30 AM)

Check-In: Attendees arrive, check in, and receive their welcome packs.

Welcome Breakfast: A cozy winter-themed breakfast with hot chocolate, pastries, and networking opportunities.

Welcome Packs: Branded bags with event essentials like maps, schedules, and sponsor info.



2. Middle: Workshops, Networking & Activities

Engaging Workshops & Winter Activities: 9:30 AM - 5:30 PM (spanning multiple sessions and breaks)

- **Workshops:** Focused sessions on sustainable business practices and technology trends in sustainability.
- **Networking Lunch & Winter Market:** A themed lunch in the outdoor tent with local vendors, exhibitor booths, and networking spaces.
- **Winter Activities:** Outdoor activities like ice skating and snowshoeing, allowing attendees to relax and enjoy a winter sports experience.

This is the core of the event, blending learning with hands-on activities and networking.

Attendees engage in discussions, explore innovations, and build connections in an immersive winter setting.



3. End: Closing Gala & Farewell

Closing Gala & Winter Feast (6:30 PM - 8:00 PM)

- **Winter Feast:** A grand meal with seasonal dishes, live entertainment, and a celebratory atmosphere.
- **Farewell Speech:** Closing remarks summarizing event highlights and expressing gratitude to attendees and sponsors.
- **VIP Networking Lounge:** Exclusive post-event networking for VIP attendees.

The event concludes with a winter-themed feast, entertainment, and a closing speech. This final gathering reinforces key insights and celebrates the connections made throughout the day.

EVENT CONCEPT

The Winter Innovation Festival provides corporate learning with elements of winter leisure. Below is the proposed itinerary for the event day:

Itinerary of the festival Theme: Winter Innovation and Sustainability		
8:30 AM - 9:30 AM Registration & Welcome Breakfast	Main lobby	Attendees will attend a winter breakfast and be provided with a hot chocolate station, seasonal bakery items.
9:30 AM - 10:30 AM Opening Plenary: Sustainability in Innovation	Grand Ballroom	Guest lecture by an expert in sustainability and technology on sustainability and how technology can help make the world a better place.
10:45 AM - 12:15 PM Workshop Session 1: Sustainable Business Strategies	Conference room A	A business discussion in which the audience listens and participates with the help of speakers and educators on how to sustain business. Involves practical group exercises in which participants will work through real-life examples.
12:15 PM - 1:30 PM Networking Lunch & Winter Market	Outdoor Winter Trent	Delicious vegetarian and organic food products are on offer.
1:30 PM - 3:00 PM Workshop Session 2: Technology and Innovation Trends	Conference room B	This workshop will mainstream the current state of innovations concerning green tech and possible sustainable technologies. The audience will be engaged in discussions.
3:15 PM - 4:15 PM Outdoor Activity: Winter Sports Experience	Outdoor ice rink and activity zone	Participants can indulge in a professionally themed winter sports session for ice skating, curling, and enjoying a winter trail on a snowshoe.

4:30 PM - 5:30 PM Panel Discussion: The Future of Sustainability in Business	Grand Ballroom	A series of discussions and keynotes from successful leaders and industry sustainability managers will discuss the prospects of sustainability in different fields.
5:30 PM - 6:30 PM VIP Networking Lounge (For Premium Ticket Holders)	Exclusive lounge area	Special Access to select Networkers—up to \$1000—This perk will allow high-paying high-paying guests to have cocktail hour in a separate area with a full open bar, sponsors and other industry leaders/players.
6:30 PM - 8:00 PM Closing Gala & Winter Feast	Outdoor Trent (indoor option available if required)	It will be followed by winter festivities and a grand supper of dishes to impress with the climate and the presence of real snow and real musicians. After that, guests can listen to music, watch a light show and make a closing speech.

Some additional highlights of the itinerary are presented in Appendix 1.

AIM AND OBJECTIVES OF THE EVENT

The aim of the Winter Innovation Festival is to provide professionals with a chance to learn more and network more while enjoying a traditional winter setting and incorporating ideas of sustainability and how it can be brought into the industry.

