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Module Title: International Meetings Management for the Hotel Industry

Planning and Delivering an International Meeting or Event.

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Assessment Component 2

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Event: Wales' Nature and Wildlife Photography Exhibition

AI Declaration:

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI-generated materials as my work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide as evidence. I also confirm that many of the images attached to the work are AI-generated based on text prompts I provided, to demonstrate the event and show a better understanding.

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1. Introduction

The Wales' Nature and Wildlife Photography Exhibition is part of "Year of Croeso 2025," which focuses on the country's nature, beauty and warm hospitality to attract visitors. This report aims to provide an overview of the exhibition, situated in the stunning settings of Snowdonia National Park and the Brecon Beacons, where art, environmental care, and identity are combined. The purpose of this report is to assess and review the organisation and implementation of the event so that it leaves a positive, lasting impression on Welsh tourism.



Figure 1: Wales' Nature
Source: Visit Wales, 2025

2. The Event Cycle

The Event Cycle illustrates the various steps required to plan, manage, execute, and monitor an event's progress (Sawalha, 2020). Moreover, this approach helps manage events well by addressing every key area, so there are no gaps and the event can be delivered successfully. Additionally, the EMBOK model helps the cycle follow guidelines focused on organising and tracking tasks in the Wales' Nature and Wildlife Photography Exhibition event (Sorrentino et al., 2020).

EMBOK domains

Initiation

In this part, the event's organisers define the main goals and decide if the event is feasible. Moreover, for the Wales Photography Exhibition, we focus on the Year of Croeso 2025, identify our target audience as eco-tourists, photographers, and cultural travellers, and show the first signs of interest from Visit Wales, park authorities, and potential sponsors (Smith, 2012).

Planning

The planning stage focuses on organising logistics, determining resource allocation, establishing a budget, mitigating potential risks, and developing a marketing plan. Administration, Design and Marketing are essential EMBOK domains (Rogers, 2013). Furthermore, responsibilities are securing venues in Snowdonia and the Brecon Beacons, setting up the event layout and look, promoting it and handling sustainability measures.

Implementation

This is the stage when all planned activities are put into action together (Getz and Page, 2020). In contrast, the set up of exhibits, ticket sales, and visitor safety will all be handled by operations, curatorial, and volunteer staff (Ormerod and Wood, 2020). However, during construction, technologies, signage, and on-site services are activated and guided by the Operations domain of EMBOK.



Figure 1: Event Planning

Source: (Self-created)

Event

The central part of the exhibition is the event. Additionally, people participating in the festival interact with art installations, various workshops, and organised tours (O'Toole, 2011). Furthermore, visitors share their opinions as they attend the event, which helps improve the day and enables a better understanding of the results afterwards.

Closure

Following the event, tasks such as breaking down the structure, meeting with stakeholders, checking finances and evaluating how it went start (Hestler et al., 2020). Moreover, attendance, revenue, and environmental impact are measured to assess the event's success and identify areas for improvement in the future.

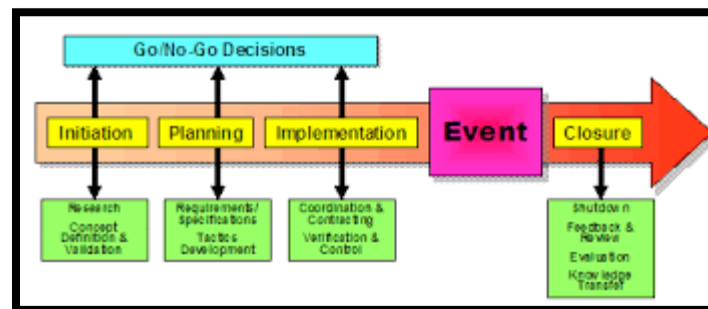


Figure 2: EMBOK Model

Source: (Getz and Page, 2020)

3. Event Concept

In considering the event concept, visitors are in for a treat at the Wales Nature and Wildlife Photography Exhibition, which brings together breathtaking landscapes, stories told through pictures, eco-friendly efforts, and a look at Wales' traditions (Heimlich, 2020). The activities in Snowdonia National Park and the Brecon Beacons highlight the variety of Welsh wildlife, promote care for the environment and interact with people creatively.

Attendees during the event will notice how the activities are organised and presented in an interesting order (Fox et al., 2014). At 9:00 AM, guests are greeted warmly at the visitor centre, allowed to register and can listen to harp music as they have various Welsh snacks. Furthermore,

starting at 10:00 AM, people may enjoy outdoor displays that include both professional and community photos of Welsh fauna, plants and scenery. At 11:30 AM, visitors will take part in nature walks with conservationists who will clarify about the area's environments and ways to tour in a responsible manner. Furthermore, participants will learn where to photograph wildlife, how to handle their photos once they have them and about eco-photography.

