



CONTEMPORARY GLOBAL ISSUES IN TOURISM (M7X02121)

By

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P144065

Abstract

Fourth-year Mtour Tourism and Events Management students created a global student conference to celebrate welsh tourism and bringing the world to Wales. The aim was to capture Welsh College students to attend the event and showcase the tourism industry through our experiences, industry professional (Guest Speakers) and interactive workshops and videos. Hosted by the Senedd, Cardiff on Monday 19th March 2018. The tourism conference titled 'The World is Our Lecture Theatre.

Conference Portfolio

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1.0 Introduction

This document is a conference portfolio providing evidence and data of tasks completed by

Billie Morgan, which has been successfully fulfilled. The main job roles were Head of Social

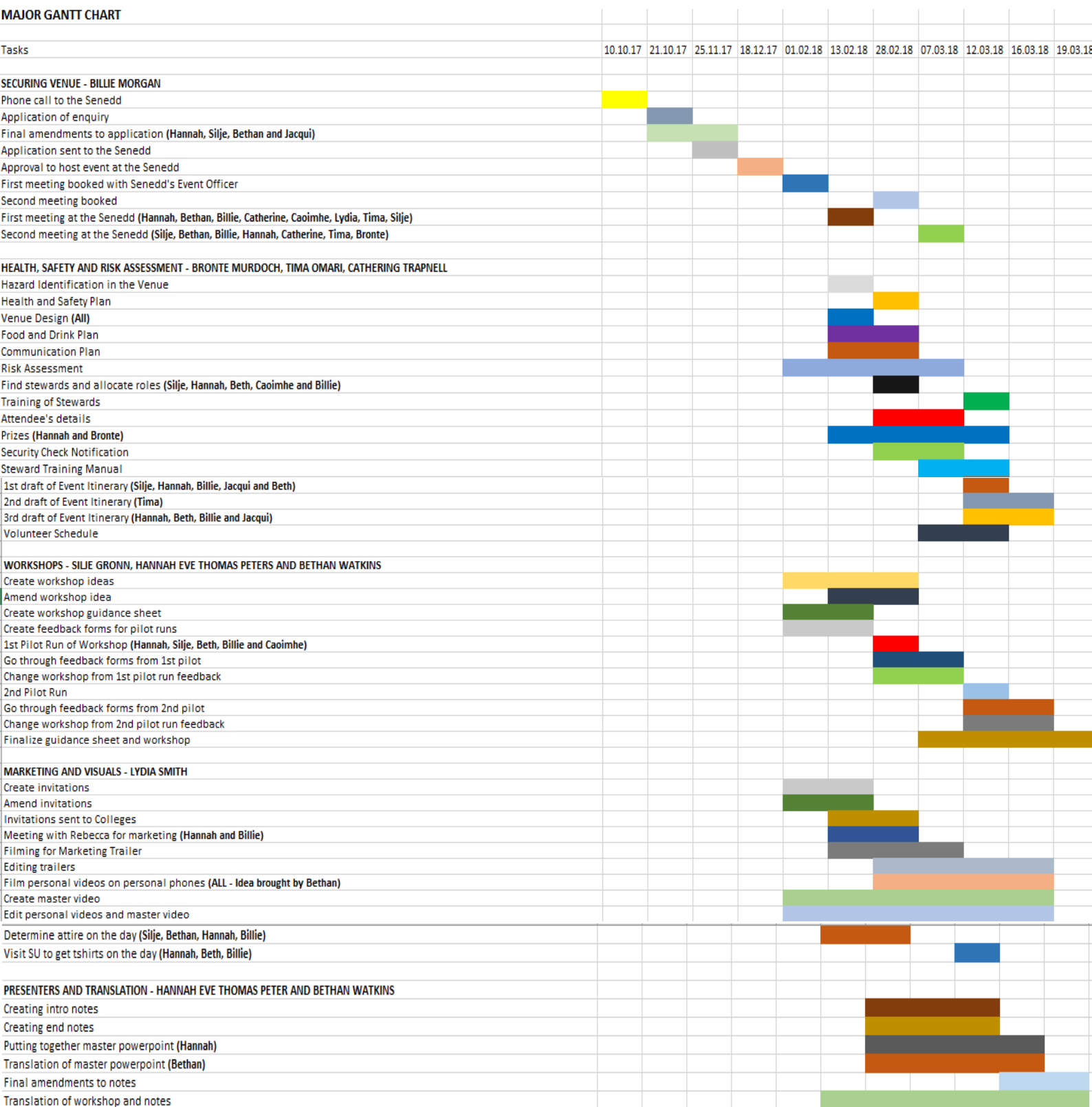
Media Team, Website Creator and Event Coordinator for the global tourism conference 2018.

Included into this portfolio is images, dates and reason of methods that was completed from

2017-2018.

2.0 Conference Grantt Chart

MAJOR GANTT CHART



CATERING - SILJE MARIE AAS GRONN										
Contact Senedd's Catering Company										
Ask Catering re sponsorship and discounts										
Amendments to booking form										
2nd amendment to booking form										
3rd amendment to booking form										
Final booking form sent to Jacqui and Maggie for approval										
Booking form sent to the Catering company										
Catering confirmed										
SOCIAL MEDIA - BILLIE MORGAN, BRONTE MURDOCH AND CAOIMHE MCNULTY										
Create Conference Posters (Billie)										
Creating Social Media Accounts (ALL: Billie; Facebook, Bronte; Twitter and Caoimhe; Instagram)										
Daily postings on Instagram (Caoimhe)										
Daily postings on Facebook (Billie)										
Daily postings on Twitter (Bronte)										
Creating website (Billie)										
Updating website (All)										
Create feedback survey (Bronte)										
Press release information for Rebecca (Billie)										
Live streaming of 1st pilot run (Billie)										
Live streaming of 2nd pilot run (Billie)										
Live streaming on the event day (Billie)										
Photos and videos on the day (Billie)										
Creating hashtags for marketing (Billie, Hannah, Silje, Bethan, Caoimhe)										

3.0 Securing the Senedd

10/10/2017- Phone called the Senedd enquiring about holding our event at the National assembly on Monday 19th March 2018.

20/10/2017- Screenshot of reply from Gareth Jones, at the Senedd regarding my enquiry to book the venue for our The World is our Lecture theatre.

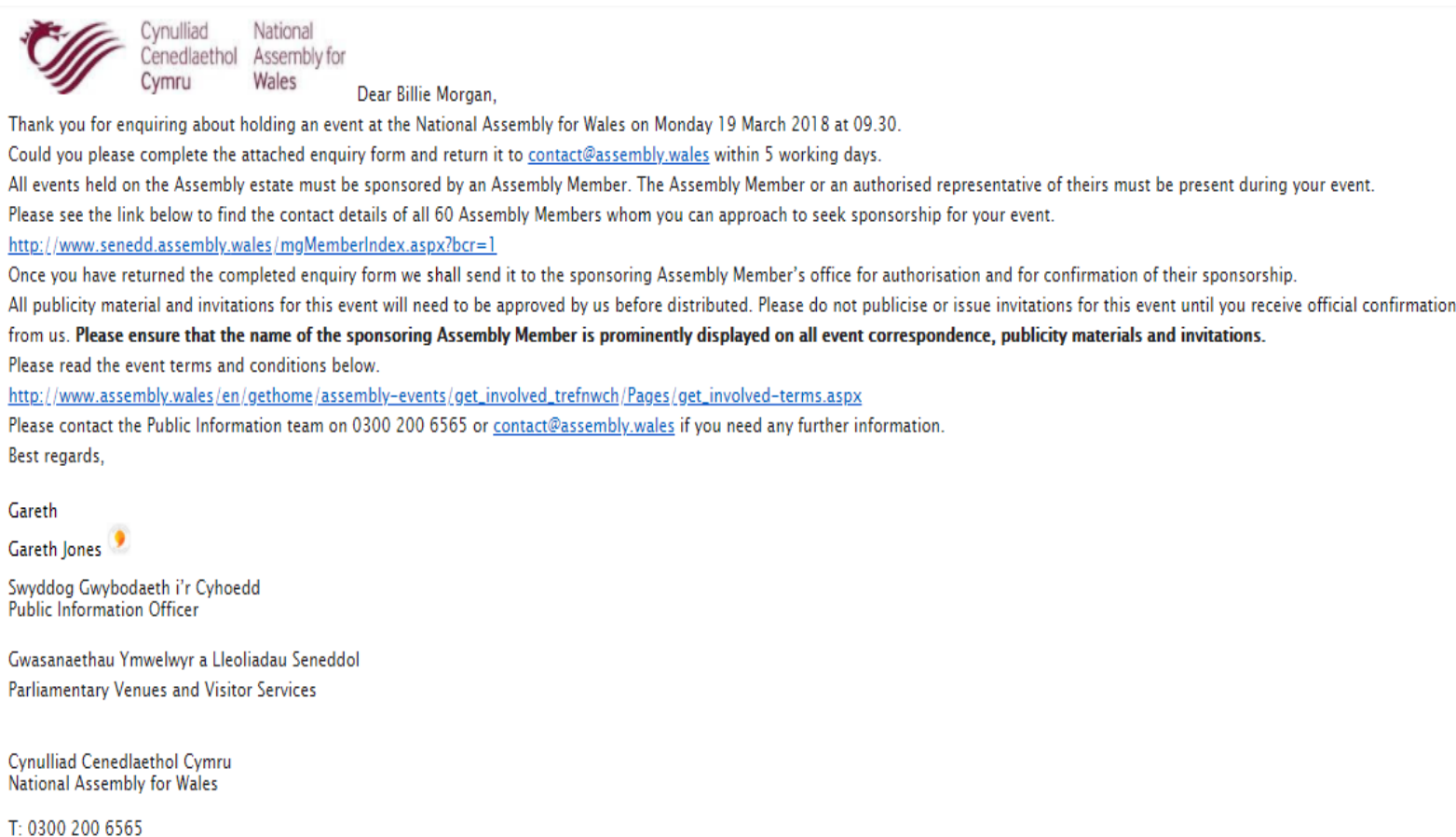


Figure 1 Evidence of enquiring to book the Senedd

21/10/2017- completed the for the application form sent by Gareth Jones to book to venue.

CYNULLIAD – CYFYNGEDIG / ASSEMBLY RESTRICTED	
 Cynulliad Cenedlaethol Cymru National Assembly for Wales	
Digwyddiad – Ffurflen Cais / Event – Application Form	
Llenwch y ffurflen isod drwy glicio ar y blychau llwyd Please complete the form below by clicking in the grey boxes	
Enw neu deitl y digwyddiad / Event name or title	Our World is our Lecture Theatre
Iaith ddewisol ar gyfer goheblaeth / Preferred language of correspondence	English
Diwrnod a dyddiad y digwyddiad / Day and date of event	
Diwrnod / Day	Monday
Dyddiad / Date	19 March 2018
Amser y digwyddiad. Defnyddwch y cloc 24 awr / Time of event. Please use the 24 hour clock	
Gosod / Setup	09.30
Cychwyn / Start	10.00
Diwedd / Finish	15.30
Clirio erbyn / Dismantle by	16.00
Lleoliad dewisol / Preferred location	
Efallai bydd anghenton busnes y Cynulliad yn dylanwadu ar hyn – gweler yr adran Mannau Digwyddiadau ar ein gwefan / This may be influenced by the Assembly's business needs – please refer to the Events Space section on our website	
Senedd - Neuadd Senedd – Oriel	Dewiswch / Select IE / YES
Siambr Hywel	
Pierhead - Prif Neuadd Pierhead - Main Hall Parlwr y Pierhead Pierhead Suite A fyddwch hefyd yn defnyddio Ystafelloedd Seminar y Pierhead? No Will you also be using the Pierhead Seminar rooms?	
Enw'r Aelod Cynulliad sy'n noddi / Name of sponsoring Assembly Member	
Sicrhewch fod enw'r Aelod Cynulliad sy'n noddi'r digwyddiad yn cael ei arddangos mewn man amlyg ar eich holl oheblaeth, cyhoeddusrwydd a gwahoddiadau'r digwyddiad. Please ensure that the name of the sponsoring Assembly Member is prominently displayed on all your event correspondence, publicity materials and invitations.	
Enw'r Aelod Cynulliad Name of Assembly Member	Mika Hedges AM
Y sefydliad sy'n cynnal y digwyddiad / The organisation holding the event	
Enw / Name	University of Wales Trinity St David's
Cyfeiriad a chod post / Address and post code	

Figure 2 Evidence of completed application form for the Senedd

13/11/2017- A reply from the Gareth Jones, Senedd regarding the application form

contact@assembly <Contact@assembly.wales> 13/11/2017 ☆ ↩

to me ☐

Dear Billie Morgan,

Thank you for returning the enquiry form. Our Venues team who deal with events have been in touch as they do not feel that your proposed event has enough of a link to the Assembly's business. They are looking for the overall purpose and objectives of your event and how it will assist to achieve the Assembly's purpose and objectives. They are asking for further information to link your event to the Assembly's business and do you have an agenda that may help take the event forward please ?

Figure 3 Reply from Gareth Jones regarding application form

23/11/2017- My response to the previous email. The whole team and discussed further aims and objectives that would help develop the application form from the Senedd.

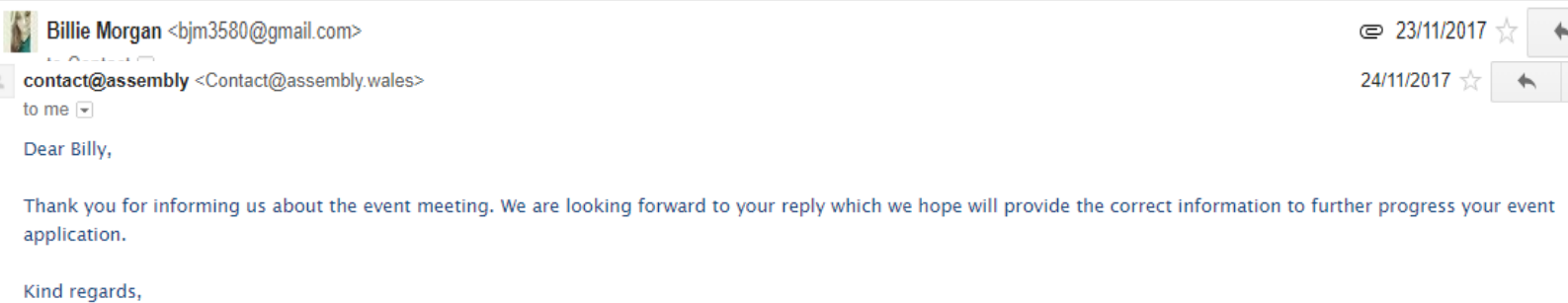


Figure 4 Gareth Jones reply to the team meeting

24/11/2017- Reply from Gareth Jones

25/11/2017- Emailed documentation produced by myself and other students to help with our application

27/11/2017-Reply from Gareth Jones in response to the previous email.