Specific: Using the right marketing channels, target at least 200 attendees from technology, energy, and hospitality organisations' decision-makers and other key subscribers in sustainability-orientated companies.			
Measurable	Achievable	Relevant	Time-bound
Success will be measured by attendee registrations and ticket sales	The marketing plan includes partnerships with industry associations, online advertising, and outreach	The goal supports the aim of building a network of sustainability-	Achieve by the event date.

	through local businesses (Csirmaz and Pető, 2015).	minded professionals.	
--	--	-----------------------	--

Specific: To hold three sustainability/technology business workshops with at least the respondents' 75% satisfaction in assessing the event's outcomes.			
Measurable	Achievable	Relevant	Time-bound
Participants' satisfaction will be evaluated using self-developed anonymous questionnaires.	Local experiential speakers and effective facilitators will be invited, and appropriate content will be selected to address the attendees' current topics of concern.	These workshops are in harmony with the event's objective: the mutual sharing of knowledge on innovation and sustainability.	To will be achieved by the end of the event.

Specific: To have at least two corporate sponsorships and to achieve £75,000 in ticket sales, sponsorships and exhibition fees.			
Measurable	Achievable	Relevant	Time-bound
Success will be tracked through sponsorship contracts and income statements.	There will be sponsorship categories and motivated incentives for brands related to the concepts.	Revenue generation supports the financial sustainability of the event and provides value to attendees.	To be achieved by the event's conclusion

EVENT MANAGEMENT

Organising the festival will involve operational, planning, and marketing functions, which will be executed to deliver a smooth event to the clients (Luo et al., 2018). Below are the key skills and resources required across these functions:

Skills required

- ❖ Logistics and Technical Proficiency: All these responsibilities help guarantee the proper setup of meeting and event spaces, registration, and audiovisual equipment.
- ❖ Crowd and Safety Management: Practical measures to ensure security of participants including during events that can be held during the winter outside (Hamed, 2015).
- ❖ Strategic Planning and Budgeting: The event flow logistics related to themes, stakeholder communication, and resource utilisation.
- ❖ Marketing and Content Creation: Developing and implementing effective web and mobile campaigns, producing promotions, support, and guides, and using social media and e-mail marketing (Akbari et al., 2016).
- ❖ Customer Service and Regulatory Compliance: Welcome the attendees and enforce compliance with various permits and State, County, and federal health and safety laws.

Resources required

- ❖ Venue and Decor: Indoor and open spaces, customisable heating, a winter environment, and technical equipment, including projectors and sound systems (Allen et al., 2022).
- ❖ Planning Tools and Permits: Software for organising events, necessary permits and insurance in case of risks and unfavourable external conditions.
- ❖ Security and On-Ground Support: Hire security personnel for crowdsourcing and crowd management, tent setup, distributors and mechanics for smooth logistics in event management (Getz and Page, 2016).
- ❖ Marketing Assets: Applications to schedule posts, share images/graphics, an e-mail list to send newsletters, and a marketing fund to reach the audience.

(Some additional considerations of event management are presented in Appendix 2).

EVENT BUDGET

The following breakdown provides a detailed analysis of each regarding the expected income streams, key expenses, and the general funding and income generation strategy considerations.

Income

Income source	Details	Projected amount
Ticket sales	General admission was £40 per attendee, and VIP entry was £100. About 200 people were expected to participate, of whom 50 chose the VIP option.	£13
Sponsorships	The main sponsorship and co-sponsorship promoted especially tech-related and sustainable products.	£40
Exhibitor fees	Charges for companies and vendors to secure space for the booths are £500 per booth (20 booths).	£10
Food and beverage	Proceeds from other sources of revenue, like offshore catering for the attendees	£5
Merchandise sales	Winter fun merchandise featuring the event logo (hoodies, mugs).	£2
Advertising	Advertising that covers the event app as well as the other noticeable areas in the event venue.	£5
Total income		£75,000

An analysis of income is presented in the appendix 3.