However, lunch at 1:00 PM and then at 2:00 PM, well-known and respected figures in the conservation community will talk about why it is important now (Brewer et al., 2020). Moreover, the indoor area hosts showcase of local items, products that care for the environment and environmental group info all through the afternoon. Moreover, a ceremony to hand out awards for the best submissions in different areas will be held at 4:00 PM (Feyers et al., 2019). Furthermore, as the ceremony ends, guests gather by a bonfire at 6:00 PM to a backdrop of acoustic music, allowing them to learn about other cultures and talk to various guests. Therefore, guests enjoy being around beautiful art and lovely landscapes while sharing ideas about sustainable and responsible travel. In addition, it reflects the welcoming nature of Wales and offers a special learning opportunity for everyone (Carlisle et al., 2021).

4. Aim and SMART Objectives

The aim is to boost sustainable tourism and cultural values in Wales through photography of nature and wildlife.

SMART Objectives

1. Invite more than 5,000 guests from around the world to join the festival between June and July 2025.
2. Raise over £150,000 by earning from ticket sales, sponsorships and selling merchandise.
3. Achieve agreements with three leading tourism and corporate sponsors by April 2025.

5. Event Management

Operational Activities

Making the right decisions during operational management is crucial for the project to progress on-site. However, these needs include setting up venues in Snowdonia and the Brecon Beacons, such as portable exhibition panels, lighting, separate toilets, and way-marked paths. Subsequently,

ensuring the event is safe and accessible to all is crucial; this is why there will be skilled logistics coordinators, security staff, and an accessibility officer handling crowd management, emergency plans, and inclusive practices (Brewer et al., 2020). Furthermore, local volunteers and student photographers will be responsible for greeting and supporting guests. However, every sign, program and announcement will be written bilingually in Welsh and English so that all people can feel included and understand clearly.

Planning Activities

Event success depends significantly on strategic planning. The main task of the core team is to plan the schedule, control the budget and involve Visit Wales, National Park Authorities and sponsors in the event. Because the event takes place outdoors, the team must be prepared for various challenges, including changing weather conditions, relocating to different areas, and dealing with wildlife. However, it is essential to manage risks effectively, which can be supported by tools such as Gantt charts, stakeholder matrices, and risk registers. Therefore, a project manager oversees all planning to ensure that targets are achieved both on time and within budget.

Marketing Activities

Digital content, public relations and community outreach experts will be part of the team handling marketing efforts. However, strategies employed include running social media campaigns, connecting with influencers and photographers, and securing media publicity in eco-tourism publications and regional channels. Therefore, the campaign will use content in both English and Welsh to make sure both local and overseas visitors feel welcomed by the spirit of “Croeso.”

Requirements for Technology and Resources

Key resources should be high-quality audiovisual tools, convenient ticket apps, eco-friendly signs and interactive kiosks. Furthermore, using a single platform for event management removes the hassle of registration, streamlines control staff and provides real-time data. The event follows a plan, and results are reviewed after it ends (Brady and Prior, 2020).

6. Event Budget

S. No	Category	Cost (£)
01	Venue Setup and Rentals	£35,000
02	Staffing (core and volunteers)	£20,000
03	Marketing and Promotion	£18,000
04	Equipment and Technology	£15,000
05	Permits and Insurance	£5,000
06	Contingency (10%)	£9,300
	Total Estimated Cost	£102,300

Source: (Author)

Revenue Streaming

S. No	Revenue Source	Income (£)
01	Ticket Sales (5,000 x £15)	£75,000
02	Sponsorship & Grants	£30,000
03	Branded Merchandise	£12,000
	Total Estimated Income	£117,000

Source: (Author)

Moreover, the surplus is calculated around **£14,700**

The highest expenses are for organising the venue, including the use of portable exhibits, providing lighting, and selecting environmentally friendly decorations (Antonio Cavallin Toscani et al., 2024). Furthermore, other significant expenses include organising curators, coordinators, and local guides. Moreover, the marketing budget is allocated to a digital bilingual program, influencer assistance, and the printing of promotional materials. In contrast, items in the equipment budget include AV tools, signs, ticket booths and security systems. Consequently, the inclusion of a contingency fund (£9,300) helps handle unexpected issues, including unpredictable weather conditions or rising costs.

In contrast, income will primarily come from ticket sales, with a slightly higher price for those who purchase tickets closer to the event and early-bird discounts (Adnan et al., 2024). Furthermore, eco-friendly brands and tourism organisations, such as Canon and Visit Wales,

helping to sponsor the act will make the act financially viable. However, branded eco-bags, photo prints and souvenirs earn some extra money and increase brand recognition (Ardhiyansyah and Iskandar, 2023). Moreover, applying financial planning theories, the analysis reveals that investing in culture and the environment can yield substantial returns and that flexible budget planning is essential when environmental factors are uncertain (Suwarno et al., 2023). In contrast, having a surplus can allow you to invest in upcoming editions and projects designed to support the event after it is over. Subsequently, the model's financial security, adaptability, and long-term approach enable the exhibition to work effectively and align with Visit Wales' interests (Kaltenbrunner, 2020).

7. Unique Selling Point and Competitive Advantage

The nature and sustainability of the Wales' Nature and Wildlife Photography Exhibition are bigger and better than any other. The Royal Welsh Show is distinct from other festivals because it combines education, nature, and cultural events into a single, unique event for visitors (Sorrentino et al., 2020). However, the unique aspect of Adventure Photography is that it encompasses outdoor photography, live wildlife workshops, and photo sessions taken at night under the stars, offering a special event that promotes environmental awareness while fostering a sense of national identity.

