

Event Plan Report



Prifysgol Cymru
Y Drindod Dewi Sant
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BMTP5021- live vents assignment 1

Event Name:

Ted x talk / networking

Event Type:

educational Conference with networking and interactive elements

Concept & Theme:

“New Beginnings” is a TED-style talk event focused on opportunity, growth, and transformation. Through short, snappy presentations, speakers will explore stories of their new beginnings, solving challenges, coming up with innovative ideas, and personal transformation, encouraging guests to reflect on their own journeys and futures.

The event features a Fringe networking space, where guests can connect with peers, sponsors, and presenters in a casual setting. Attendees can explore tools, opportunities, and initiatives that support innovation and development, while enjoying interactive experiences like VR

experiences, photo booths, and a robot dog, all designed to inspire, engage, and spark innovation.

Target Audience:

The event targets individuals looking for a fresh start or a new direction, personally or professionally, including local entrepreneurs, students, and professionals keen to explore new ideas, opportunities, and career paths. It's for anyone looking to grow, innovate, and make positive changes in their lives.

Timing, Location & Programme

Date & Time:

21st march, 9:30am - 4:00 pm

Venue:

The Dylan Thomas center swansea Somerset Place, Swansea, SA1 1RR

Registration & Welcome Speech:

9:00 am doors open to public

10:00 am opening welcome and introductions

Key Activities/Sessions;

10:10am professor terry stephens speech

10:30am Dr carlton brown speech

10:50am susan houston Kienitz

11:10am first break (25 mins)

11:35am Dr tom thatchell speech

11:55am james phillips speech

12:15am helen joy speech

1:35pm Dean Harrison speech

1:55pm Kathryn Harris speech

2:15pm Derek nelson speech

3:00pm Mike bates

3:20pm Gitajali Trevorrow-seymour speech

3:40pm Marina Hauer speech

4:00pm closing interviews, and photos

Breaks & Networking:

11:10am break 1 (25 mins)

12:35pm lunch break/spot the dog makes his appearance (1 hour)

2:35pm break 3 (25 mins)

Closing & Wrap-up

4:30pm

Aim and Objectives:

The event aims to deliver a professionally managed, inspirational conference that combines engaging talks with structured networking, helping attendees explore and act on personal and professional “new beginnings.” Aligned with Donald Getz’s event management

Objectives:

-provide networking through the Fringe area, connecting attendees with peers, speakers, and organisations to encourage engagement.

-Inspire through 12 short, high-impact talks on “New Beginnings,” keeping audiences engaged and improving knowledge.

-Support professional growth by providing access to sponsors, resources, and opportunities for career, business, and personal development.

These objectives align with the Event Management Body of Knowledge, focusing on experience creation and stakeholder engagement.

Project Planning Techniques:

Work Breakdown Structure (WBS): The event is planned as a project, with tasks broken into manageable sections to ensure sufficient planning, control, and execution, following operations management principles (Slack et al., 2018).

Key areas:

-Sponsorships

-Raffle procurement

-Goody bags/merchandise procurement

-Hospitality and catering

- Marketing
- decorations
- entertainment

Running Order

10:10am professor terry stephens speech
10:30am Dr carlton brown speech
10:50am susan houston Kienitz
11:10am first break (25 mins)
11:10am spot the dog will be available to interact with guests
11:35am Dr tom thatchell speech
11:55am james phillips speech
12:15am helen joy speech
12:35 lunch break, spot the dog session 2
1:35pm Dean Harrison speech
1:55pm Kathryn Harris speech
2:15pm Derek nelson speech
2:35pm break 3
3:00pm Mike bates
3:20pm Gitajali Trevorrow-seymour speech
3:40pm Marina Hauer speech
4:00pm closing interviews, and photos

Breaks & Networking –

11:10am break 1 (25 mins)
12:35pm lunch break (1 hour)
2:35pm break 3 (25 mins)

Closing & Wrap-up – 4:30pm

Administration:

The event is managed through a plan using tools like a WBS and Gantt chart to organise tasks and stick to a timeline. Financial planning covers income from ticket sales and sponsorships, with expenditure on venue, catering, marketing, and equipment. Contracts with venues, speakers, and suppliers ensure clear responsibilities and legalities being followed.

design:

The event emphasises the theme of *New Beginnings* through short, engaging TED talks and interactive experiences such as VR headsets, a robotic dog, and photo booths. The informal “Fringe” networking area encourages connections, reflecting event experience design principles that prioritise memorable and engaging participant environments.