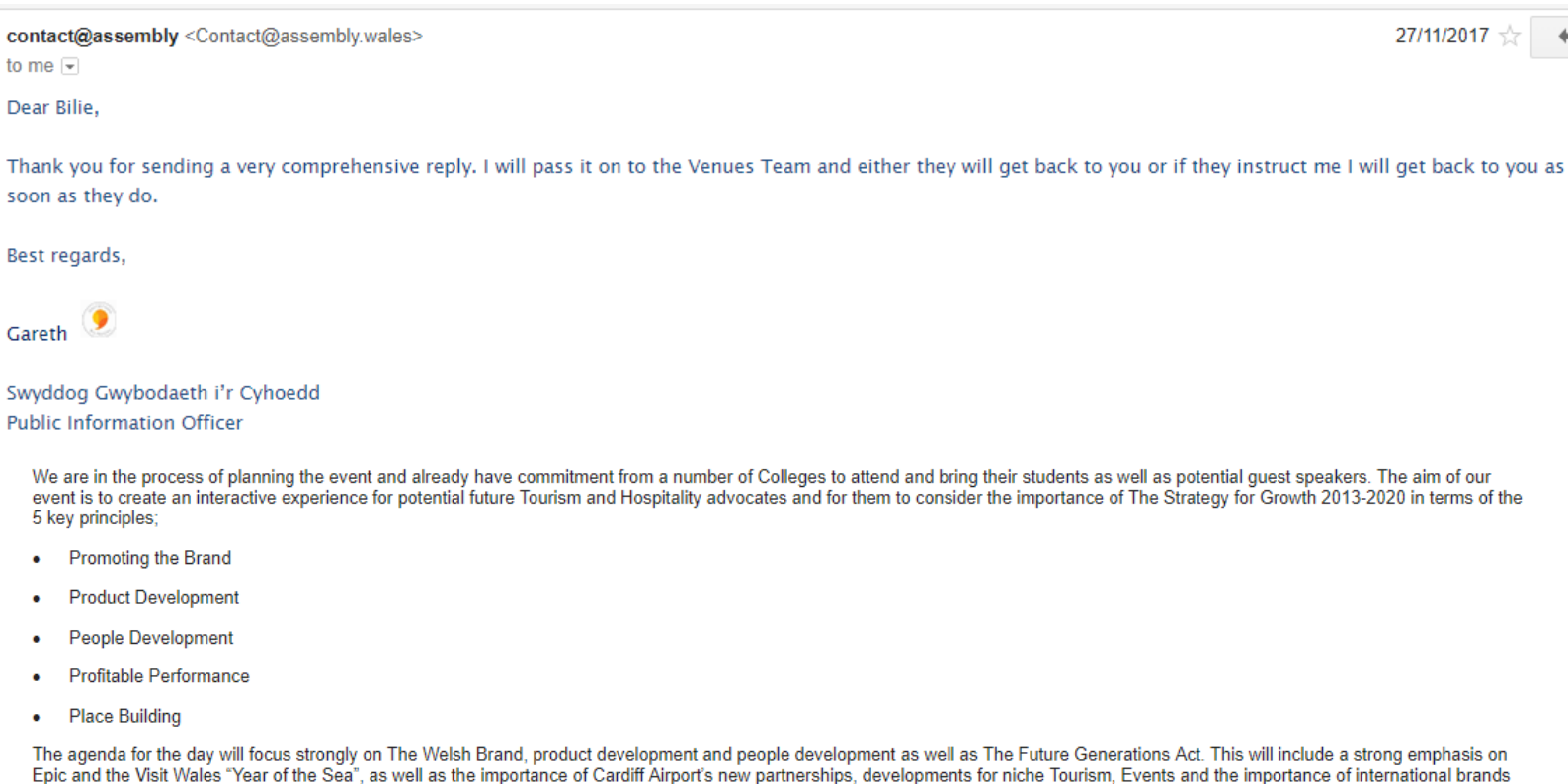


Figure 5 Aims and Objectives sent to the Senedd to further our application

18/12/2017 - Email from contact@assembly.wales , Evidence of approval for our event being hosted at the Senedd.



Dear Billie Morgan,
Your booking for an event on the Assembly estate has been processed and passed on for final consideration. If you do not hear from us within the next five working days you can start publicising your event.
You have requested the **Senedd** on **Monday 19 March 2018**
Set up time **09.30**
Dismantle by **16.00**

All publicity materials and invitations for this event will need to be approved by us before they are distributed. When a copy of any correspondence has been prepared it should be sent to events@Assembly.Wales as soon as possible. **Please ensure that the name of the sponsoring Assembly Member is prominently displayed on all event correspondence, publicity materials and invitations.**
A template is attached for guidance. Failure to comply with this instruction may result in the cancellation of your event.

Six weeks before your event you will be assigned an events officer to help you organise your event on the Assembly estate.
If you have any questions regarding the events booking process before then please contact our Events Team by e mail events@Assembly.Wales or via the Assembly switchboard on 0300 200 6565.

Our website gives you information to help organise your event – http://www.assembly.wales/en/gethome/assembly-events/get_involved_trefnwch/Pages/get_involved_trefnwch.aspx
Please ensure that all your catering requirements are arranged at least three weeks before your event. You can contact our catering provider, Charlton House, by email catering.cardiffbay@Assembly.Wales or phone (0300 200 6138).
Regards.

Figure 6 Evidence of our application being approved

4.0 Liaising with Clint Forbes and Setting on venue visits

01/02/2018- I emailed contact@assembly.wales to book a meeting at the venue to view the space and for the team to plan the event programme for the day.

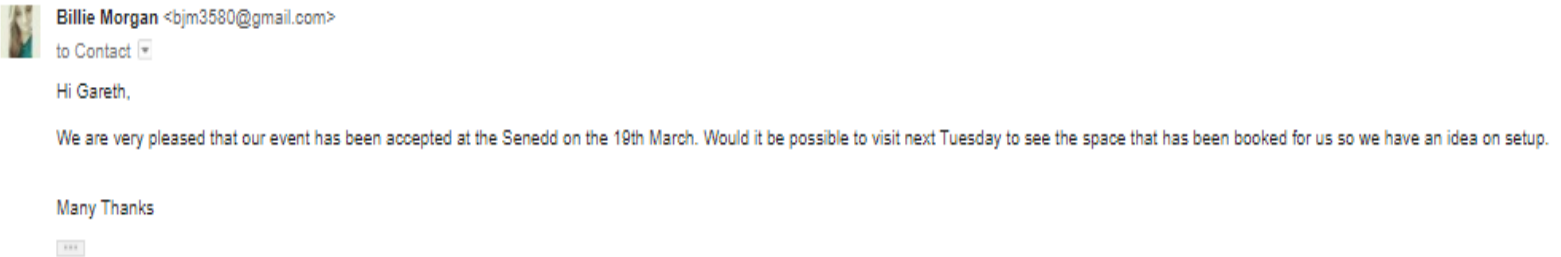


Figure 7 Evidence of booking a venue visit with Clint Forbes

01/02/2018- Gareth Jones forwarded my email to Clint Forbes the Senedd's event officer. Evidence of the email from Clint regarding booking a meeting with him.

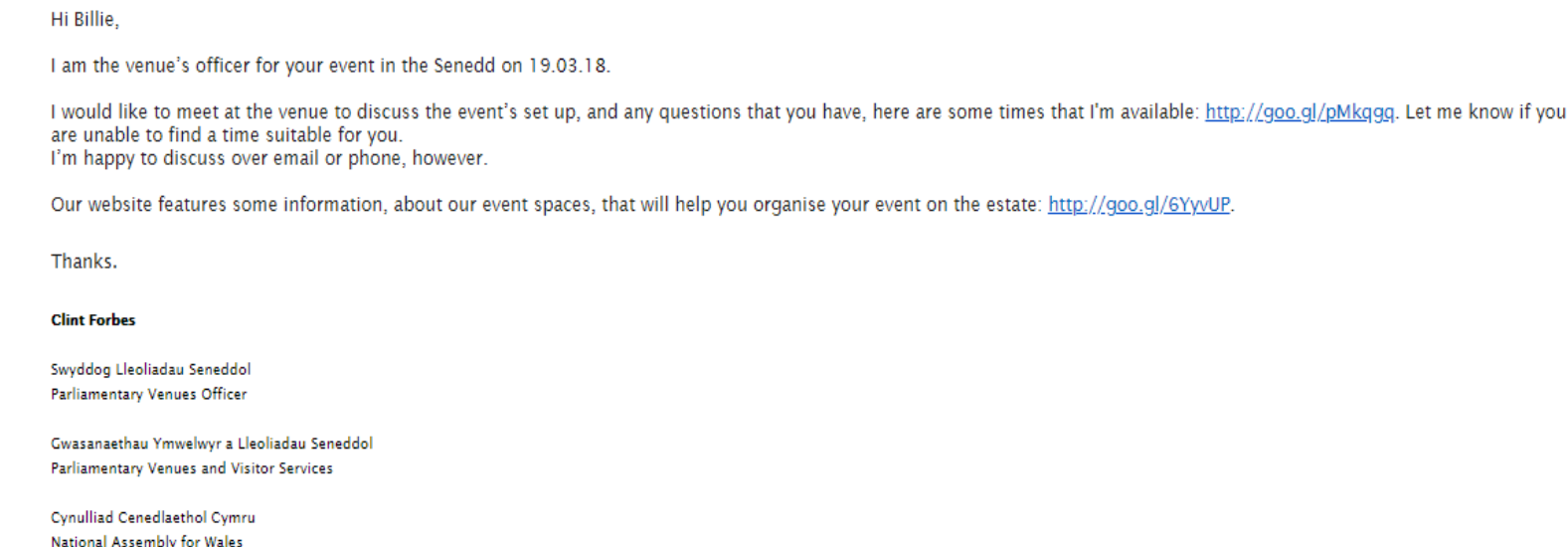


Figure 8 Clint Forbes emailed me to book a site visit

01/02/2018- Confirmation email of booking a meeting with Clint Forbes. I scheduled an appointment to book a site visit

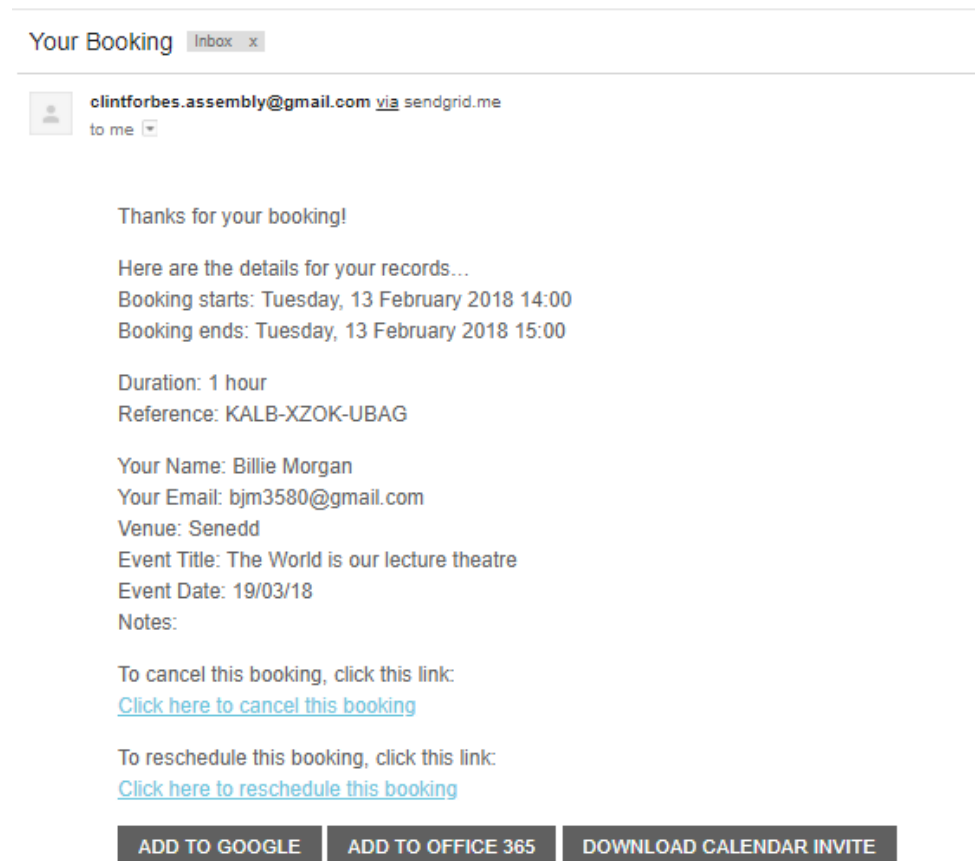


Figure 9 Confirmation on my site booking with Clint Forbes

13/02/2018- First meeting at the Senedd, email from Clint Forbes of information regarding a breakdown of what was discussed during the meeting. And then I forwarded this email to the mtour2017@gamil.com so the other members of the team can access this information and be informed.

Forbes, Clint (Staff Comisiwn y Cynulliad | Assembly Commission Staff) <Clint.Forbes@assembly.wales>

to me

Hi Billie,

Great to meet you all yesterday, here's what we discussed.

Event overview

Event over both spaces downstairs and upstairs.

- 110 seats T/Style facing the stage
- 1 welcome desk on entry
- Catering tables against the stairs for tea and coffee
- 1 extra table for literature downstairs
- Stage, lectern and TV's needed
- Powerpoint presentations being used
- 3rd TV needed for presenters to see their slides move
- I'll provide a clicker
- Up to 10 stall tables upstairs (you will finalise for me how many)
- Catering tables upstairs for lunch time service

Prior to event

You will:

1. Liaise with Charlton House re catering – contact: catering.cardiffbay@assembly.wales Enquires – 0300 200 6138, attached is a brochure with prices.
2. Forward guest list
3. Forward holding logo and presentations and videos (this should be in widescreen (16:9) format)

Please note that the guest list and holding logo will need to be sent by Friday 16th March, to allow time to ensure everything is in order for your event.

Closer to the date, if you need a blurb for housekeeping just let me know and I'll pass this on.

Hopefully this all makes sense and covers what we discussed? However, if I have missed anything or if you have any other questions or requests, please don't hesitate to contact me.

