

International Meetings Management for the Hotel Industry (BMIH6007)

ASSIGNMENT 1: Feasibility plan for an International meeting Lecturer: Chris Wilkin Student: Maria Mihaly (2210756)

WINTER WELLNESS FESTIVAL

Trentham Gardens Stoke-on-Trent

- ❖ An outdoor event aimed at the improvement of physical and mental health and creating value for a healthy life during the winter.
- ❖ The event is going to include wellness workshops, exercise sessions, holistic treatments, and environmentally friendly products' exhibitions.
- ❖ The gardens of this venue are perfect for a December wellness-themed fest in a winter location. They include facilities for sessions such as aerobics, yoga, nature walks and meditation both in and outdoor space for holding workshops, exhibition and the likes.



MARKET FACTORS

The event will focus on wellness tourism as well as pay attention to such values as ecology and environmentally friendly events. As the important desire in winter, this festival plays an important role in satisfying the physical and mental demand in that period. It also can create many campaigns around 'New Year, New Body' as many people set their New year health resolutions in early winter period.



MARKETING ACTIVITIES

- ❖ Digital marketing campaigns
- ❖ Collaborations
- ❖ Local Media
- ❖ Cross-promotion
- ❖ Seasonal appeal

TARGET MARKET

- ❖ Health and Wellness Enthusiasts
- ❖ Sustainability Advocates
- ❖ Local community and families
- ❖ Tourists and visitors.

SUPPLY

- ❖ Wellness services
- ❖ Sustainable products
- ❖ Venue availability

OPERATIONAL FACTORS

- ❖ Venue Availability: Trentham Gardens perfectly fits to the cultural festival as it has several indoors and outdoor areas available. It is available in the winter timeframe and has the facilities to adapt therein for climatical changes, which means that activities taking place outside can be shifted indoors if the weather changes.



SKILLS REQUIRED:

- ❖ Wellness instructors
- ❖ Holistic therapists
- ❖ Event coordinators
- ❖ Technical staff
- ❖ Catering staff

RESOURCES

- ❖ Audiovisual equipment
- ❖ Catering services
- ❖ Heating and shelters
- ❖ Wellness supplies
- ❖ Security and safety measures