Expenditure

Expense category	Details	Projected amount
Venue rental	The cost includes leasing indoor and outdoor spaces for the entire day, establishing the theme inside the rented area and utilities (Masterman, 2014).	£10,000

Catering	Breakfast, luncheon, intermissions and beverages for two hundred people with varied and even better quality for the honored guests.	£8,000
Marketing and promotion	Publicity through online and offline media, social networks and by e-mail, and the printing related materials (Shone and Parry, 2019).	£5,000
Logistics and equipment	Sound and video systems, screen and projector, lighting, and winter sports equipment for rent.	£7,000
Staffing and security	Employment and training of site personnel and security officers to manage crowds and support hosts for special guests (Bhatt et al., 2014).	£4,000
Speakers and facilitators	Subtotal of all the fees from keynote speakers, workshop facilitators and panelists.	£6,000
Decor and setup	Expenses that relate solely to wintertime, such as lighting for winter festivals, maintenance of ice-skating rinks, and heating of landmarks.	£3,000
Contingency fund	Keep some money for emergencies and make necessary changes due to natural weather conditions (Fenich, 2016).	£1,000
Merchandise production	Cost of production of items bearing the institution's brand name, such as hoodies and mugs.	£1,000
Total expenditure		£48,000

An analysis of expenditure is presented in the appendix 4.

Net cash flow

Total income	£75,000
Total expenses	£48,000

Net cash flow	£27,000
---------------	---------

Funding sources and income generation

The primary source is through corporate sponsorship. As such, this business should expect corporate companies with high visibility and interaction with target markets to invest in it, given that it is technology-focused and emphasises sustainability (Bladen et al., 2022). The income generation strategies include offering tiered sponsorship packages (main and co-sponsors) to provide variety and attractiveness of opportunities to firms at different levels of financial ability. Each level holds perks like logo placement on different event items and the right to speak at the event (Connell et al., 2015). This strategy assists in generating such revenues and is also beneficial to the attendee. Extra revenue can be made from the products sold during the event, increasing attendee participation and the general winter experience.

INDUSTRY TRENDS AND IMPACTS

The meetings and events industry are dynamic, whereby external forces, internal forces, new ideas, and the changes in the global environment bring about change (Sodiq et al., 2019). The Winter Innovation Festival embodies many of these trends and draws on current best practices to optimise the appeal for all parties involved (Additional insights into industry trends and their impact on the event are presented in Appendix 5).

Sustainability and green events

The general shift in the meetings and events industry has been toward sustainability. Customers and exhibitors also demand that events adopt environmentally friendly methods of organising the event, including avoiding using products that harm the environment in future events (Scognamiglio et al., 2014). Going green is also evident since the Winter Innovation Festival employs recyclable materials, 'green' decorations and a firm carbon offset. The audience and the sponsors will have a higher perception of the festival because of its approach to responsible consumption and Production, which will, in turn, increase the business's customer loyalty and association.

Hybrid and virtual event options

The use of hybrid and virtual events has been popularised due to the COVID-19 pandemic outbreak. Even when face-to-face meetings and conferences have started being arranged in recent years, people still look for online events for flexibility and inclusiveness (Galanakis et al., 2021).

However, the Winter Innovation Festival is primarily in-person, so adding a virtual element or live streaming option can be discussed. This would allow those who cannot attend in person to also benefit from the sessions, the keynote address, and the panel discussion.

Focus on health and safety protocols.

Ensuring the health of people involved in events and attendees is among the essential aspects of event planning due to recent scares globally. Different events are now practicing the following safety measures washing places, crowd management and an emergency evacuation plan (King et al., 2017). There are contingency measures for health and safety although the event involves outdoor winter activities. Non-pharmaceutical interventions adopted by the event include focusing on health and safety; observing how such measures help create a sense of confidence in people is likely to open up comfort levels in people to attend in-person events (Fung et al., 2018).

SITUATIONAL AND CULTURAL CONSIDERATIONS

The Winter Innovation Festival will happen at Stoke-on-Trent, aimed at industries including technology, energy and hospitality with a sustainability conscience. Political, Economic, Social, Technological, Environmental and Legal factors affecting the event are analysed below.