Ps. I've been so busy and slept since I saw you all I probably have so forgive me. ☺

Many thanks and kind regards,

Clint Forbes

Sgwddon I Leoliadau Seneddol

Figure 10 Evidence email from Clint Forbes regarding what was discussed in our site meeting

01/03/2018 I scheduled another appointment with Clint Forbes to meet at the Senedd to finalise the details ready for the 19th March 2018.

07/03/2018 the Second visit at the Senedd took place and we had a discussion about final arrangements for the day and I took shots for the social media pages.

12/03/2018 Emailed Clint Forbes to request parking to drop off for the chairs and ask about bringing the university chairs and sent photos for the police to accept the chairs into the Senedd.



Figure 11 Evidence of myself emailing Clint Forbes requesting chairs

13/03/2018 Clint's reply to the previous email, this is evidence of Clint liaising with the police regarding bringing our own chairs to the conference.

Hi Billie,

I'm not ignoring you. I'm awaiting the police dept to let me know it's all ok their end. I'll be in touch as soon as they do.

Kind regards,

Clint Forbes

Swyddog Lleoliadau Seneddol
Parliamentary Venues Officer

Gwasanaethau Ymwelwyr a Lleoliadau Seneddol
Parliamentary Venues and Visitor Services

Cynulliad Cenedlaethol Cymru
National Assembly for Wales

T: 0300 200 6262

www.cynulliad.cymru
www.assembly.wales

Figure 12 Evidence of Clint Forbes investigating the allowance of university chairs

13/03/2018 Evidence of confirmation for bringing our own chairs, an email sent to me by Clint Forbes informing that there would be no dog search charge by the police.

Hi Billie,

I've had confirmation that you can bring the chairs in and they will be visual searched and wanded. No cost of a dog search required.

Hi Clint

Figure 13 Evidence of university chairs accepted

5.0 Evidence of contacting Colleges and liaising with Cardiff and Vale College

02/02/2018- Screenshot of my email to Cardiff and Vale College formerly inviting them to our tourism conference.

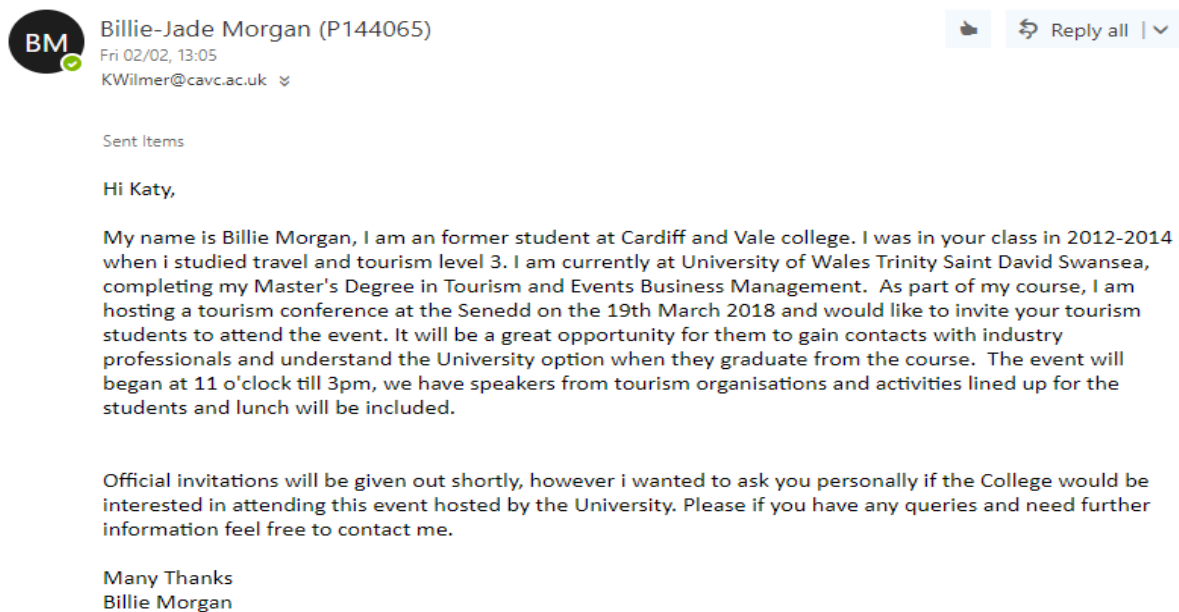


Figure 14 Evidence of formerly inviting Cardiff and Vale College to the Event

06/02/2018- Cardiff and Vale College response to my invitation.



Figure 15 Evidence of Cardiff and Vale College responding to my invite

07/02/2018- My reply to Cardiff and Vale response to the invite of the event

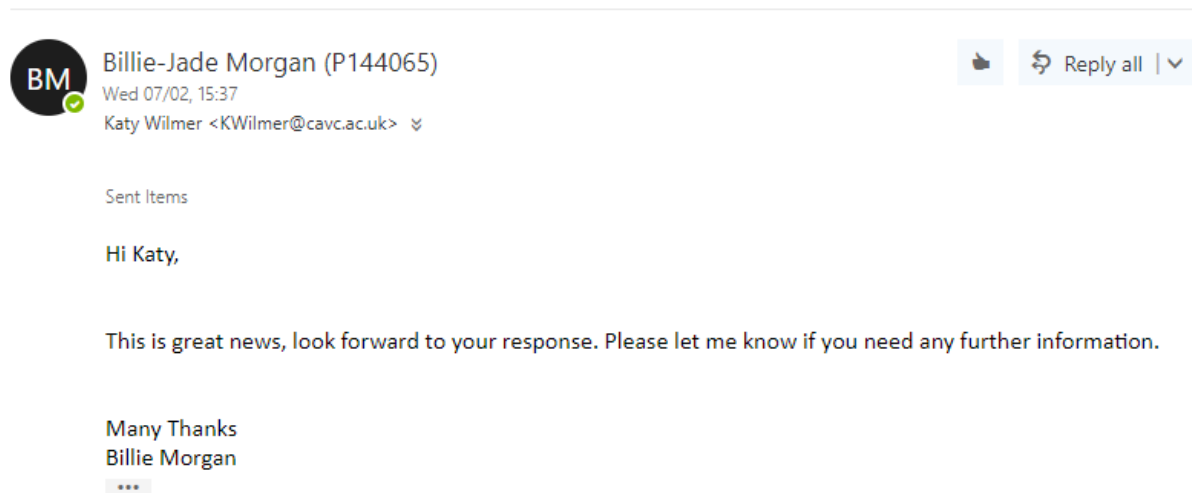


Figure 16 Replying to Cardiff and Vale College

08/02/2018- An email from Cardiff and Vale college confirming the amount of student attending

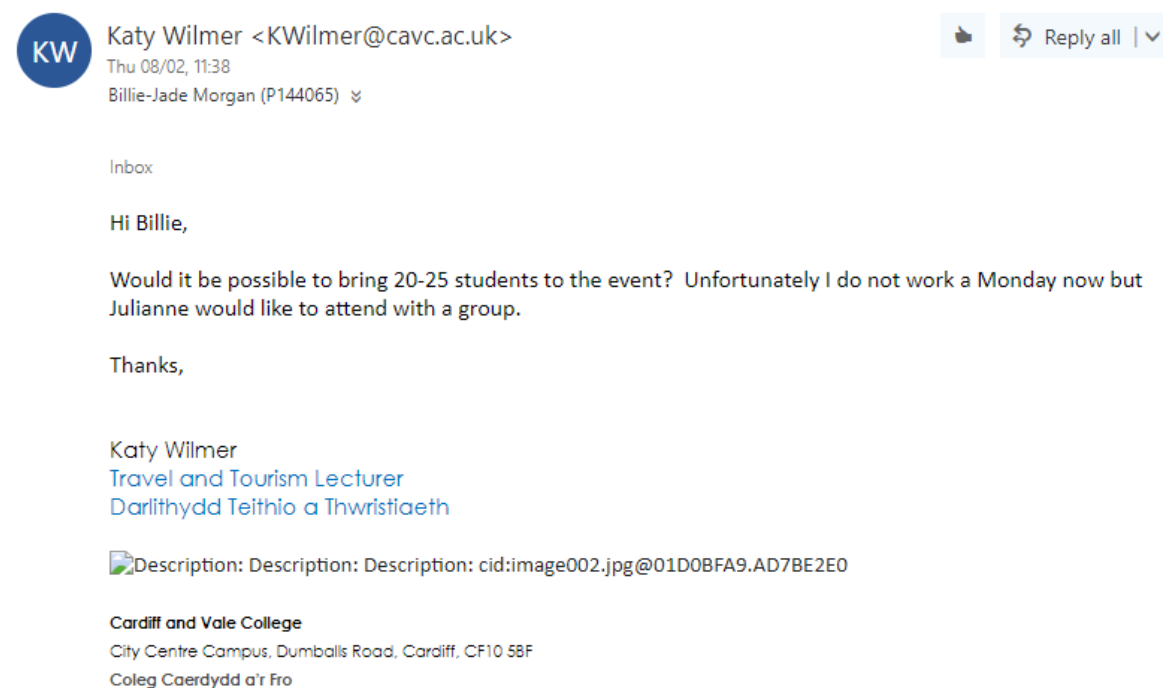


Figure 17 Evidence of Cardiff and Vale College confirming student numbers

08/02/2018- My email to Cardiff and Vale College in response to previous email and to ensure that updates will be sent about the event and asking them to contact me with an inquires



Billie-Jade Morgan (P144065)

Thu 08/02, 14:12

Katy Wilmer <KWilmer@cavc.ac.uk> ↵



Reply all |

Sent Items

This number of students would be prefect, thankyou for your support.

I will send a formal invitation towards the college and will further contact you closer to the event. please email if you have any questions regarding this event.

Many Thanks

Billie Morgan

...

Figure 18 Screenshot of email sent by myself to Cardiff and Vale

16/03/2018 I sent all the following emails to all colleges with the website link for the student and lectures can visit the site prior to the event and see the itinerary and other important information of the conference. The emails were sent on mtour@gmail.com. After emails were sent the website was live.

☆	To: Paul Stone (9)	Inbox	RE: Contact Web - Hi Paul, They will be coming from Swansea, and will be leaving shortly! Sorry for any delays. All the best, Bronte Murdoch Sendt fra min iPhone 16. mar. 2018 kl. 13:30	1:45 pm
☆	To: Forbes, Clint (Staff, 3)	Inbox	Powerpoint presentation - Hi Clint, My apologies this is so late in the day here is a copy of our presentation for monday please firstly make sure you can open it and could you have a look	1:44 pm
☆	To: leah.joseph		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:33 pm
☆	To: hmlewis		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:32 pm
☆	To: Eva Thomas		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:32 pm
☆	To: phillip.lovey		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:31 pm
☆	To: graham.constable		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:31 pm
☆	To: djames		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:30 pm
☆	To: tina.williams		The World is Our Lecture Theatre - Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about	12:29 pm
☆	To: Gareth Harvey (2)	Inbox	The World is Our Lecture Theatre - Diolch! -- Mae'r e-bost hwn ac unrhyw ffeiliau atodedig yn gyfrinachol ac at sylw'r unigolyn neu'r sefydliad a enwir uchod. Bydd unrhyw farn neu sylwad	12:27 pm
☆	To: kwilmer		The World is Our Lecture Theatre - K. Wilmer Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important inform	12:26 pm

Figure 19 Screenshot of all the emails sent to the colleges about the website

The World is Our Lecture Theatre

UWTSD MTOUR <mtour2017@gmail.com>

12:33 PM (4 hours ago) ☆

to leah.joseph

Our Team have created a website for the world is our lecture theatre conference on the 19th March 2018. Our website has included important information about the event such as the itinerary of the day, as you may be interested in showing to your students prior to the event, guest speakers bio's, venue information and meet the team page.

We have attached a link for the website below.

<https://theworldisourlecturetheatre.weebly.com/>

Kind Regards
University of Wales Trinity Saint David, Masters Student.
Tourism and Events

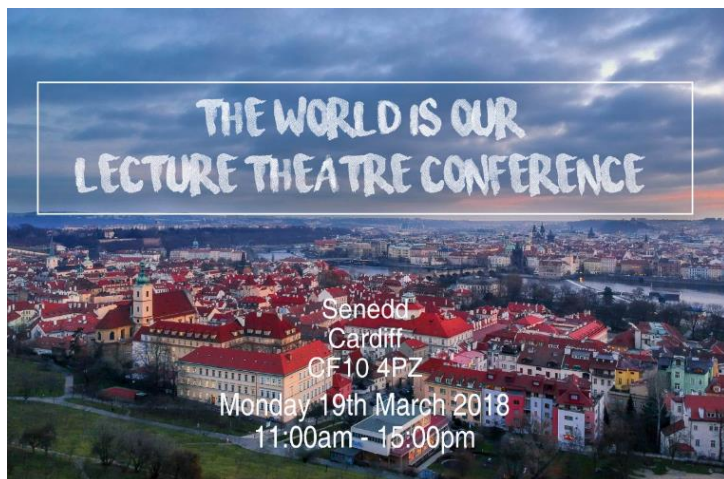
(above email was sent to each college lecturer)

Figure 20 Sample of the website email sent to the colleges

6.0 My Social Media Tasks

6.1 Conference Posters

01/02/2018- 12/02/2018 During this time I created the conference posters for the social media team to post daily and sent them to Rebecca Davies to publish on the UWTSD website. I used my personal photos which were edited by myself and added the event title, location, date and time.