Marketing:

Using the 4ps and AIDA model i have been able to refine the marketing plan fo the event into the following;

Product:

The event is a TEDx conference on *New Beginnings*, featuring 12 inspirational 15-minute talks, a dedicated “Fringe” networking space, and interactive elements like VR experiences and a robotic dog. Using the TED format enhances engagement and appeal to the target audience.

Price:

Tickets are priced to be accessible, a discounted rate for students and a lower rate than other TED talks in the area for anyone else, while aiming to break even. Value is enhanced through networking, inspiring talks, interactive experiences, and light refreshments, adding more value than the average TED talk.

Place:

The event will be held at the accessible Dylan Thomas Centre in Swansea, with excellent transport links. Wheelchair and buggy friendly access points, and Tickets are available online via booking links and QR codes. The venue layout supports both TED talks and the informal Fringe networking area for a seamless attendee experience.

Promotion:

utelizing the TED name for credibility, marketing will use LinkedIn for professionals, Instagram for students, university channels and billboards, and email campaigns targeting sponsors and organisations.

Operations:

Venue Setup, Safety & Security:

Operations follow a strict running for 12 TED talks, breaks, and networking. The venue features a main stage in the theater, Fringe networking area, and on-site café. Clear signage, floor planning, and risk assessments make for a smooth, safe attendee experience.

Risk Management:

Effective risk management identifies, assesses, and mitigates potential problems to ensure safety and smooth operations, following systematic event planning principles (EMBOK, 2021; Getz, 2018).

Risk identification	Level of risk1-10	mitigation	contingency\
Sponsors cancelling/backing out	8	Have a similar second option for each sponsor	Split tables up from ~~uwtsd~~ sponsors to fill the space better
Poor time management between talks and breaks from attendees and speakers	4	Have timed signage and get volunteers to remind guests of timings and keep crowds moving	Keep doors closed for recorded sessions and encourage attendees to visit the cafe while they wait

		into the necessary areas	
Knock on effect from poor time management	4	Cutting the end networking session and photo opportunities shorter at the end of the day	Cut the day shorter to ensure all talks can be completed and take the networking session to cattle and co or the Welsh house
Overcrowding of sponsors	5	keep crowds moving by emphasising other aspects of the fringe area/ encourage people to visit the cafe	Send volunteers to speak to sponsors and guest speakers or cafe
Medical emergencies	2	Have 2 trained first aiders on site	Have a designated person to contact emergency services
Fire	1	Inform all of fire exits and routes	Have fire routes visible around the venue and ensure fire extinguishers are all within date

			are all within date
Trips and slips	2	Ensure the venue is clean and tidy and organised	Provide first aider and first aid kits in easily accessible places
Damaged sponsor equipment/ cause injury	4	Keep clear areas for interactive components and have them on the end of the exhibition tables for extra space	Ensure equipment is insured before entering the venue
Faulty equipment	5	Request extension leads/charging	Ensure volunteers are educated in

		areas/ emphasis the networking aspects on the day	how and what fire extinguishers should be used for what
Budget over run	1	Only spend what we have already made back from ticket sales	Claim back money we did not make and spent from the course cost bursary
Low ticket sales	7	Lower the ticket price for students and last-minute attendees	Allow entry for small children for free/lower the price for on the day attendees on the door
Failure to provide catering aspects	6	Have funds free to provide food at the event	Provide party food purchased with funds set aside of the catering
Unregistered attendees entering the event	3	Andrew will be scanning people in on the door	Ensure these people <u>arent</u> being disruptive or displaying threatening behaviour in any capacity

Clashes with larger events	1	Choose a date that doesn't <u>over lap</u> with other events	Emphasis the <u>usp</u> of the TED X branding and the limited opportunity to see a ted talk for so cheap
Local disruptions to transport	3	Have volunteers on <u>stand by</u> to pick up <u>vip</u> guests	Ensure everyone is kept <u>upto</u> date and has an easy channel for <u>communication</u>

Market Research & Target Audience

The target audience for this TEDx-style event in Swansea comprises individuals driven by inspiration, learning, and growth. Key segments include:

- Students: Aged 16–25, exploring careers, skills, and inspiring ideas.
- Young Professionals: Aged 25–35, seeking networking, professional development, and insights.
- Local Entrepreneurs: Small business owners interested in innovation and connections.
- Career Changers: Individuals considering new directions, motivated by thought-provoking talks.

