

**International Hotel Management (BA)**

**Module: International Meetings Management for the  
Hotel Industry**

Assignment Title: Event Strategic Planning and Delivery  
Considerations for an International Meeting.

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## **1.0 Introduction: Winter Street Food Festival**

There are many street food booths, live music, and cultural acts at the Winter Street Food Festival, which is a big event that happens every winter to celebrate. This event is set to happen on December 22, 2024, at 162-167 Shoreditch High Street, Shoreditch, London. It will feature both local and foreign foods, providing a fun dining experience amidst the cozy atmosphere of winter celebrations (Getz et al., 2019). The Winter Street Food Festival is meant to be a one-of-a-kind event that combines the fun of street food culture with the beauty of the winter holidays. This idea has become more popular in recent years. The site chosen, 162-167 Shoreditch High Street in London, is in the perfect urban setting for the event. There is plenty of room for food stands, cultural programs, and comfortable seats. People who read the study will learn about things like how to strategically plan and carry out a foreign meeting, among other things.

## **2.0 The Event Cycle**

The Event Cycle is a methodical framework that offers a coherent strategy for the planning, management, and assessment of events (Fox et al., 2014). It usually has five main steps: research, planning, coordination, execution, and evaluation. Every part of the Event Cycle is necessary to make an event idea a reality and make sure that everyone who attends has a wonderful time (Fox et al., 2014).

### **2.1 Applying the Event Cycle to the Winter Street Food Festival**

#### **2.1.1 Research**

At this time, you had to find out a lot of specifics about market trends, customer tastes, and competing products. The target market research also showed that the main audience was made up of adults (18–45 years old), families, and foreign guests who were extremely interested in food, culture, and holiday activities. According to Walle (2023), this study

helped the event stand out as a winter-themed food fair with live acts and food from around the world.

### **2.2.2 Planning**

During this time, the groundwork was laid for operating, marketing, and financial needs. Based on the study, the event was held at 162-167 Shoreditch High Street, Shoreditch, London, because it was easy for people to get to, popular with both locals and tourists and had the ability to hold a lot of people. The event will take place on December 22, 2024, which is during the holiday season, making it more appealing to people from both inside and outside of the country. Detailed planning puts money into key areas like renting a place (£10,000), setting up and using tools (£8,500), and marketing (£5,000), making sure that everything can be paid for (Getz et al., 2019).

### **2.3.3 Coordination**

For the event to go smoothly, it is important that all the tools and people involved are coordinated well. For the Winter Street Food Festival, planning meant working with food sellers, putting up live entertainment, and making sure that attendees could easily get to and from the event. Along with putting up outdoor heating and lighting, food stands, and seats, organizers also had to work with sound and stage providers (Komenda & van Schuppan, 2023) to get ready.

### **2.4.4. Execution**

All the planned parts will come together on the day of the event in the Execution step to make a fun, winter-themed experience. Local and foreign food sellers will offer a wide range of cuisines, and live acts will keep people entertained. This will make for a truly engaging winter party. The organizing team will oversee everything, from making sure the food service runs smoothly to making sure health and safety rules are followed. Volunteers will help direct the crowd and answer questions (Fox et al., 2014).

### **2.5.5. Evaluation**

After the event, the Evaluation part will look at how well it went by looking at how happy the guests were, how much money it made, and how well its goals were met. After the

event, polls, social media interactions, and seller reviews will be used to get feedback on things like how happy people were with the range of food, how much they enjoyed the live acts, and how comfortable the facilities were. Forrester and Adams (2023) say that the event's success will be measured by looking at its financial performance, which includes ticket sales and vendor gains.

### **3.0 Event Concept: Winter Street Food Festival Itinerary**

The Winter Street Food Festival is meant to give foodies, families, and guests a fun, interactive experience. The event takes place in Shoreditch, London, on December 22, 2024. It brings together the joy of the winter holidays with a wide range of street food, live music, and acts from around the world. The event is set up with warm, cozy tents, lit paths, and comfortable sitting areas to make it feel warm and welcoming even though it is cold outside. With a carefully chosen group of food sellers and a lively schedule of live entertainment, guests will have a day full of new tastes and holiday cheer (Mair & Whiteford, 2013).

#### **Full Itinerary for Winter Street Food Festival**

**Source: Self Made**

### **4.0 Aim and Objectives of the Winter Street Food Festival**

Overarching Aim: The main goal is to make a lively winter-themed street food event that celebrates diverse cultures through food, music, and entertainment, giving foodies, families, and tourists in Shoreditch, London, a unique holiday experience (Wardrop & Robertson, 2004).