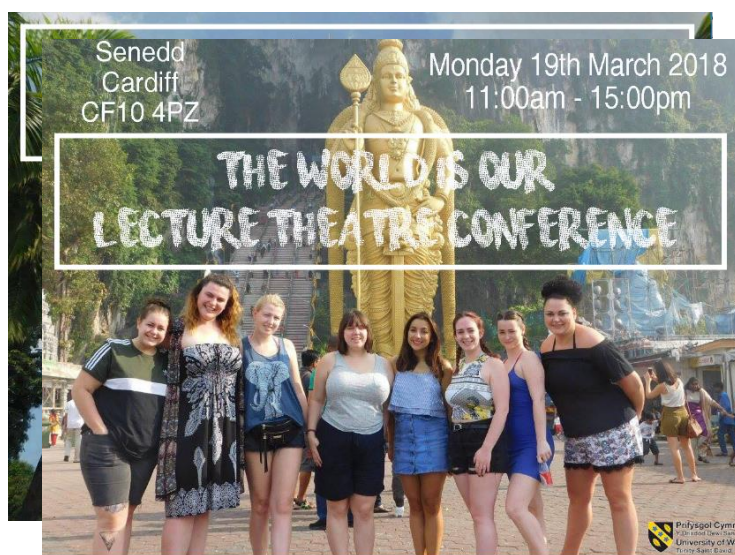


Figure 21 Completed Conference Posters

6.1 Facebook Tasks Completed and Daily Posts

13/02/2018- Created the Facebook account for The World is Our Lecture Theatre. Added details about the conference, profile photo, cover photo and created a MTOUR Group

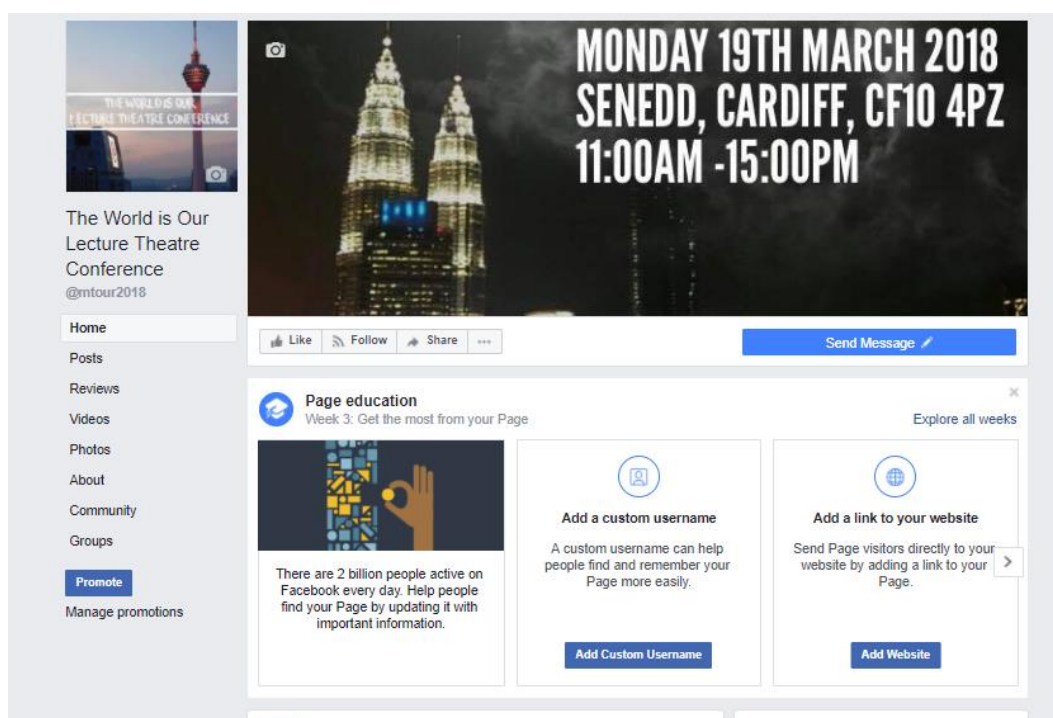


Figure 22 Screenshot of the official conference Facebook homepage

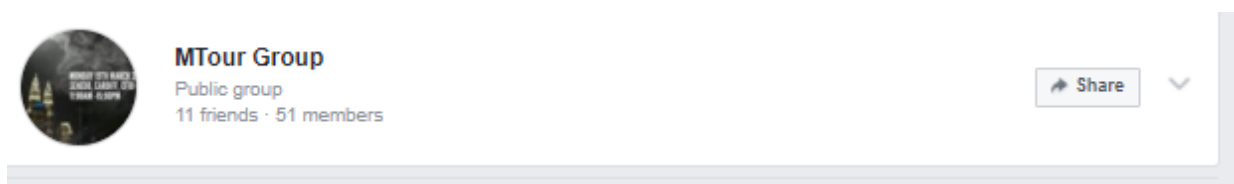
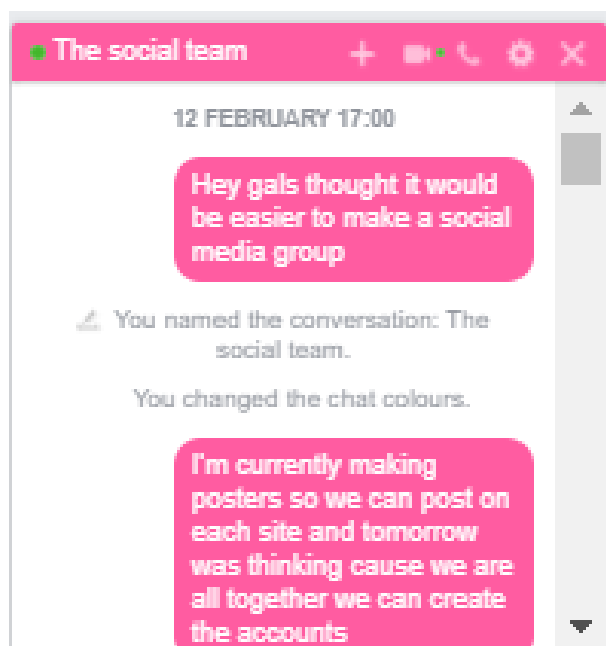


Figure 23 Screenshot of the Mtour group that was created on Facebook

12/02/2018- I created a Facebook private chat for my social media team so we could communicate together more easily



12/02/2018 created hashtags for the social media team (people involved: Hannah, Silje, Beth and Caoimhe)

#ToTravelisToLive

#SharingWaleswiththeWorld

#UWTSDConferece2018

#WorldsOurLectureTheatre

13/02/2018- First Facebook post, this is a welcome post and giving information about the conference. All posts were posted on the main Facebook page and the MTOUR Group



Figure 24 1st Facebook post

13/02/2018- Second Facebook post. Encouraging people to follow our Instagram page



Figure 25 2nd Facebook post

14/02/2018- I emailed Rebecca Davies from UWTSD marketing, providing information for the press release of our event



Billie-Jade Morgan (P144065)

Wed 14/02, 12:27



The World is Our Lecture Theatre Conference

Venue: The Senedd

Start: Meet and Greet 10:30. Start time 11:00am - 15:00pm

Here our four top posters for the conference. They are created from my personal collection of photos therefore they are all originally sourced.



Figure 26 Evidence of liaising with Rebecca Davies for Press Releases

14/02/2018- Responses from Rebecca Davies



Rebecca Davies

Wed 14/02, 12:29

Billie-Jade Morgan (P144065) ✉



Reply all | ▾

Inbox

Thank you! Great!



Rebecca Davies

Wed 14/02, 14:13



Reply | ▾

Hello! first tweet is up on the @uwtsd account.

I'll start the press release this afternoon and send to you for quotes.

Great work!

Rebecca



14/02/2018- I emailed Rebecca replying to the previous emails



Billie-Jade Morgan (P144065)

Wed 14/02, 17:44



Thankyou for your support **Rebecca**,
And yeah no problem.

Billie Morgan



14/02/2018- Third Facebook Post, promoting our twitter page



The World is Our Lecture Theatre Conference

14 February at 12:48 · 🌐



Check out our Twitter page!!!

Follow us, to keep up with the latest news 🇬🇧 🇨🇦 🇯🇲

<https://twitter.com/mtour2017...> See more

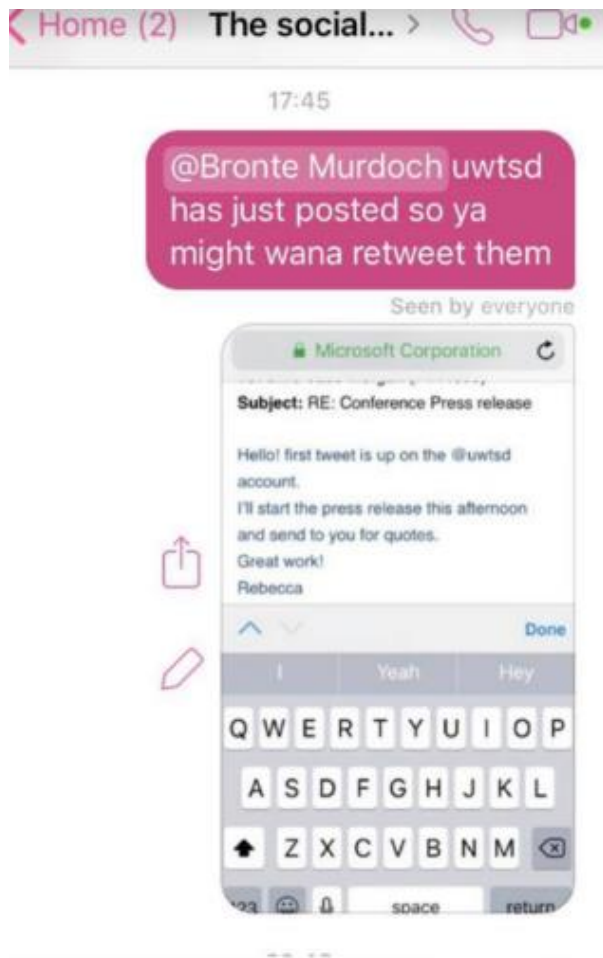
The World is Our Lecture Theatre Conference
(@mtour2017) | Twitter

The latest Tweets from The World is Our Lecture Theatre Conference (@mtour2017). Welcome to The World is Our Lecture Theatre Conference. On Monday 19th of March Hosted by University of Wales Trinity Saint David Swansea, Mtour Students. The Senedd Cardiff CF10 4PZ

TWITTER.COM

Figure 27 Evidence of a Facebook post promoting Twitter

14/02/2018- Recommended that our twitter page should retweet the UWTSD tweet about our event



14/02/2018- Fourth Facebook post. This was a successful post as it reached 516 people. It explained about the aim of the event and what was involved



Figure 28 4th Facebook post

14/02/2018- Fifth Facebook, sharing the UWTSD post on twitter



Figure 29 5th Facebook post

15/02/2018- Sixth Post on Facebook, this was photos of the first meeting at the Senedd and evidence of the photos taken whilst during the visit. It was made to promote awareness of the team's activity towards the event. This post was successful as it reached 638 people.

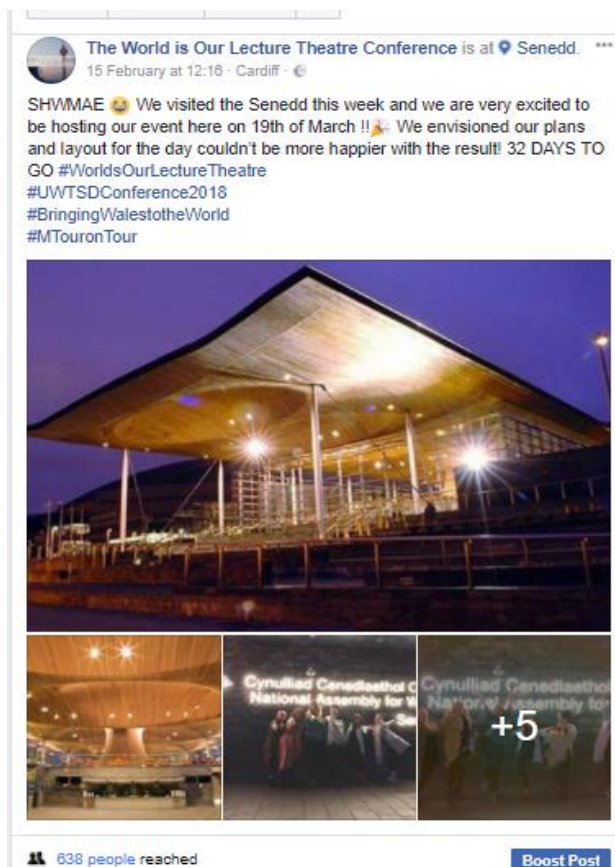


Figure 30 6th Facebook post

16/02/2018- 7th Facebook post. I posted one of the conference posters that I created to keep up with daily posts and engagement.



Figure 31 7th Facebook post

18/02/2018- 8th Facebook Post, to encourage people to click on the link provided and I attached the UWTSD website and direct them to the press release of our conference.



Figure 32 8th Facebook post

19/02/2018- 9th Facebook post. The day we shot the personal videos trailers and update the followers on the teams planning for the event



Figure 33 9th Facebook post

20/02/2018- Myself, Lydia, Silje, Cath, Hannah, Beth and Caoimhe recorded our personal video trailers.

21/02/2018 10th Facebook Post, sharing photos and video of the recorded personal video and behind the scenes footage of the team.

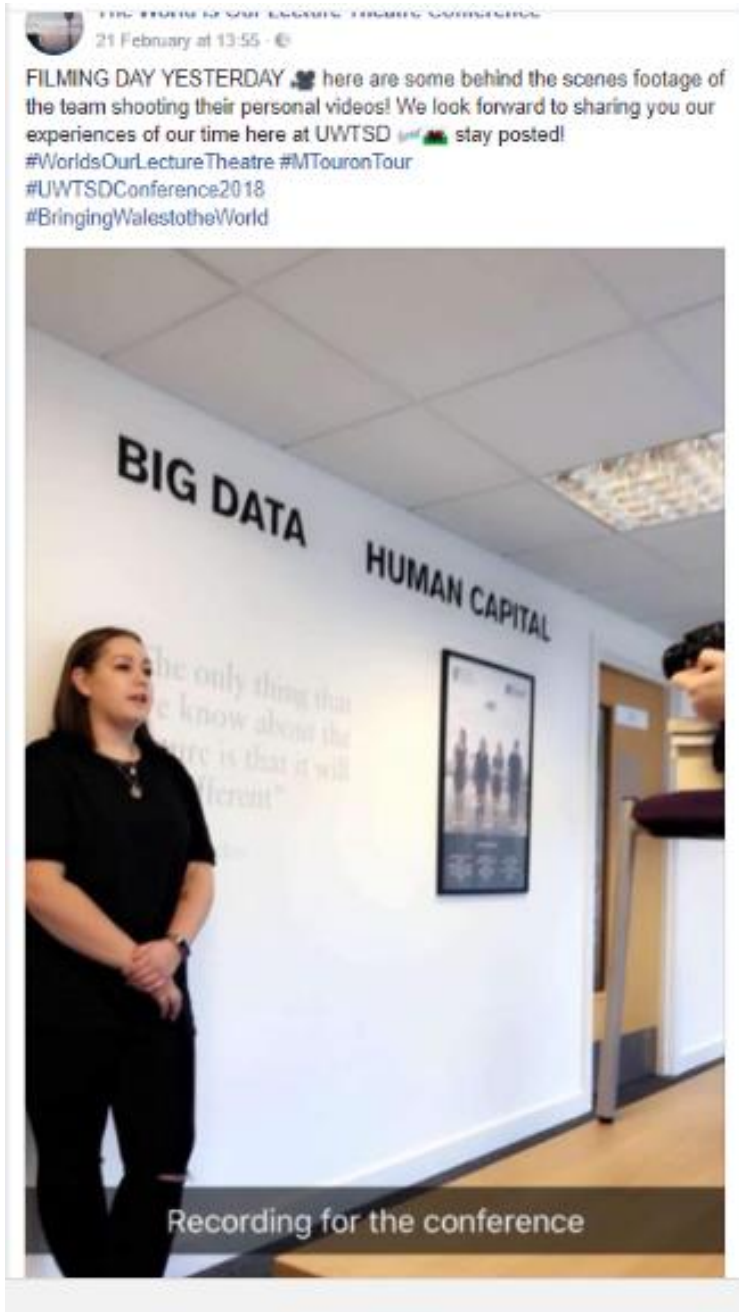


Figure 34 10th Facebook post

21/02/2018 11th Facebook post, a video of behind the scenes of our personal videos.