Political considerations

The policy of the UK government towards sustainable development is good, therefore the theme of the festival is devoted to sustainable development which includes green technology and innovations. Ideally, the event should form resourceful policies that might produce government endorsements (Richardson, 2015). Awareness of existing laws of the country or state in relation to assembly of people, safety measures and environmental conservation is compulsory particularly to outdoor activities during winter season.

Economic considerations

Present-day budget challenges have an effect on business sponsorships and ticket sales influence sponsorships and tickets sales. Flexible ticket prices can also vary likewise with the sponsorship modes to reduce on such incidences. Inflation can well increase prices for food and drink, hiring of facilities, and equipment (Anderton, 2018). It is only possible by the proper management of the costs through better control of the budget control, along with strategic partnership management.

Social considerations

There is an increasing interest in sustainable events at the society level, and this is an area of priority for the festival where such people might be attracted. People pay attention to health and security for various reasons, with the COVID-19 outbreak playing a requirement (Davies, 2021). To cater for these expectations, the necessary measures in offering proper sanitation, indoor solutions and safety precautions will all be crucial.

Technological considerations

Technology can complement event experience and expand audience through event apps, virtual tickets, live streaming, etc. Technology supports use in registration and networking and session tracking meets the expectations of the attendees. Since the festival is primarily a technology-focused event, it can promote new technologies in the sphere of sustainable practices and thus affirm its status of an industry innovator (Ali-Knight et al., 2023).

Legal considerations

All possible safety precautions, especially for conditions such as winter and for large gatherings, should be met to avoid incurring legal risks. It is obvious that GDPR and data privacy legislation need to be followed, especially when using event apps and digital registrations. Shielding attendee information is relevant for both the development of confidence and compliance with legal requirements (Dury et al., 2021).

Environmental considerations

Organized activities can be affected by winter, forcing session changes including moving indoors and providing warm spaces (Ali-Knight et al., 2023). The festival will reduce the amount of littering, avoid the use of non-biodegradable materials while promoting the use of reusable items and possible carbon credits for the buyers.

CONCLUSION

To conclude, the Winter Innovation Festival concept is a highly energised and dynamic business innovation and sustainability-themed event within a winter arts theme. By focusing on existing tendencies and incorporating the most important standards into successful event organising, the festival meets stakeholders' professional requirements and the emerging bits that care about the environment. Given its well-defined format, properly selected audience and careful advertising preparation, this event is ready to give its attendees a wealth of information on more sustainable

technologies and creative networking opportunities against the backdrop of the approaching winter.

REFERENCES

- Akbari, M., Hu, X., Liqiang, N. and Chua, T.S., 2016, February. From tweets to wellness: Wellness event detection from twitter streams. In *Proceedings of the AAAI Conference on Artificial Intelligence* (Vol. 30, No. 1).
- Ali-Knight, J., Kerr, G., Stewart, H. and Holmes, K., 2023. Festival hiatus, resilience and innovation during COVID-19: learnings from the Edinburgh festivals. *International Journal of Event and Festival Management*, 14(2), pp.170-188.
- Allen, J., Harris, R. and Jago, L., 2022. *Festival & special event management*. John Wiley & Sons.
- Anderton, C., 2018. *Music festivals in the UK: Beyond the carnivalesque*. Routledge.
- Bhatt, S., Manadhata, P.K. and Zomlot, L., 2014. The operational role of security information and event management systems. *IEEE security & Privacy*, 12(5), pp.35-41.
- Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2022. *Events management: An introduction*. Routledge.
- Connell, J., Page, S.J. and Meyer, D., 2015. Visitor attractions and events: Responding to seasonality. *Tourism management*, 46, pp.283-298.
- Csirmaz, É. and Pető, K., 2015. International trends in recreational and wellness tourism. *Procedia economics and finance*, 32, pp.755-762.
- Davies, K., 2021. Festivals post COVID-19. *Leisure Sciences*, 43(1-2), pp.184-189.