This segmentation enables targeted messaging across LinkedIn, Instagram, and university channels, and aligns with TED's focus on bringing communities together to share ideas and spark meaningful engagement (TED, 2023).

Competitor Analysis:

Comparable Events:

It's Your Swansea (4 the Region, 2026) brings together local businesses, organisations, and the public with speakers, workshops, and exhibitions focused on regional opportunities.

ITT Future You at Swansea Arena connects students and professionals with career insights, workshops, and networking (Swansea Arena, 2026).

Comparison:

Both events focus on development, networking, and opportunity. However, they are large-scale, exhibition-driven events, whereas the TEDx-style conference delivers 12 curated, high-impact talks emphasizing inspiration, storytelling, and personal transformation.

Evaluation:

While these events are well-established in Swansea, the TEDx-style format differentiates itself through thematic cohesion and a more immersive, idea-driven attendee experience.

Consumer Preferences:

Research Analysis: Modern event audiences prefer interactive, immersive experiences over passive observation (Getz & Page, 2024).

Experience & Interaction: Attendees value engagement and social interaction. Features like VR experiences and the “Fringe” networking area encourage participation (Tum, Norton, & Wright, 2021).

Concise, Impactful Content: Short, high-impact sessions hold attention better than long ones. The event delivers 12 TEDx-style talks of 15 minutes with breaks to maintain energy and focus (Quinn).

Networking & Development: Social interaction and professional growth are key motivators for students, young professionals, and business owners. The Fringe area and scheduled breaks facilitate connections and learning (Getz & Page, 2024).

Storytelling & Realness: Relatable, narrative-driven content builds trust and engagement. TEDx-style talks focus on personal experiences, supporting connection and inspiration (Tum, Norton, & Wright, 2021).

Conclusion: The event aligns with current preferences by combining interactive experiences, concise talks, networking, personal growth, and storytelling, enhancing overall attendee satisfaction.

Event Marketing Plan

Marketing Channels: An integrated marketing communications (IMC) approach will be used, combining digital and traditional channels for consistent messaging and stronger audience connection (Getz & Page, 2024).

Channels & Implementation:

-Social Media: LinkedIn targets professionals and entrepreneurs; Instagram targets students. Posts include speaker announcements, countdowns, highlights, and interactive polls.

-Email Marketing: Targeted campaigns to attendees, universities, and local organisations with announcements, reminders, and follow-ups.

-Print: Flyers and posters at universities, libraries, and high-traffic local areas.

-Influencer & Speaker Promotion: Speakers promote via personal networks to enhance credibility (Quinn, 2013).

Key Messaging & Branding: Marketing materials, developed with Cinergy Advertising, include speaker interviews and adhere strictly to TED branding/licensing requirements.

Budget & Financial Plan

Projected Income:

-30 student tickets at £15 each → £450 total, expected to be sold before and at the event.

-No sponsorship income for our budget.

-Donations: Raffle prizes provided in support of the Pettifor Trust pet charity.

Expected Expenditure:

-Venue & Equipment: £0 (Dylan Thomas Centre provides space and equipment for free).

-Marketing & Promotion: £10 for 60 flyers (additional printing covered by TEDx licensee).

-Staffing & Security: £0 (volunteer staff, no security required due to timing/nature of event).

-Catering & Logistics: £80 catering, for VIP guests.

-Miscellaneous: £20 petrol for marketing + £5 petrol for collecting raffle prizes.

Total Expenditure: £115

Net Income: £450 – £115 = £335 available for event activities.