Figure 35 11th Facebook post

21/02/2018 12th Facebook post of a conference photo that I have created to further publicised the event and remind the public.



Figure 36 12th Facebook post

23/02/2018 13th post of the conference poster to remind people about the event.



Figure 37 13th Facebook post

27/02/2018 14th Facebook post, this post I promoted the develop of the website and used the following hashtags to further the engagement.

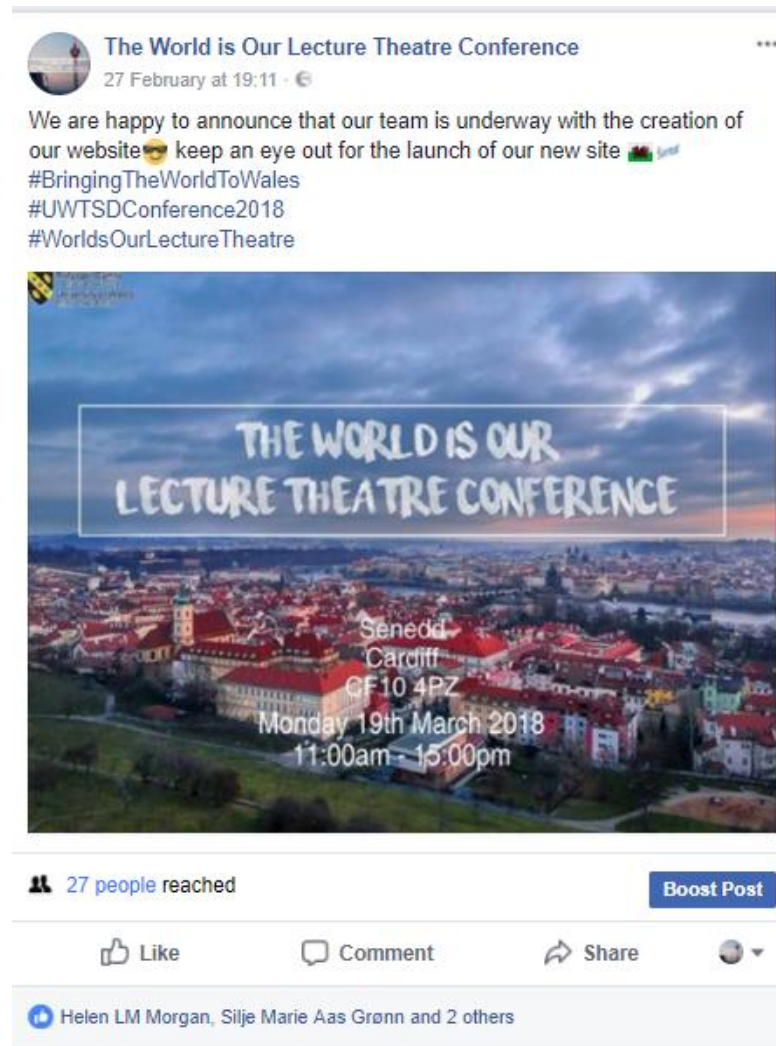


Figure 38 14th Facebook post

28/02/2018 15th Facebook post of the pilot workshop. At the first pilot workshop, I was there to take videos, photos and live stream on Facebook.



Figure 39 15th Facebook post

28/02/2018 I helped first pilot of the workshop and live streamed the run through with the first years of hotel management students.



05/03/2018 16th Facebook post, I published about Oakwood supporting our event and offering prizes towards the workshop.



Figure 40 16th Facebook post

06/03/2018- 17th Facebook post, another conference poster to remind people about the event.



Figure 41 17th Facebook post

09/03/2018 18th Facebook post, sharing photos of the second visit to the Senedd. This was evidence that whilst visiting the Senedd I took photos of the location and the team.



Figure 42 18th Facebook post

12/03/2018 I attended the second pilot workshop to help out and live stream the run through. I posted videos and photos to Facebook for the public to see and the MTour group. 19th Facebook post.



Figure 43 19th Facebook post

12/03/2018 I attended the stewards' management training, where I took photos and videos for the social media pages. I introduced myself to the year 1 hotel management students and shared my roles for the conference. 20th Facebook post



Figure 44 20th Facebook post

13/03/2018 21st Facebook post. I shared the UWTSD post of our conference promotional video and encouraged people to share and like.



Figure 45 21th Facebook post

14/03/2018 I published the website on Facebook and MTour Group to deliver maximum publicity. 22nd post



Figure 46 22nd Facebook post

16/03/2018 23rd Facebook, another posting of the website link onto the Facebook page and MTour Group



Figure 47 23rd Facebook post

16/03/2018 24th Facebook post. I posted this to express women empowerment and let the public know that the team running the event was an all-female team.



Figure 48 24th Facebook post

18/03/2018- 25th Facebook post. Warned people about the weather conditions to ensure people that the conference was doing ahead, and the team would keep the public update.



Figure 49 25th Facebook post

19/03/2018 26th Facebook Post, this was the first post during the day of the event. I posted at 10:00am whilst during the set up and waiting for our guests



Figure 50 26th Facebook post

19/03/2018 Facebook live stream of the crew setting up the venue and the video of preparations. 27th Facebook post.

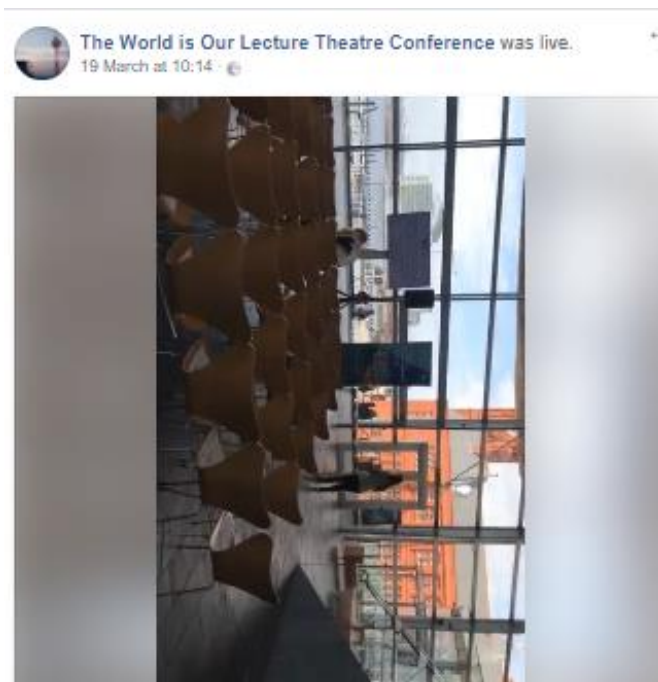


Figure 51 Evidence of live streaming the event

19/03/2018 28th Facebook post, a photo of the venue and the layout of the conference setup.



Figure 52 28th Facebook post

19/03/2018, Facebook live stream of people arriving to the event. 29th Facebook post



Figure 53 29th Facebook post of live streaming

19/03/2018 30th Facebook post, a photo taken by a professional photographer of the team outside the Senedd before the start of the conference. I posted to share with the followers and have an insight of the event. This was created publicised as Visit Wales attended our conference.



Figure 54 30th Facebook post

19/03/2018 31st Facebook post of the live streaming the event. On the day I streamed this to show the guests arriving for the conference.



19/03/2018 32nd Facebook post of live streaming. I live streamed the welcome speech performed by Beth and Hannah.



Figure 55 22nd Facebook post

19/03/2018 I paid for transport for the cameraman to arrive at the Senedd and take official videos and photos of the conference. I managed what was filmed and the set up of the equipment.

19/03/2018 33rd Facebook post. I took a photo of the stage and the camera equipment. This post reached 177 people.



Figure 56 33rd Facebook post of the camera equipment setup

19/03/2018 34th Facebook post. I took a photo of our first guest speaker Andrew Campbell, presenting to our guests. This reached 111 people on Facebook.



Figure 57 34th Facebook of Andrew Campbell

19/03/2018, 35th Facebook post of live streaming Andrew Campbell presentation



Figure 58 35th Facebook post of live streaming Andrew Campbell

19/03/2018 36th Facebook post of live streaming personal presentation and Jacqui introducing each video.

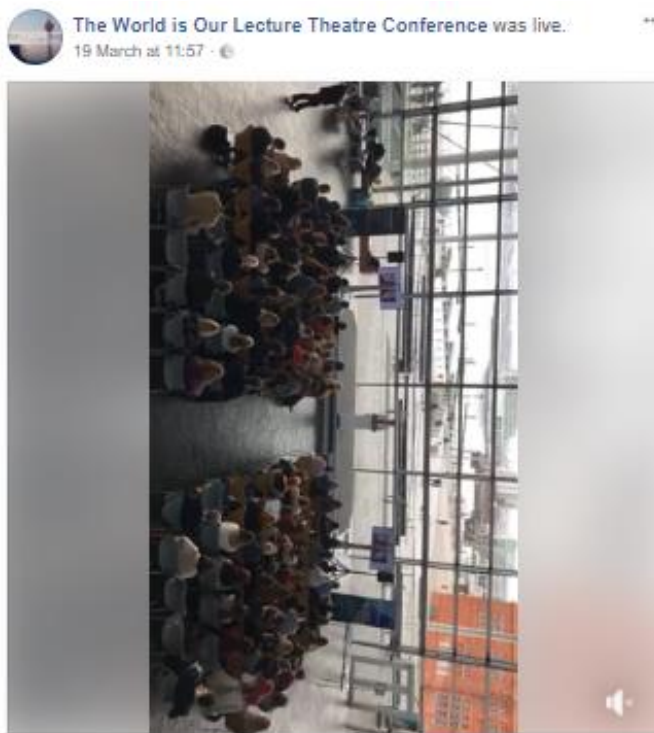


Figure 59 36th Facebook post of live streaming

19/03/2018 37th Facebook post, a video of Samantha Birdsell presenting about the Marriot hotel and her experiences.



Figure 60 37th Facebook post, video of Samantha Birdsell

19/03/2018 A photo of Samantha Birdsell presenting at the conference.

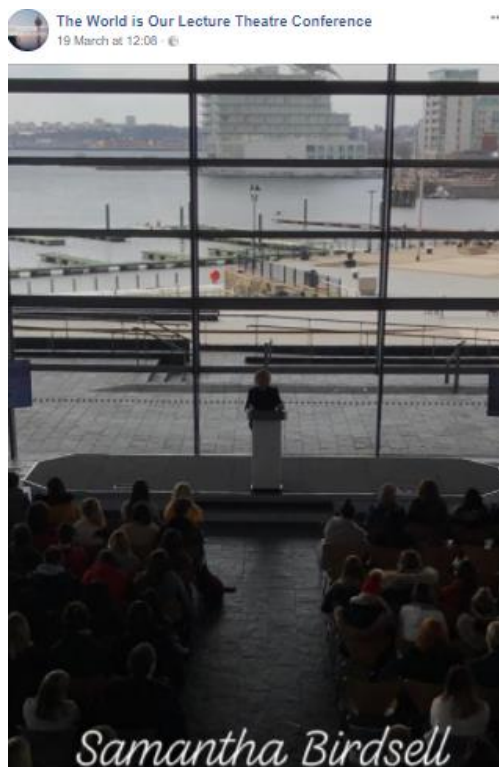


Figure 61 38th Facebook post

19/03/2018 live stream of Samantha Birdsell presentation

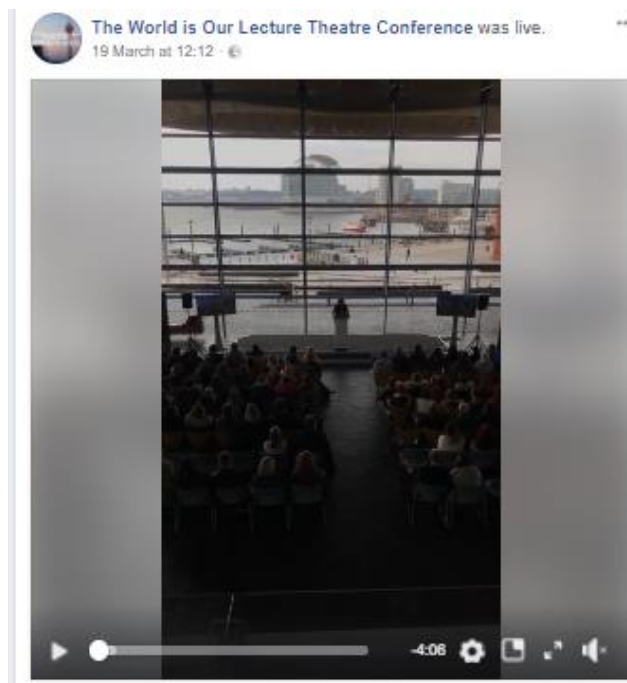


Figure 62 39th Facebook post

19/03/2018 live streaming of video presentation and personal videos, 40th Facebook post



Figure 63 40th Facebook post

19/03/2018 live streaming Ewan Rees presenting at the conference.



Figure 64 42nd post of live streaming

19/03/2018 43rd of Facebook post, a photo of Ewan Rees



19/03/2018 44th Facebook post of live streaming the Royal Mint presentation.



Figure 65 44th of live streaming

19/03/2018 live streaming of workshop and personal videos. 45th Facebook post



19/03/2018 46th Facebook post. I posted to thank everyone for coming and celebrated the success of the event.



Figure 66 46th Facebook post

7.0 Photographer and Management of Cameraman

I completed a numerous of tasks without the day and supported my team as much as I could. The main role that I undertook was live streaming the event and being a photographer of the day. I managed the cameraman that I brought to the event, to enable the best photos and videos possible.