#### **SMART Objectives**

Objective 1: To make sure that at least 2,500 people show up for the event by running focused social media and local advertising efforts from November 15, 2024, aimed at foodies, families, and tourists.

Objective 2: To achieve a 90% contentment rate from event guests, as measured by post-event surveys of 10% of participants focused on food, entertainment, and environment.

Goals guide the Winter Street Food Festival's successful planning and execution as London's top winter event (Forrester & Adams, 2023).

## **5.0 Event Management – Skills and Resources Required for the Winter Street Food Festival**

The Winter Street Food Festival needs a lot of different event management skills and tools to make sure that everything goes smoothly during planning, marketing, and delivery. Foodies, families, and tourists will all be interested in this winter-themed fair in Shoreditch (Daniel, 2023) because it needs to be interesting, well-organized, and run smoothly.

### **5.1 Operational Activities**

#### **Skills Needed**

Customer Service and Hospitality: To make the event entertaining and welcoming, workers must have exceptional customer service abilities.

Crisis and Risk Management: Crisis management skills are needed to tackle winter emergencies including harsh weather and damaged equipment.

#### **Resources Needed**

- A coordinated team of event planners, security officers, food vendors, workers, and medical professionals to manage the crowd, keep everyone safe and assist guests.
- Outside heating, lighting, covered seating, music systems, and winter-specific signage make the experience enjoyable (Pirner & Celebi, 2020).

### **5.2 Planning Activities**

#### **Skills Needed**

To generate a profit on the £35,000 budget and pay expenditures for place leasing, marketing, personnel, and equipment, you must budget and limit costs.

#### **Resources Needed**

Shoreditch's rules require permits for selling food, playing music, and managing crowds (Daniel, 2023) before they can happen.

### **5.3 Marketing Activities**

#### **Skills Needed**

Digital marketing experts are needed to launch and monitor social media initiatives targeting foodies, families, and visitors.

#### **Resources Needed**

Digital marketing funds should include sponsored social media, influencer relationships, and local advertisements to target the proper individuals (Damm, 2012).

### **6.0 Event Budget – Income and Expenditure Analysis for the Winter Street Food Festival**

The Winter Street Food Festival's budget is meant to meet its running costs and make as much money as possible. With an expected return of £15,000 and a total cost of £50,000, the business is expected to make £50,000. This budget review gives a detailed look at both sources of income and spending, as well as a study of funding sources and ways to make money (Harun & Loo, 2022).

#### **Breakdown of Income**

**Source: Self Made**

#### **Expenses Broken Down**

- Renting a venue
  - Cost: £100,000
  - Description: Renting 162-167 Shoreditch High Street, which is centrally located in London and has adequate room for everyone.
- Set up and equipment

- Costs: £8,500.
- Breakdown:
  - £3,000 for outdoor heating and lighting
  - £2,500 for food stands and setting up a tent.
  - £1,500 for sound systems and staging
  - Setting up seats and tables: £1,500
- Description: Despite the cold, winter-themed installations like heating lights, Christmas lighting, and plenty of chairs will make the event comfortable and pleasant. Sound systems improve live concerts and talks (Harun & Loo, 2022).
- Marketing and Promotion
  - Costs: £5,000.
  - Breakdown:
    - £2,000 for ads and campaigns on social media
    - Posters and flyers to print: £1,000.
    - Building and maintaining a website costs £1,500.
    - £500 for partnerships with influencers and local ads
  - Description: To reach many individuals, internet and outdoor advertisements will be used. Social media will boost awareness and get people interested, while print and local advertisements will reach locals.
- Staffing
  - Costs: £7,500.
  - Description: Event planners, security, and assistants must set up, sell tickets, manage the audience, and support. Professional security guards will keep everyone secure, particularly if several individuals are outdoors.
- Coordination
  - Costs: £1,500.
  - Description: More procedures will be needed, like moving tools and making sure that vendors' sets go smoothly. Along with this amount comes on-site storage for goods.

- **Miscellaneous Expenses**
  - Cost: £2,500
  - Description: A fund set aside to cover costs that come up unexpectedly, like extra safety steps or equipment that is needed at the last minute.

## **Funding Sources and Income Generation**

**Ticket Sales:** Since ticket sales are the major revenue source, they will pay most of the event's expenditure. Marketing will encourage pre-sale ticket sales to maximize early revenue.

**Vendor Fees:** Supplier fees bring in additional money and provide a variety of cuisines, making the event more enticing to attendees.