External Suppliers, sponsors and strategies:

catering team at UWTSD- supporting by providing free items for the vip guests

Technology department - spot the dog/simon thomas- supporting by providing entertainment

Panoramik printers- sponsoring our event attending to network and merchandise

The Dylan thomas centre- supporting by providing, the venue, equipment and providing cafe staff on the day

Folly farm- donating to our raffle

The odeon- donating to our raffle

Heatherton- donating to our raffle

Ty sauna- donating to our raffle

Bunkers-donating to the raffle

Manor wildlife park-donating to our raffle

Pets superstores- donating to our raffle

Mind and motion- mark hutfield- sponsoring our event and networking

Morgans hotel- supplying a discounted rate to our international speakers staying in the area

Mami travels- sponsoring and networking

Pebbles life coaching- sponsoring our event attending to networking

Swansea arena- sponsoring our event and attending to networking

Bernadette's joke shop- providing props and merchandise and sponsoring the event

Pettifor animal trust- Marianne- providing support/credibility to our raffle

Strategic Approach to Partnerships:

Partnership Strategy: The event will adopt a value-based partnership approach, collaborating with organisations that align with the *New Beginnings* theme and enhance the attendee experience. This reflects stakeholder theory, which highlights the importance of engaging key stakeholders for successful outcomes (Tum, Norton, & Wright, 2021), and event management principles emphasizing shared value creation (Getz & Page, 2024).

Objectives of Partnerships:

- Enhance attendee experience
- Provide relevant knowledge, opportunities, or services
- Increase reach and credibility

Educational Partnerships: Universities and educational institutions in Swansea will be encouraged to raise awareness among students and alumni, support attendance, and strengthen credibility. Implementation includes collaboration with tech departments and careers services and promotion via internal channels (emails, noticeboards/screens).

Business and Enterprise Partnerships: Local business and organisations will provide insights on entrepreneurship, career development, and networking opportunities. Implementation includes hosting stalls or interactive spaces in the Fringe area.

Industry and Professional Partnerships: Professionals aligned with the event theme will contribute real-world experiences as speakers or panellists, enhancing content relevance and quality.

Service and Operational Partnerships: Local suppliers will support goody bags, printing, and technical needs, with in-kind contributions or reduced costs where possible.

Partnership Benefits: aligning with co-creation frameworks, partners gain brand exposure, engagement, and association with an inspirational event, while our event gains credibility, resources, and enhanced attendee experience (Getz & Page, 2024).

Contingency planning;

-Alternative Venue: Backup indoor spaces (e.g., university lecture halls) will be secured in case the primary venue is unavailable, ensuring flexibility (Getz & Page, 2024).

-Weather: While indoor, weather could affect travel; attendees will receive updates via email and social media (Cooper et al., 2020).

-Supplier Failures: Backup catering, spare technical equipment, and digital copies of materials will be arranged to maintain operations (Quinn, 2013).

-Crisis Communication: A designated spokesperson will ensure clear, timely messaging to maintain trust and protect reputation (Tum, Norton, & Wright, 2021).

Evaluation Strategy:

-Post-Event Surveys: Online surveys will gather feedback on speakers, networking, and overall satisfaction (Getz & Page, 2024).

-KPIs: Success measured via attendance, engagement, feedback, and social media interaction (Tum, Norton, & Wright, 2021).

-Attendance Tracking: Ticket sales and registration data will compare expected vs. actual turnout (Slack, Brandon-Jones, & Burgess, 2018).

-Debrief Meeting: Organisers will reflect on successes and improvements for future events (Quinn, 2013).

Sustainability & Event Legacy;

Sustainability Considerations: Sustainability in events focuses on minimising environmental impact through efficient resource use and waste reduction (Fennell, 2021). This event promotes sustainability by using digital communications instead of printed programs, providing recycling bins, and utilising existing venue equipment to save energy, and utilizing local businesses for promotions and support. While small in scale, these measures ensure the event is environmentally responsible.

New Economics and Legacy: Event legacy reflects long-term benefits for attendees and the community. By focusing on *New Beginnings*, the event provides ideas, skills, and connections to support personal and professional growth, with the Fringe networking area facilitating ongoing collaboration (Getz & Page, 2024).

Environmental, Social, and Economic Effects: the environmental impact is low due to the indoor venue, minimal resource use, and emphasis on digital materials and recycling points (Fennell, 2021). Social impact is more significant, focusing on learning, inspiration, and connections in line with event networking theory (Quinn, 2013).