The equipment included two professional cameras, one tripod, two iPhone to live stream and a mic for better audio sound.

I was in charge of one of the cameras where I took many photos and videos of the event of the day. Another camera was operated by my cameraman and put on the tripod to record videos of the conference.

All professional photos and videos were put on a memory stick and given to Jacqui Jones. The entire conference was filmed and captured by photos.

8.0 My Website Roles and Evidence

19/02/2018- Created the Website via Weebly as it was the easiest way to create a website without paying for a domain. On this date I created the homepage, meet our team page and set up all the other pages for the social team to add further information.

<https://theworldisourlecturetheatre.weebly.com/>

Evidence of the creating heading pages and layout photo to engage visitors on the homepage.

THE WORLD IS OUR LECTURE THEATRE

HOME MEET OUR TEAM EVENT ITINERARY GET SOCIAL GALLERY VENUE CONTACT US MORE...



Figure 67 Website creation evidence of the homepage

Welcome to the official website of The World is Our Lecture Theatre Conference!
Hosted by University of Wales Trinity Saint David Swansea, Mtour Tourism and Events
Management Students.

A Tourism Conference that celebrates welsh tourism at its finest, through shared
experiences, exciting guest speakers and engaging interactive workshops for the next
generation of tourism professionals.



#BringingTheWorldToWales



Intro information for visitors of the site to see with the uni logo to represent our support, including a hashtags used from every social post. I have created a link of the Facebook icon to bring the visitors on the webpage to be directed to the Facebook page.

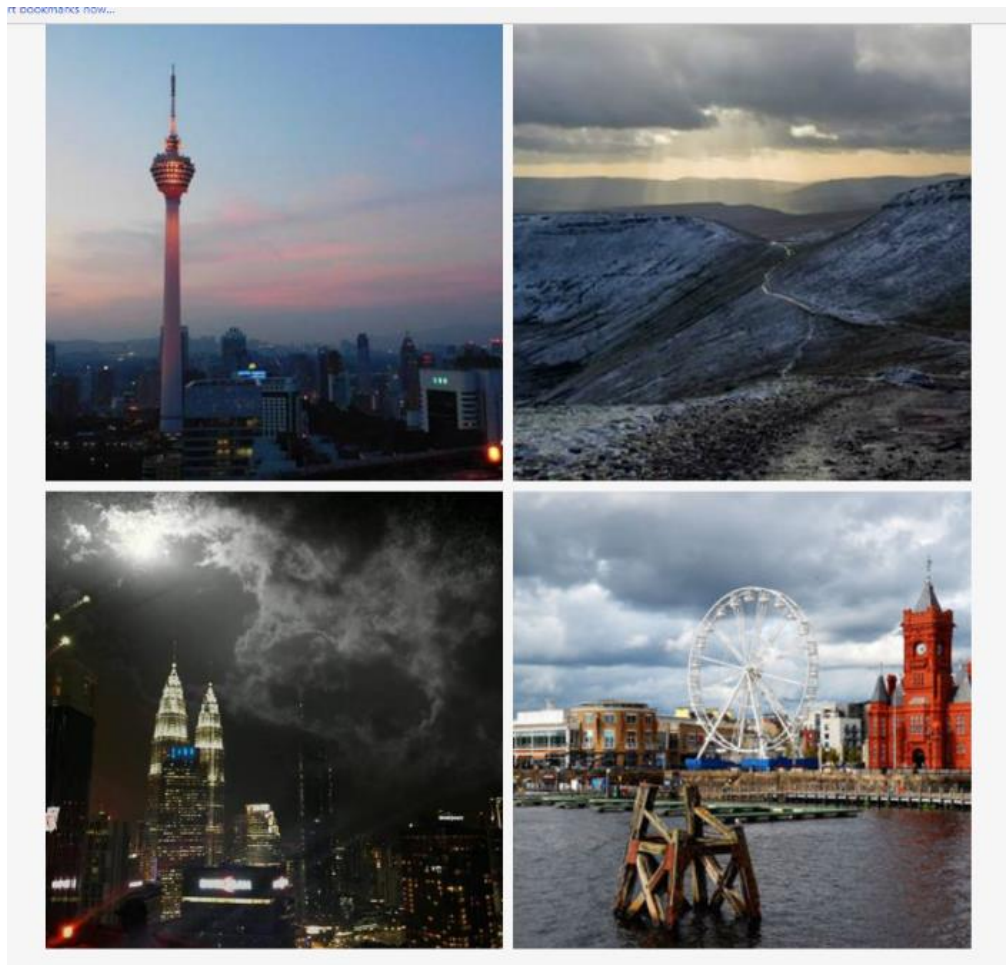
Monday 19th March 2018
10:30am - 15:00pm
The Senedd
Cardiff, Wales
CF10 4PZ



#UWTSDConference2018



I used the map tool and produced the Senedd location on so that people can get directions using this feature. Another hashtags used on every social post with an Instagram icon and link to direct them straight to our Instagram page.



Photos added to give the website a visual effect. Two photos sourced from Malaysian trip and two photos representing Wales.

#WorldsOurLectureTheatre



The three hashtag used from social media with the twitter icon with a link to direct visitors to the twitter page.



@Mtour Tourism and Events Management Students at UWTSD Swansea 2018



I added the logos of the companies that are supporting the conference, to further high profile the event on the homepage. Below that on every page include @mtour tourism and event management students at UWTSD Swansea 2018 to make the website look more professional.

The yellow arrow has also been included on every page, it is a feature that was installed by myself to make the usability of the website easier, and this feature allows you to by one click to scroll up at the top of each page.

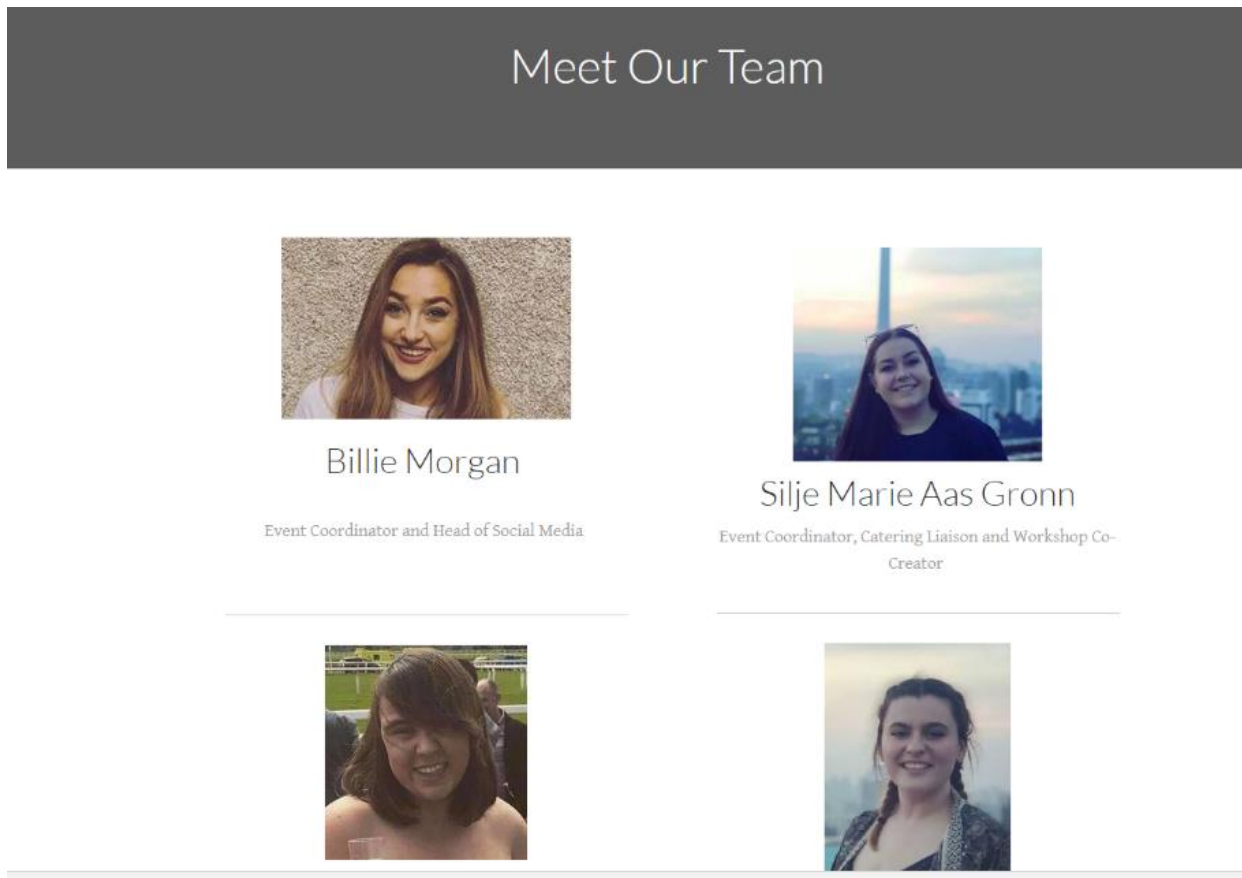


Figure 68 evidence that I created 'meet our team' page



Caoimhe McNulty

Event Coordinator and Social Media Manager



Lydia Smith

Visual Creator and Marketing Director



Catherine Trapnell

Steward Manager and Event Coordinator



Tima Omari

Health and Safety Liaison and Event Coordinator



Bronte Murdoch

Guest Speaker Liaison and Social Media Manager

@MTour Tourism and Events Management Students at UWTSd 2018

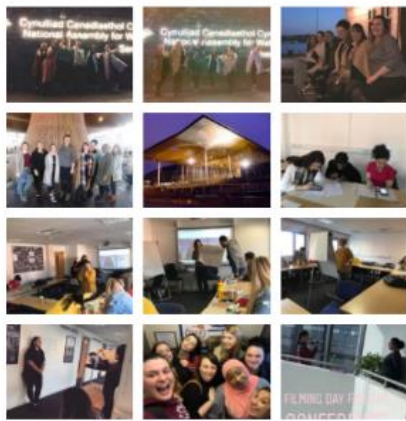


This page 'Meet Our Team' shows all the team and their job roles for the conference. I have added a head shot for each person and information below.

09/03/2018 updated the website, I created a gallery page where I added photos of the conference and behind the scenes footage and also added photos from personal experiences from the team

Explore through our experiences and opportunities from
UWTSD and our upcoming Tourism Conference 2018

The World is Our Lecture Theatre



Our Photos

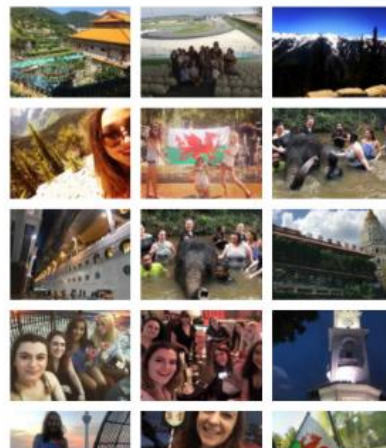


Figure 69 Evidence that I created the Gallery page

10/03/2018. Website update and added a contact us page for the visitors to email us for any enquiries. Evidence that I created the Contact page on the Website page



Contact Us

Any queries or questions about our event please contact us !

** Indicates required field*

First Name *

Last Name *

Email Address *

SUBMIT

Figure 70 Website update, evidence i created Contact us page

14/03/2018 Website Update. Added another page called 'Guest Speaker' where I added images and Bio's of the guest speakers and information about the roles at the tourism organisations



Ewan Rees
CEO
VIP Wales

A former student at UWTSO, I studied Leisure Management, Sports & Outdoor Activities in Swansea back in 2001.

Whilst studying in Swansea I gained invaluable experience through my work placements and was fortunate to work abroad in the renowned 5 Star Little Nell Hotel in Aspen, Colorado and as an Activities Manager in a large beach resort in Italy.

My love for hospitality grew and from 2011 - 2015 I worked as Senior Conference & Events Manager at the Yas Viceroy Hotel Abu Dhabi, United Arab Emirates. I've had the privilege of working amongst royalty and many renowned figures organising and running large corporate events, world class sporting events and private intimate occasions with specific itineraries.

I have now combined my love for hospitality and the great outdoors by starting my own business- VIP Wales. We offer bespoke and tailored walking holidays that can be either self-guided or guided walks in beautiful Pembrokeshire. However we go the extra mile and make it a VIP holiday.

VIP WALE

14/03/2018 Evidence of the email sent from Abigail Kenvyn with information and headshot to place onto the website.



Abigail Kenvyn <Abigail.Kenvyn@royalmintmuseum.org.uk>

Today, 17:06



Download Save to OneDrive - University of Wales Trinity Saint David

Hi Jacqui

Please find attached a photograph (it is slightly out of date I'm afraid but the best I have - my hair is quite a bit shorter now!).

Here is a bit about me:

Abigail has a degree in Ancient History and Archaeology from the University of Liverpool. She began her career in National Museum Wales in 2007, before moving onto an Assistant Curator position in Brecon, Mid-Wales. She joined the Royal Mint Museum as Exhibitions Manager in 2012 and was heavily involved in developing the exhibition area of the Royal Mint Experience.

Is that ok? Let me know if you need more or less!

I will get hold of the Royal Mint Experience logo and send it to you tomorrow.

Kind regards,
Abigail

Abigail Kenvyn
Exhibitions Manager
Royal Mint Museum
abigail.kenvyn@royalmintmuseum.org.uk

.....
The Royal Mint
Llantrisant, Pontyclun
CF72 8YT
United Kingdom
.....

14/03/2018 website update: I put the bio information from Abigail on to the website



Abigail Kenvyn
Exhibitions Manager
The Royal Mint Experience

Abigail has a degree in Ancient History and Archaeology from the University of Liverpool. She began her career in National Museum Wales in 2007, before moving onto an Assistant Curator position in Brecon, Mid-Wales. She joined the Royal Mint Museum as Exhibitions Manager in 2012 and was heavily involved in developing the exhibition area of the Royal Mint Experience.



14/03/2018 Website Update, I added the Royal Mint onto the supporter page of the website and information about the royal mint experience



The Royal Mint Experience, based in South Wales, is the only place in the world where you can watch the United Kingdom's coins being made. Go behind the scenes to follow the journey of a coin from a blank to a bank in our 45 minute Guide Factory Experience followed by our self-guided interactive exhibition. Experience the sights, sounds and smells of thousands of glistening new coins, hot off the press.

16/03/2018 Update Website, replaced the royal mint logo with the royal mint experience logo on every page and bio page.