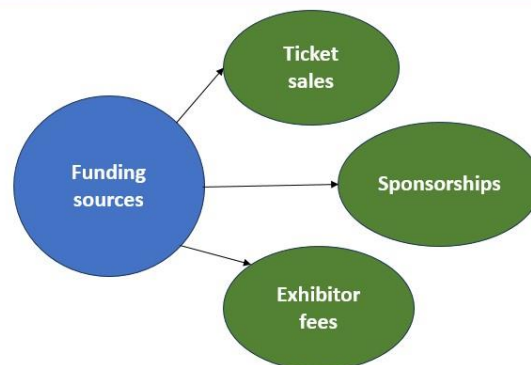
FINANCIAL FACTORS

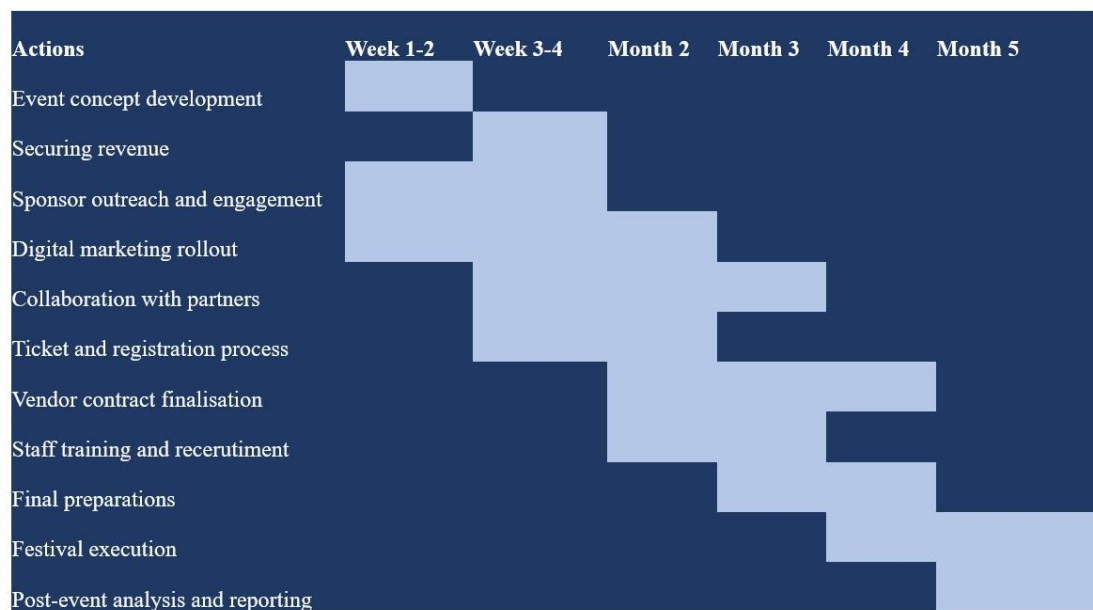
Cost and Predicted revenue

- ❖ Venue rental: £8,000 for of the indoor and outdoor facilities at the Trentham gardens.
- ❖ Catering: £5,000 for feeding the children on healthy food, and healthy drinks and snacks
- ❖ Marketing and promotion: £4,000 for digital campaigns, local media and promotional prints.
- ❖ Logistics and equipment: £3,500 includes audiovisual equipment, fitness equipment and arrangements for heating
- ❖ Staffing and security: £4,500 for trainer's staff and cooks, waiters, and security guards required for the wellness trainers' event
- ❖ Contingency fund: £2000 for any contingency or any change which they have not planned for before travelling.

Total estimated costs: 27000

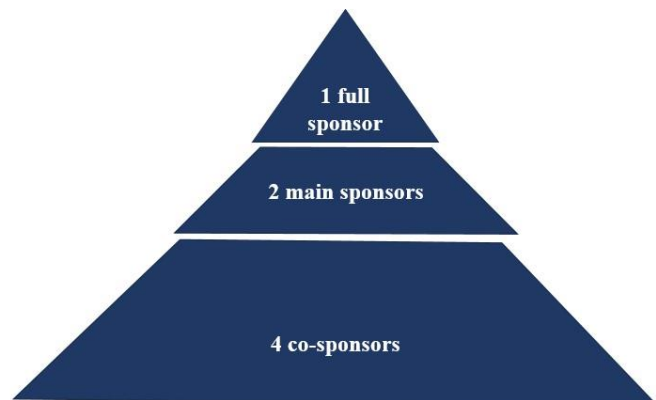
- ❖ Ticket Sales: An approximate of thousand people with ticket price for general admission at a twenty pounds and sixty pounds for an all-access pass to the different sessions.
- ❖ Estimated revenue from ticket sales: £35,000. Exhibitor Fees: The rents are set at £300-£800 per exhibitor which means the Centre should attract 15-20 exhibitors.
- ❖ Estimated revenue: £7,500.
- ❖ Sponsorships: Sponsorships from wellness brands and local businesses of a £10,000 fundraising promise.
- ❖ Total Predicted Revenue: £52,500





STAKEHOLDERS

- ❖ Event Organizers
- ❖ Sponsors
- ❖ Wellness instructors and therapists
- ❖ Attendees
- ❖ Exhibitors and vendors
- ❖ Event volunteers and staff
- ❖ Local authorities and regulatory bodies
- ❖ Media and Press
- ❖ Collaborators and community



- ❖ Greatest sponsored financial or in-kind contribution, logo and name prominence at the festival and other privileges.
- ❖ Substantial assistance, referring to particular operations (e.g., conducting of a workshop).
- ❖ Contributions that are not monetary in terms of size but could amount to a few packs of pens, some food items or nylon gears among other things. Basic branding opportunities.

EVENT EVALUATION

❖ Visitor turnout and engagement

Analyse levels of attendance and activity of people to the activities expected in the meetings

❖ Revenue analysis

Compare actual income accrued from ticket sales or receipts, revenue from sponsorships, or fees from vendors and potential earnings from the set objectives.

❖ Feedback from stakeholders

Attendees' feedback may be obtained from feedback forms or questionnaires that may be in form of interviews.

❖ Media exposure and online presence

Calculate how many times the festival's name appeared in the media, how often it was mentioned in social networks and shares related content in various communities or pages.

❖ Follow-up opportunities

Determine other potential business partners, collaborators or other recurrent guests due to the festival.

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