Drury, J., Rogers, M.B., Marteau, T.M., Yardley, L., Reicher, S. and Stott, C., 2021. Re-opening live events and large venues after Covid-19 'lockdown': Behavioural risks and their mitigations. *Safety Science*, 139, p.105243.

Fenich, G.G., 2016. *Meetings, expositions, events, and conventions: An introduction to the industry*. Pearson.

Fung, F., Wang, H.S. and Menon, S., 2018. Food safety in the 21st century. *Biomedical journal*, 41(2), pp.88-95.

Galanakis, C.M., Rizou, M., Aldawoud, T.M., Ucak, I. and Rowan, N.J., 2021. Innovations and technology disruptions in the food sector within the COVID-19 pandemic and post-lockdown era. *Trends in Food Science & Technology*, 110, pp.193-200.

Gazzola, P., Pavione, E., Pezzetti, R. and Grechi, D., 2020. Trends in the fashion industry. The perception of sustainability and circular economy: A gender/generation quantitative approach. *Sustainability*, 12(7), p.2809.

Getz, D. and Page, S.J., 2016. Progress and prospects for event tourism research. *Tourism management*, 52, pp.593-631.

Hamed, H., 2015. Wellness tourism: An initiative for comprising wellness tourism vacations within the corporate wellness strategy. *American Journal of Tourism Research*, 4(2), pp.52-67.

Kamble, S.S., Gunasekaran, A. and Gawankar, S.A., 2018. Sustainable Industry 4.0 framework: A systematic literature review identifying the current trends and future perspectives. *Process safety and environmental protection*, 117, pp.408-425.

King, T., Cole, M., Farber, J.M., Eisenbrand, G., Zabaras, D., Fox, E.M. and Hill, J.P., 2017. Food safety for food security: Relationship between global megatrends and developments in food safety. *Trends in Food Science & Technology*, 68, pp.160-175.

Luo, Y., Lanlung, C., Kim, E., Tang, L.R. and Song, S.M., 2018. Towards quality of life: The effects of the wellness tourism experience. *Journal of Travel & Tourism Marketing*, 35(4), pp.410-424.

Masterman, G., 2014. *Strategic sports event management*. Routledge.

Richardson, N.A., 2015. *The adoption of sustainable marketing practices within the UK music festivals sector* (Doctoral dissertation, University of Leeds).

Scognamiglio, V., Arduini, F.A.B.I.A.N.A., Palleschi, G.I.U.S.E.P.P.E. and Rea, G., 2014. Biosensing technology for sustainable food safety. *TrAC Trends in Analytical Chemistry*, 62, pp.1-10.

Shone, A. and Parry, B., 2019. *Successful event management: a practical handbook*. Cengage learning.

Sodiq, A., Baloch, A.A., Khan, S.A., Sezer, N., Mahmoud, S., Jama, M. and Abdelaal, A., 2019. Towards modern sustainable cities: Review of sustainability principles and trends. *Journal of Cleaner Production*, 227, pp.972-1001.

APPENDICES

1. Additional highlights to the itinerary

- Event App: Everyone will be given a program, a detailed event schedule, and a loaded event application that allows delegates to connect and even be notified of schedule changes.
- Photo Opportunities: This is an open bar and a picture booth, decorated in a winter theme to encourage clients to take pictures, will be provided for this purpose. Professional photographers will be arranged to take pictures during the entire event.
- Sustainability Initiatives: Collection of recyclable materials will be set as well as cutlery and decorations that can be reused several times.

Thus, this itinerary is a good mix of practical information provided to inspire the attendees to engage in winter activities and opportunities for networking.

2. Additional considerations for event management

Sustainability Initiatives:

Eco-Friendly Event Materials: Request printed materials on recycled paper; avoid printing or thumb printing on paper; use electronic devices instead of conventional ones; and use compostable utensils for the event to enhance the theme of sustainable events (Kamble et al., 2018).

Carbon Offset Programs: Opportunity for the participants to receive the option to add to the funds, which will help reduce the event's carbon footprint.