@Mtour Tourism and Events Management Students at UWTSD Swansea 2018

16/03/2018 Update Website, added Michael Davies Bio and image onto the guest speaker page



Micheal Davies
CEO of Saunderfoot Harbour

Michael has been CEO of Saundersfoot Harbour since 2013 and is responsible for heading up the new developments focusing on maximising economic and tourism potential of the

16/03/2018 Update Website, posted the event itinerary onto the website with time slots and schedule of the day.

Event Itinerary	
Time	Activity
11.00 AM	Welcoming Remarks
11.15 AM	Keynote Speaker
11.45 AM	Marriott Hotel Cardiff
12.00 PM	Workshop Brief
12.15 PM	Workshop
12.45 PM	Lunch
1.15 PM	Students and Field Trip Workshop
1.20 PM	VIP Wales
1.30 PM	The Royal Mint Experience
1.40 PM	Workshop Brief
1.45 PM	Workshop
2.15 PM	Micheal Davies
2.40 PM	College Presentations
3.00 PM	Closing Remarks

18/03/2018 I updated the website with weather warnings on the homepage and ensured people that the team will update if any changes were made. I took this off the website the next morning.

Website Breakdown: I produced the majorly of the websites features and information. Updates were daily performed with changing minor details etc

9.0 Several other tasks completed

9.1 Social Media Signs

14/03/2018- 17/03/2018 I created signs for the event. Twitter Facebook and Instagram icons. This was produced so it would encourage people to get social at the event to further publicise the conference to the public. Myself and Lydia held the social signs during the workshop activity.





Figure 71 Evidence of social media signs created

9.2 Contacting Water suppliers for sponsorship

21/02/2018- I phone called Brecon Carreg, asking for sponsorship to supply 150 bottles of water to the event. Below is evidence of the phone as Brecon Carreg emailed me regarding the sponsorship

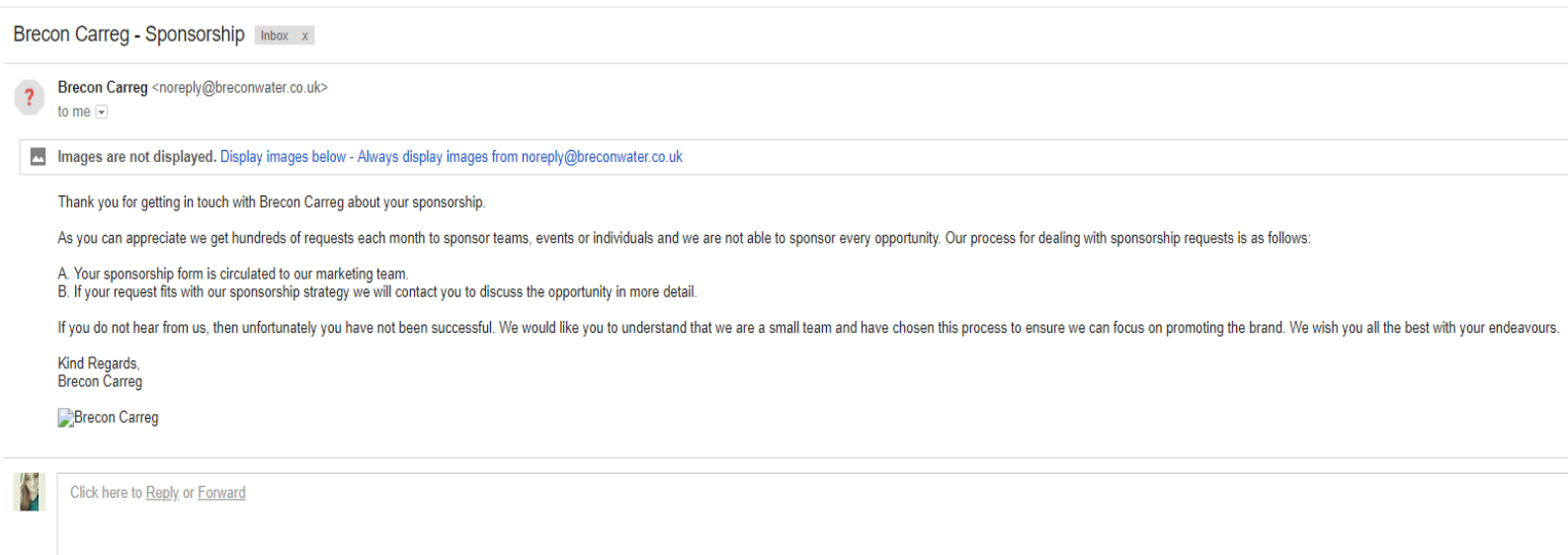


Figure 72 evidence of contacting Brecon Carre

16/02/2018- I emailed Princess Gate via their enquiries page on their website. I asked for their sponsorship in supplying 200 bottles of water for the event



The image shows a screenshot of a web form titled "Enquiry Form" on a teal background. The form contains several input fields and a text area, all of which have been filled out. The fields are labeled "Your name:", "Email address:", "Telephone:", and "Details:". The "Your name:" field contains "Billie Morgan". The "Email address:" field contains "bjm3580@gmail.com". The "Telephone:" field contains "07848968202". The "Details:" field is a larger text area containing a paragraph of text. At the bottom of the form is a dark blue button with the text "Send Enquiry" in white.

Enquiry Form

Your name:
Billie Morgan

Email address:
bjm3580@gmail.com

Telephone:
07848968202

Details:
I am from university of Wales Trinity Saint David, Swansea. Our team have organised a tourism conference hosted at the Senedd Cardiff on the 19th March 2018. We have already received support from numerous organisations due to the volume of guests confirmed and industry professionals that shall be speaking on the day. It would be very appreciated if Princes Gate would help support our event. Please can you contact me if you are interested in sponsoring us for the day.

Send Enquiry

Figure 73 evidence of contact with Princes Gate

9.3 Clothing attire for the event

27/02/2018 Attire for the day. Myself, Beth, Hannah, Silje discussed uniform attire for the day.

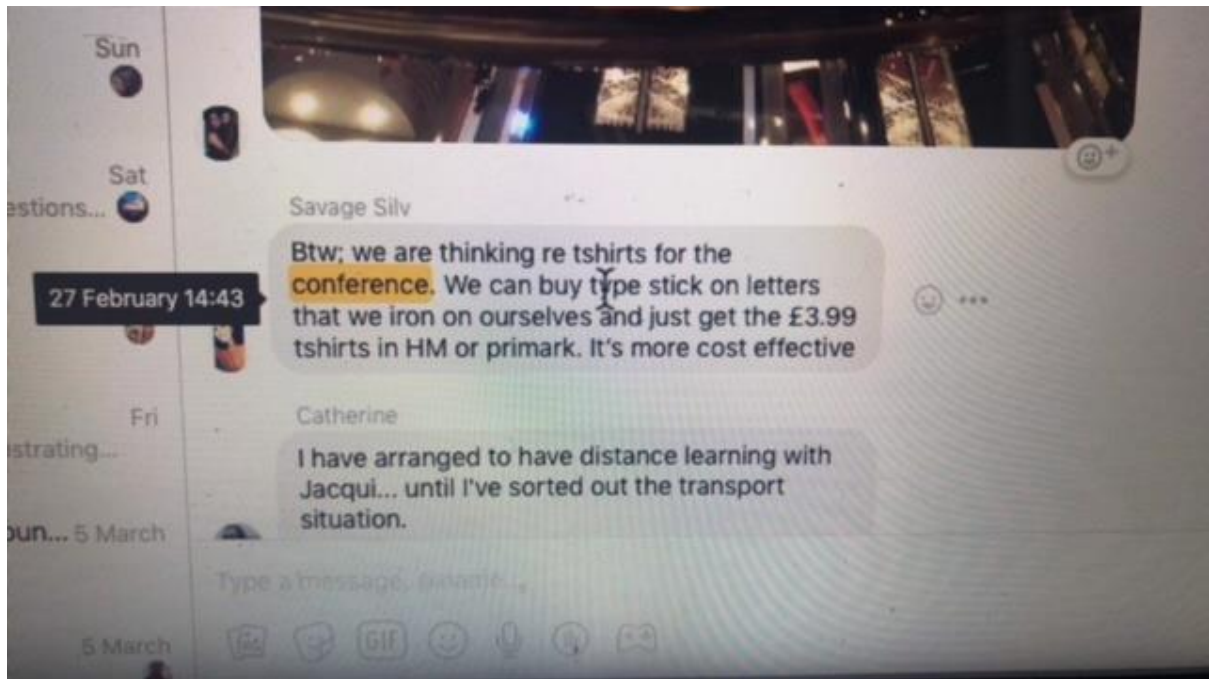


Figure 74 discussion of the clothing attire

12/03/2018 Myself, Hannah and Beth sent to the marketing department of UWTSD to enquire about wearing official UWTSD t-shirts for the event and lanyards



Figure 75 evidence of retrieving T-Shirts

9.4 Allocation of Stewards Job Roles

28/02/2018 The team asked the year 1 hotel management students after the pilot workshop if they wanted to help out during the event. We allocated the stewardship roles for the event.

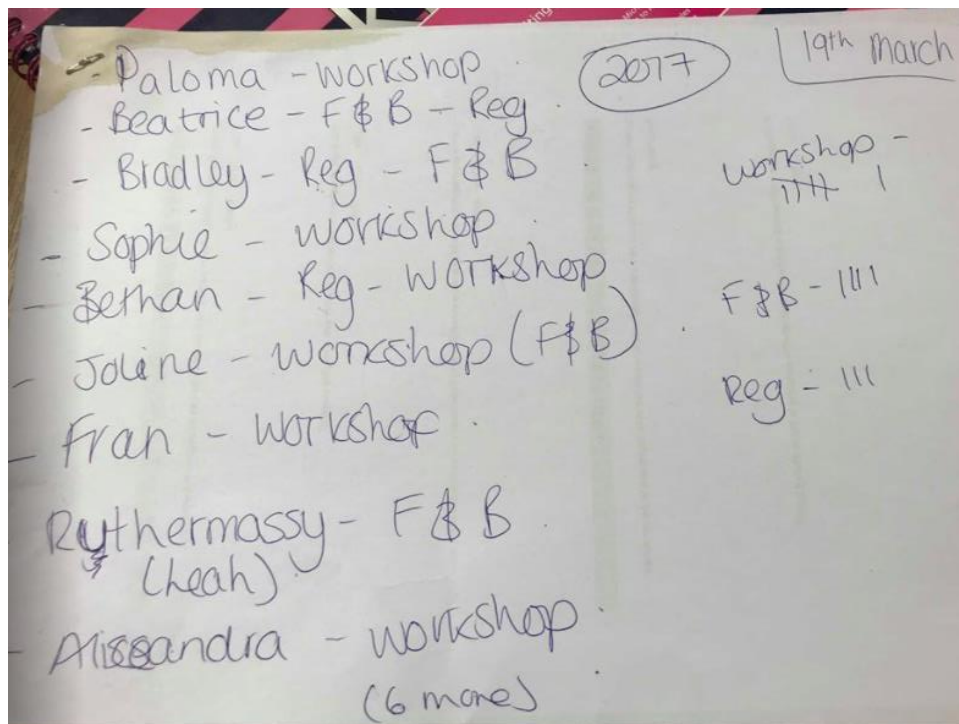


Figure 76 Allocation of Job Roles for Stewards

9.5 Creating the Event Itinerary

07/03/2018 Myself, Hannah, Beth, Silje and Jacqui discussed the itinerary for the event and allocate times for each speaker

A screenshot of a document showing a conference schedule. The text is as follows:

Conference
<u>11am</u> Welcome Mike Hedger
11.10 Beth and team Introduction and video
11.15 Andrew Campbell
11.35 Cardiff Airport Video
11.40 ABTA
11.50 Sam
12 Malaysia Video and workshops
12.45 Lunch
<u>1.15pm</u> Ewan
1.30 Royal Mint
<u>1.50pm</u> Workshops
2.20pm Michael
2.40pm College Presentation
<u>2.55pm</u> Closing Remarks

Figure 77 Event schedule

9.6 Snapchat

19/03/2018 On the day of the conference, there was one team member down for social media, therefore, Beth created a story where everyone who has snapchat is able to upload a picture and share it with the world. I transmitted all photos and videos on Snapchat throughout the day for the event to go global, anyone with this app can access 'The World is our lecture theatre' snapchat story and observe our event's activity of the day.

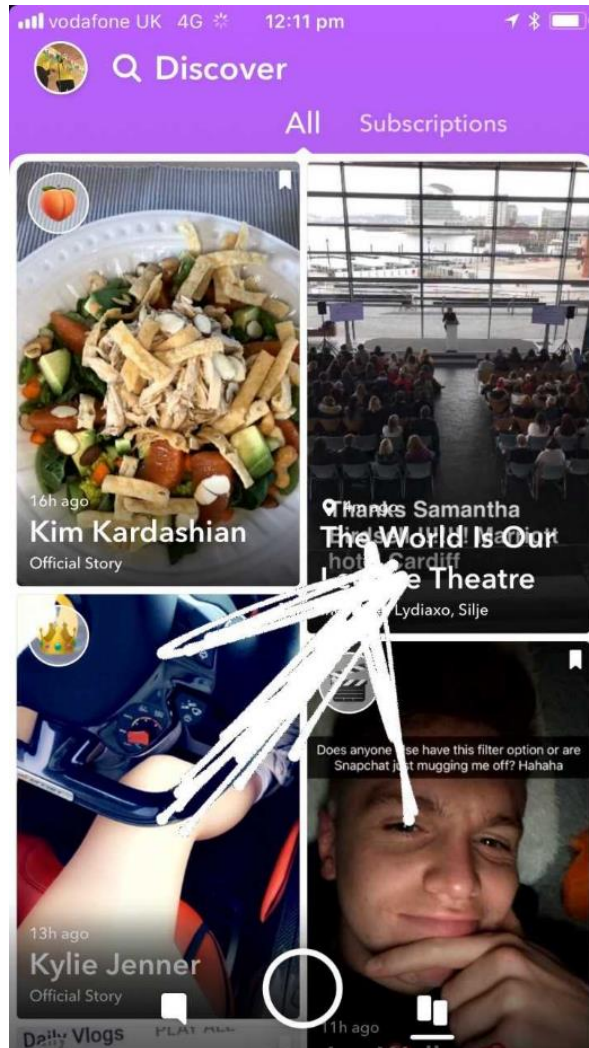


Figure 78 - Snapchat Story

9.7 University Chairs for the Conference

16.03.2018 – Extra chairs were collected from UWTSD Swansea Business Campus to bring to the Senedd to ensure more seating. Silje, Hannah, Catherine, Tima, Lydia and Bronte helped bring the chairs from 301 down to the cars and then moved chairs from 307 to 301 after.