**Sponsorship and Partnerships:** Working with local enterprises and food brands may boost revenue and aid with marketing, branding, and resource sharing (Kruger et al., 2010).

## **Profitability Overview**

The Winter Street Food Festival expects to make a profit of £15,000, with total sales of £50,000 and costs of £35,000. This extra money will help with promotion, making the event programs better, and putting money back into future events. The Winter Street Food Festival is a profitable and growing business (Rattan, 2023) because this budget not only helps the festival run smoothly, but it also makes sure that visitors have a fun time.

## **7.0 Industry Trends / Issues / Impacts in the Events Industry**

Business meetings and events are always changing because of modern technologies, shifting customer tastes, and problems facing the entire world. It would be good for the Winter Street Food Festival to understand and deal with these problems, trends, and effects since they are so important to planning and carrying out the event (Harun & Loo, 2022).

## **Latest Trends**

Being eco-friendly and sustainable: As environmental awareness grows, so does the necessity for eco-friendly event practices. The planners want to reduce garbage, utilize local cuisine, and green the event.

Being aware of health and safety: Visitors have prioritized health and safety since the pandemic. Strict food safety, sanitation, and crowd management procedures are needed to create visitor confidence (Wrathall & Sterio Poulos, 2022).

## **Industry Issues**

Competition: The event industry is competitive since there are numerous concerts and conventions that want consumers to spend money. Winter Wonderland and local Christmas markets compete.

Conditions of the economy: Economic uncertainty might reduce spending power, ticket sales, and vendor participation. When money is tight, individuals may choose essentials before enjoyment.

Problems with the environment: Climate change and extreme weather threaten outdoor events. The event will require indoor options or methods to remain warm and safe in severe weather. This preparation will keep visitors safe and pleasant regardless of the weather (Sahidic, 2020).

## **8.0 Situational and Cultural Considerations for the Winter Street Food Festival**

When planning the Winter Street Food Festival, it is important to think about the different national and social factors that could affect how well it goes. The PESTEL study is being done below:

### **8.1 PESTEL Analysis**

Political factors: Knowledge of local health and safety laws, outdoor events, and food sales licenses is crucial. Following these guidelines simplifies planning and reduces legal risk (Devine & Devine, 2022).

Economic factors: The event might lure international visitors to Shoreditch, a popular tourist destination. Knowing the region's tourism patterns might help you promote and program to a large audience.

Social factors: Shoreditch is bustling and multiethnic. By having several meals and cultural displays, the festival may demonstrate global diversity. This openness will increase attendance and attractiveness.

Technological factors: Using technology to sell tickets, publicize events, and engage with guests is crucial. Online ticket sales, interactive event maps, and social media live feeds may improve guests' experiences and simplify planning.

Environmental factors: This environmental responsibility may boost the festival's image and attract repeat attendees. Providing ample warmth, cover, and backup preparations for adverse weather will ensure guests' comfort and safety.

Legal factors: Knowledge of local noise, health, and public event laws can help you comply and function successfully. Since public health is always a concern, observe stringent health and safety laws.

### **Importance of Considerations**

It is important for the Winter Street Food Festival to consider these social and cultural factors. When organizers have a full picture of the outside world, they can:

Improve Planning: Thinking ahead about potential issues and risks helps event planners create stronger strategies and backup plans to ensure a smooth event.

Engage the Community: Knowing the local culture and demographics will help you attract more supporters and make your event more successful and meaningful.

Bring in a Wide Range of People: Cultural preferences and trends may help the event pick merchants and activities that appeal to a wide range of people, improving the experience and attracting more attendees (Sahadi, 2020).

## **9. Conclusion**

The Winter Street Food Festival's business plan shows how exciting it could be to have a culturally inclusive winter event in Shoreditch, London, which makes money. Locals, foodies, families, and tourists from all over the world are invited to this event to enjoy winter with a wide range of foreign foods, live music, and cultural acts that will give everyone a unique, full experience.

By meticulously planning and tracking market trends, this event hopes to capitalize on seasonal food fairs' growing popularity. The PESTEL analysis reveals that the event meets market demands and considers social, cultural, and environmental elements. A robust financial framework with distinct revenue streams and a fair budget allows for profit. The anticipated revenue and strategic expenditure emphasize that partnerships, contributions, and ticket sales will sustain the event.

Because it anticipates weather and other annual events, the Winter Street Food Festival stands apart. Its unique blend of cuisine, seasonal charm, and cultural events make it a good bargain for many people. The Winter Street Food Festival can succeed if it studies, plans, and manages. Using food, culture, and community to celebrate winter ensures visitors have fun and benefits Shoreditch and beyond.

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