Key Areas of Managing Event Operations

Staff Rota:



Caitlin	8AM		Balloon Arch/ Bunting
	2.35PM		Raffle announcement
Tamara	8AM		set up with sponsors tables
	8.30AM		Helping with Decor
	2.35PM		Raffle announcement
Susie- May	8AM		Ballon Arch
	8.30AM		Set up carter room
Charlie	8AM		Decor- Balloon Arch
	8.30AM		Set up carter room
Ethan	8AM		Set up with sponsors
	9.30AM		Ticketing
	11.10AM		Raffle tickets
Niamh	8AM		Set up decor
	9.30AM		Ticketing
	2.35PM		Raffle announcement
Andrew	8AM		Set up Decor
	9.30AM		QR code parking DTC
	11.10AM		Raffle tickets

Logistics and On-Site Management:

Successful event operations rely on coordination, communication, and efficient resource use (Slack, Brandon-Jones, & Burgess, 2018).

Transportation guidance was provided to attendees and speakers to ensure timely arrival and minimize stress. Structured scheduling and breaks have been implemented to manage crowd flow between sessions and networking areas. Technical setup, including VR headsets and the robot dog, will be tested in advance to ensure smooth operation.

Real-time communication via WhatsApp allowed the team to share updates, assign tasks, and respond quickly to issues, supporting flexible and effective on-site management.

Stakeholder Coordination:

Effective communication with stakeholders ensures expectations and needs are met and operating runs smoothly (Tum, Norton, & Wright, 2021).

One team member was in charge of communication with speakers and sponsors, while all team members reviewed outgoing messages to maintain consistency and professionalism. Emails included travel details, schedules, and special requirements, with stakeholders confirming needs such as equipment and placement.

This approach reflects stakeholder management and team coordination principles, where shared responsibility and clear communication reduce miscommunication and support smooth event delivery (Quinn, 2013).

Division of Work & Responsibilities (Including application of Belbin Roles):

Meeting Minutes & Planning: we used a Gantt chart and meeting minutes to track progress and make sure tasks were completed on time. Reviewing the chart and minutes helped us identify delays and areas that were slipping and align with the project planning principles for structured timelines and coordination (Slack, Brandon-Jones, & Burgess, 2018).

Email Correspondence: One member managed emails to stakeholders/ sponsors, another to speakers, however the team reviewed all communications before distribution. Emails included event details, travel plans, and raffle requests, supporting milestone-based stakeholder communication (Tum, Norton, & Wright, 2021).

Task Assignments: Responsibilities were allocated based on team availability and event needs, reflected in the Gantt chart, ensuring efficient execution of all task We worked on things like:

Ordering decorations (February 6–8), planning the floor (March 5–7), and making catering requests (March 12–20) are all logistics tasks.

Marketing tasks like making an Instagram page on February 9 and posting content regularly starting on February 19

Researching sponsors, getting in touch with businesses, and setting up raffle prizes are all examples of stakeholder engagement tasks.

Final preparations include getting in touch with people who will be attending (from March 9 to March 20) and making goodie bags (from March 18 to March 19).

The Gantt chart showed us how tasks were related to each other, especially in March when there were a lot of deadlines at once. This is in line with operations management theory, which says that tasks should be ordered and managed to make sure they are done quickly (Slack, Brandon-Jones, and Burgess, 2018). We also used a group chat on WhatsApp to talk to each other quickly, share updates, and plan tasks in real time, especially when deadlines were coming up.

Application of Belbin Team Roles:

Belbin's Team Role Theory explains how our group naturally adopted complementary roles during event planning (Quinn, 2013).

-Coordinator: Managed stakeholder communication, keeping tasks like sponsor outreach and event planning on track.

-Shaper: made sure overlapping deadlines were met in the final weeks.

-Plant: come up with creative ideas for the Fringe area and interactive elements.

-Monitor Evaluator: Reviewed emails and decisions to ensure quality and consistency.

-Implementer: Translated ideas into actions, handling logistics, decorations, and catering.

-Completer/Finisher: Ensured final details, like attendance and goodie bags, were correct.

-Resource Investigator: got sponsors and external opportunities.

-Team worker: Supported group decision-making and collaboration, e.g., through group chats.

-Specialist: Contributed skills in marketing, logistics, and communication.

Although the Gantt chart helped organise tasks, overlapping responsibilities and unassigned formal roles added pressure. Improvements could include formally assigning roles to reduce overlap and enhance efficiency.

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