I then packed my car and brought the chairs back to Cardiff and unloaded them into my house.



19/03/2018 The day of the conference, I loaded the university chairs into my Dads van and off loaded them at the venue. Myself, Beth, Lydia, Emma and Silje carried them into the venue. After the conference we loaded the chairs back into mine and Lydia's cars.

21/03/2018 Drove back to Swansea with the university chairs from Cardiff. Hannah and Silje helped me off load my car and brought the university chairs back to the campus and replaced and moved the other chairs into the room.



22/03/2018 After the de brief, a few of us (Silje, Billie, Hannah, Caoimhe and Lydia) stayed behind to deliver the rest of the chairs that we borrowed for the Conference.



9.7 Debrief about the Conference

22/03/2018 - At 9:30 am we had a de brief of the Conference with Jacqui where everyone was critical to their own tasks and what they could have done better. This was to form what should be raised in the appraisal. Notes were taken via laptop.

Breakdown on my completed tasks for the conference:

- Venue
- Social media start up
- Facebook: Daily posts, live streams, MTour group posts
- Website: Created an account with Weebly, created every page on the start-up, homepage, event itinerary page, contact us page, meet our team, gallery page, our supporters, guest speaker page. Completed daily website updates such as: minor changes, logo changes, information added, photos added etc, weather warnings.
- Liaised with the Senedd Event officer (Clint Forbes)
- Contacted water suppliers, Princes Gate and Brecon Carreg
- Created Social icons signs
- Managed Cameraman on the day
- Live streamed on the day
- Photos and Videos on the day
- Supplied Chairs for the venue
- Liaised with Cardiff and Vale College
- Emailed all the College to publicise the website
- Liaised with Rebecca Davies for press releases

Group evaluation

10.0 Group Evaluation

When assessing the groups achievements individual and as a whole, there was clear positives and negatives. I think communication together when team work is involved is essential, yet I believe that communication was the main reason in why our team as a whole experiences conflict and problems. It was a constant unfair balance in work load that affected moral during the event planning process, it was very unprofessional and disorganised it how individuals were communicating and completing tasks. Overall, I believed the conference was a success, however there needed to be a vast improvement as the group working together. There were four teams with different roles in each: The Social Media Team (Myself, Bronte and Caoimhe), The Workshop Team (Silje, Hannah and Beth), The Risk Assessment and Steward Management Team (Tima and Cath) and Visuals (Lydia).

10.1 The Social Media Team (Myself, Bronte and Caoimhe)

I think each of us from the social media team did well on our social media channels, however I felt the lot of the work was down to myself, for example on days that we arranged meetings Bronte and Caoimhe was often absent which meant I had to take charge and performed the tasks that was needed. During the pilot workshops Bronte did not attend either of them and Caoimhe attended the first one, this was an issue as even when she attended the workshop not much effort was made to capture photos, live streams or videos on the day. Throughout the event planning I just sent the footage to both of them at night so they could post about it the next day. I think the website was challenging due to the lack of support and action that was not taken to help me out towards the website, as the evidence will show my achieved tasks. I should have appreciated if one of them would have offered to make the social media signs that was needed, however this offer was not made therefore it was left to myself.

I think that the positives aspects of our team were that we all do get along and we are good friends which made it difficult to let my emotion vocal and tell them I wasn't happy with their lack of support and tasks achieved. I think Bronte did really well on the feedback forms as they were essential, and all the questions was relevant to ask, and she completed her role is daily twitter posts.

It was great attention for the social campaign when Caoimhe got responses from the organisations that support us e.g. ABTA, as she tagged them in each post and they would

respond, this was really good effort made on Instagram as it provided the conference big attention from tourism companies.

Overall, I think the social media team successfully completed all the tasks that was achieved, I do think I could have had better support, however overall, we ran a campaign that almost lasted three months and I think I was a lot of work compared to the other groups.

10.2 The Workshop Team

I think this team has one of the biggest roles of the process, it was a good decision that three members was involved in creating the workshop and executing it on the day as it was important and a huge task. At times I felt that there was a lot of complaining from this team which often caused arguments and unsettlements within the entire group, however I think this was down to the frustrating factor of other people not doing their jobs and attending meetings, which I agree with. They all successfully achieved running the workshop and they did well during the event planning stages. They ran two pilot runs which was essential, which resulted in good feedback from the students. All members of this team were key all stages of the conference, from event planning and on the day. They all had huge involved and I believed each task they completed was done to a high standard. Their communication was outstanding, and each member supported each other and also helped myself when I was under pressure with my tasks. All members contributed key ideas, showed enthusiasm to the project and were vital to the success of the conference.

Beth and Hannah did a great job in the welcome speech and was very active on the day.

10.3 Risk assessment and Steward management

It was clear more an early stage that this team proven to be difficult in aspects of communication and jobs duration. Throughout the planning stages of the conference the time scale to complete the risk assessment was hugely unnecessary almost all of the event planning process was about the risk assessment (which the Senedd already had one), they took a long time to complete this and I think they could have supported other members in the team by helping individuals with their tasks.

I believe that steward handbook that was created by the two members was very impressive, I think although it was in the later stages of the conference planning, it was clear that Tima and Cath worked very hard on the handbook and they did really well in training the stewards.

Tima, especially during the training was very professional and explained the roles and responsibilities to the students who volunteered to become stewards clearly. I think on the day especially in the morning they were managed well, and they were a massive help in the running of the event, however during the end I felt that they should have had better control over them, as several times I told them to be quiet whilst presentations took place.

10.4 Visuals

This was Lydia's sole responsibility, I believe that she had one of the biggest tasks for this module and she completed them with excellence. The videos were the main part of the conference, as it supplied interaction with our guests and allowed the team to share their experiences visually during the conference. I think that she successfully completed her role and was a vital part of the conference. The feedback forms of the event consisted of people commenting on how good the videos were and that was the best part of the event. I agree with that statement and I think this team member went above and beyond within her role as she pulled off an amazing product.

Critical Appraisal

11.0 Critical Appraisal

11.1 Pre-Conference Appraisal

During the event planning process, I had the role as event coordinator. Overall, I believe that I was successful in delivering the actions that was needed in the planning stages and I think by completing the tasks that I achieved, it hugely helped with the overall success of the event. I do believe I had a big role within the MTour team due to the evidence that is provided, I think that I was one of the key members of the student conference before and after the event, especially in the event planning stage. My role of securing the Senedd and being the Head of social media team meant that from the very start I was involved with major decisions within meetings and performed by duties early on. I believe I coped with the pressure very well considering, that my social media team was not that helpful and supportive during key stages and meetings that was essential. I regret not attending three group meetings, due to family issues, however I think I should of tried utilising Skype when these meetings happened, this was a mistake and I could of provided insight and be part of the missed discussions.

At the start of this module I requested to be a part of the social media team, as I felt that my skills would be best suited to this role, this was designated to me by members of the team and I was happy to be placed into the position. In the early stages of this module and took on the task on contacting the Venue, I firstly made a phone call to the Senedd enquiring about booking the venue to host our event, I was later transferred to Gareth Jones and we had a discussion about the details on the conference. I booked there a then the date and times for the conference and immediately contact the team for approval of the date. The next two weeks was back and forth emails to the Senedd about our application and seeking approval to host. I felt that I was professional throughout liaising with the Senedd and I was happy that we had approval from such an iconic building. I made it a priority that contact was made with the venue as soon as possible so that there was progress in planning the event and the team had a time-scale to work from. I put Mike Hedges on the application form as our AM, as it was my understanding that it was someone's role to contact him personally, to get his approval and ask him to be a speaker at the event, however it was my understanding that after the Senedd application was sent then contact was made, so that could of affected our approval process, therefore I think I should of contacted Mike hedges myself prior to enquiring about the Senedd and booking arrangements.

I was Clint Forbes contact out of the group, I do believe I should of made contact for a meeting with the Senedd at an earlier date, however I felt that the team was not ready and it was difficult to book a meeting when there was a lot of mis-communication and constant absences with members of the group. I felt I that was professional and friendly with my attitude towards the events officer that the Senedd as I felt it was important to make a good impression. I behaved with a professional attitude throughout and I did not let my emotions get the best of me, when I found it difficult in situations that involved disagreements within the group.

I think I was also a source of support to other members as I often helped people with their tasks and gave advise if asked upon. I took it upon myself to help Silje with the catering in the early stages, which was contacting water supplies for sponsorship, I carried out these duties along with all my other responsibilities as no-one else from the group offered this support.

I have learnt from this module that I am a perfectionist, due to my actions of the pre-conference stage, it was clear that I found it hard for other people to take control. I work hard and found that a job must be done to a high standard. I wanted a task done correctly and professionally, this can be argued that I take command of situation if I felt that it was not correct. I think this is a reason why I performed so many tasks and over loaded myself responsibilities, even though I found it difficult and a lot of work that proved time consuming, therefore i think sometimes I need to let go and trust in people to perform a job that is required by that individual.

Overall during the pre-conference stage, I think I was a good team member as I was supportive and completed many tasks to further the conference's process. I think I should of taken a step back in certain situations and let other members of the team offer their help, in completing the tasks that was needed, therefore I should of let myself relax and not let the stress get to me if members where not pulling their weight. I think I did overload myself with work, however I would have done the same if the situation presents itself again due to my personality traits.

11.2 Day of the Conference

On the day of the conference, I was very busy this was because i did not have anyone else in the group performing social media tasks, Bronte was in charge of guest speakers and Caoimhe was absent until the afternoon. This was stressful and a lot of pressure as I had a lot of tasks. I live streamed, managed the cameraman, took photos and videos, posts on Facebook, adding to the official Snapchat story and trying to help as much as I could with the workshop and the events activities. I think it would be been easier if I had another member, however I achieved what I aimed to do during the day. My backup plan was to film the entire conference as they allowed me to not miss anything from the event, I think I was right in making this decision as full coverage was executed because of this.

Venue review

I think the Venue was an iconic place to host the conference, I think it help hugely with the numbers of guests and support from organisations. I think the Senedd contact Clint Forbes was a pleasure to work with and was very helpful in the stages of planning, however on the day of the event I think the venue was disorganised. The catering staff was a let-down as there was only one member of staff providing the booked buffet and the set up was late, the venue itself was cold and guests kept their coats on and Clint Forbes was unprepared in the aspects of presentation operation and clicker. Despite the negatives on the day, I would recommend using this venue again as it was free, in the centre of Cardiff and an well-known building.

11.3 Personal Role Appraisal

11.3.1 Social Media

In the early stages of being apart of the social media team, I quickly discovered the magnitude of the job. I learnt that I managed that team as I was often deleting tasks to the other two members which suggested the role of me being head of the social media team. I did not mind pursuing this role as I was already completing the tasks and managing the team. I believe that my Facebook activity of the ‘World is Our Lecture Theatre’ page that was created by myself was strong as I stuck to my personal Gantt Chart and made daily posts with hashtags, live streams, videos and conference posters posts on a regular basis. I think the content was good and very informative to the public. I think the most successful feature of

the Facebook page was the MTour Group that was created as I could contact most of the people who were actually attending the event and I thought the people who were apart of the invited group was very active on my posts for example it was a lot of interaction. I also received inbox messages from members of the public asking if they were able to attend the event, this was a great sign that the Facebook activity was providing good content to the public. I think I could have started the social media accounts at an earlier stage which would of given me more followers and interest, however this was difficult as not much process was made for the event at that time.

I think I was supportive to my social media team as I created a group chat on Facebook just for our team to make it easier for communication, this is how I managed the team as I often posted recommendations on what was needed to be completed and would let know what I was posting on Facebook each day so they could post on Instagram and Twitter. I wish I made my feelings to the other members of the team clear and make them aware that they was not being supportive and needed to do more for the social media instead of leaving it to myself, however this is a fault of my own because, I dislike confrontation and I am not vocal enough which is a negative trait, I think if I did let my feelings heard and clear on my opinions about the work efficient in the group, I think the team would of resulted in better communication.

11.3.2 Website

I decided to use Weebly as I had experience using this company in a previous module and achieved a high mark from my past assignment, which is justification in why I chose this company to create the platform on. Another reason why was because the domain was free therefore this was no extra cost for the team. I consider the website to be the most challenging aspect of this module as I had very little support. Originally, I was not suppose to take on this role of website design and regular updates, it was down to Bronte and Caoimhe due to a discussion from members of the group deciding that these members was not pulling their weight, however I did not mind because, I wanted the website to look professional and be a success. I was involved with creating all of the pages and its initial creation, and I made the decision that the other two members would do the rest, this was not the case. I created the Homepage, Meet the team, Contact Us, Guest Speakers, Our supporters, event itinerary and Gallery, here I added all the features, information and images, I made regular updates as often

as I could. I did too much for the website, however it needed to be done and I am very happy with the result of the website.

The weekend before, Cardiff received bad weather warnings and it was important that I provided information on the website about the warnings to notify the colleges if any changes were made to the event and to encourage them to contact us if they could not make it. As I made the update on the website I believe it was my responsibility to take this information down when we were aware that the weather was not going to be a problem, however this slipped my mind and it wasn't done till the next day at 10:00 am, I regret not doing this and I believe this was a mistake on my behalf.

11.3.3 Other Tasks

One task that I took it upon myself to complete was creating the signs for the conference, I created three signs of social media icons. They were revealed throughout the workshops by Lydia to promote the students from posting about our event on social media. I regret not making time warnings signs as well because this was a vital need on the day for guest speakers. The reason this was not completed, I messaged the group chat with all the members of the team in Mtour to ask what should be put on the signs and nobody replied, however it was my fault and I should have taken the initiative and made these signs so that Bronte could warn guest speakers when their time was up. I think this was a mistake on my behalf and it hindered the event.

11.4 Conclusion

This experience has made me aware of many strengths that I did not know about myself, however it has taught me how to also improve in certain aspects.

Overall, I believe that the conference was a success and I am very happy with the result, these experiences have made me realise that I have a passion for event planning which I wasn't aware that I had. I think that this was a massive opportunity provided by UWTSD to gain the experience in running a major event. I think the way to improve the event planning process and day of the event was to develop stronger communications with the team as a whole. I also believe certain members of the team were not pulling their weight and other members had to complete their tasks for them. The team had ups and downs, however we pulled off a great conference. It was unfortunate that certain colleges left before finish, yet that did

not stop moral and all guest speakers presented well, Overall, I think we completed the aim of celebrating welsh tourism and created a legacy for MTOUR students in the future.