Health and Safety Protocols:

Winter Safety Precautions: Well-defined directional signs are available, and first aid kits are conveniently placed together with individuals willing and capable of offering assistance in the event of a slip or a fall during the winter period (Gazzola et al., 2020).

Weather Contingency Plan: Indoor activities are planned beforehand to backup any outdoor activities that may be called off due to weather vagaries.

Post-Event Follow-Up:

Feedback Collection: Provide the event attendees and sponsors with digital surveys that will help them find ways to improve in the future.

Post-Event Marketing: Send them stories after the event and offer to connect with them for future events to those who gave testimonials at the event.

All these resources and skills are needed to set up a good and well-coordinated Winter Innovation Festival event that will conform to its theme and goals, run a smooth operation and use favourable and effective promotions.

3. *Income analysis*

Ticket Sales: Ticket prices have been set to offer general attendees value at an accessible price while offering limited value to VIPs. This balance is in place to ensure that as many people as possible turn up for the event.

Sponsorships: Major sources of income will be corporate sponsorship focused on specific athletic events. Sponsorship will be given to sponsors, with high visibility given to the main sponsors and co-sponsors.

Exhibitor Fees: All economic exhibits based on sustainable technologies will attract businesses that need to participate in these marvellous exhibitions for success by levying an amount from the exhibitors, thus increasing value for both parties.

Additional Sales: Catering, liquor service, and retail merchandising are other revenue sources that also help create a friendly image of the event for attendees.

4. *Expenditure analysis*

Venue Rental and Decor: When renting a hall like Double Tree by Hilton Stoke on Trent, there are open areas, but there is also covered space that can be used indoors if it suddenly starts snowing.

Catering: Catering services are the most important for meeting the set standard due to food preferences and services to special guests.

Marketing and Promotion: A good example is the role of targeted promotion feedback in-car advertising, especially among the right audiences; digital marketing is essential here.

Staffing and Security: Security and event staff maintain a safe and efficient environment for guesguests and the ents, especially for the outdoor activities and executive sessions meant for VVIPs

Speaker Fees: The financial resource has to be spent on buying invitations for high-level playwrights and poets, which makes the festival more valuable from an educational perspective.

Contingency Fund: The contingency reserve helps to compensate for unforeseen difficulties associated with the weather or unexpected expenses if the event happens outdoors.

5. Additional insights into industry trends and their impact on the event

Contemporary attendees require a more engaging experience, and sessions bring out content, connections, and premium packages. This trend has been supported by the growth of big data analytics and event management software that enable an organiser to design an event according to the attendee's preference. The Winter Innovation Festival adapts to such a trend by including the sale of several VIP packages that allow access to networking areas, a custom schedule, and priority places in workshops and formations. This curated experience will attract the more premium attendees who want something extra. Organising content by interests means the attendees could discover and learn more about the event's themes of sustainability and technology if they use an event app.

Post-Pandemic Event Fatigue:

In the wake of the pandemic, most participants experience 'event fatigue' because of many rescheduled and shifted conferences. To counteract this issue, events must differentiate themselves as much as possible, bringing value. Therefore, due to the choice of winter thematics and the focus on sustainability innovation, the Winter Innovation Festival enables a creative and unique approach, which sets it apart from the typical business-oriented event.

Sustainability as a Core Message

People are now interested in more than just a fancy party but sustainable events have become a priority for many. Its focus on sustainability in the workshops it offers, as well as the ways the event is run and managed, is what, according to the attendees' rising concern about the future of the planet, aligns with their interests. This approach creates dimensions to the event and gets attendance from people who want to support social causes hence could increase engagement as well as sponsorship.

Data Security and Privacy:

As the number of events taking place goes high, particularly with the application of online sites, data confidentiality has become a crucial factor among the attendees. The Winter Innovation Festival should demonstrate comprehensible data protection with layers of protection, particularly since attendee data is processed through an event app and must adhere to GDPR and other data protection regulations will help attendees feel assured about the security of their details.