8. Industry Trends, Issues and Impacts

Trends

Event planners now place a strong emphasis on sustainability. Moreover, those organising events are recommended to act environmentally by recycling, buying locally and following carbon reduction methods. Subsequently, another significant trend is the use of digital and mixed formats, and attendees now expect mobile apps, livestreams, and QR codes to enhance the accessibility of the event for them. Furthermore, audience members often seek opportunities to gain new experiences, learn, and broaden their cultural horizons. Following the pandemic, more people have come to prefer open-air events, making the Wales exhibition's approach and theme even more significant. The graph below illustrates the trends in the hotel industry, which are presented as follows: in-person at 59%, virtual at 21%, and hybrid at 20%.

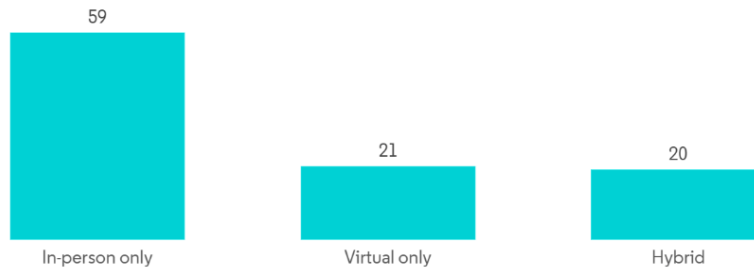


Figure 3: Trends in the hotel industry

Source: (Mordor Intelligence, 2025)

Challenges

The industry must overcome various challenges to stay competitive. In contrast, the cost of sustainable materials and services continues to rise, placing a greater financial burden on event organisers. Moreover, due to environmental and legal regulations in Snowdonia and the Brecon Beacons, the events are limited to specific activities and sizes. However, weather cannot be predicted perfectly; outdoor events should have firm contingency plans in place. Therefore, using digital tools for booking and booking coordination is not always easy in rural areas, which affects both visitors and providers.

Impacts

Emerging trends and challenges have a significant impact on the planning and organisation of events. Increasingly, tourists seek experiences that are meaningful, ethical, and well-organised. On the other hand, events that focus on sustainability, education, and culture, such as the Wales Photography Exhibition, generally garner more attention from the press, receive more support from participants, and better engage the community. Subsequently, Sports events often leave a positive mark on the area and boost the tourism industry for years afterwards.

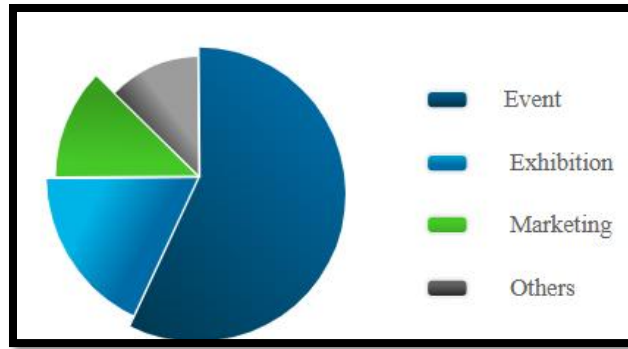


Figure 4: Market size

Source: (Mordor Intelligence, 2025)

The graph shows that the highest revenue generation tendency is for event management, followed by exhibitions, marketing, and other events that provide essential services to the event industry.

9. Situational and Cultural Considerations

PESTLE Analysis

Political

1. Tourism boards and organisations are now more supportive of cultural and eco-friendly events, as Visit Wales offers bonuses and aid to such events.
2. Visa and travel laws can impact the number of people who reach an international event and also add complications to their organisation.
3. Furthermore, when regions are politically unstable, the risk of events increases, so organisers ensure their events take place in areas that they can insure against (Magno and Cassia, 2018).

Economic

1. More companies are offering sponsorships and making investments, primarily for events and platforms that focus on sustainability and demonstrate tangible results.
2. Furthermore, due to increasing inflation and higher logistics costs, planning a budget is more challenging, and organisers need to be more strategic when spending money and sharing resources.

3. Therefore, when consumers cut back on non-essential spending, event managers adjust ticket pricing and the amount invested in advertising.
4. The graph below shows USD 313 billion in the year, which gradually increases by USD 591 billion.

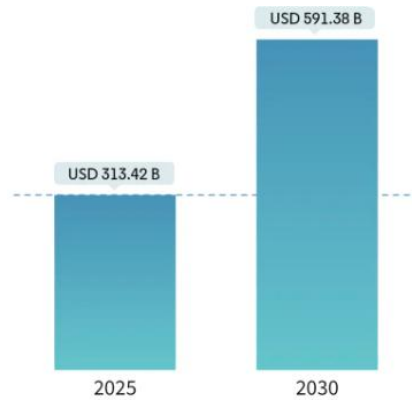


Figure 5: CAGR

Source: (Mordor Intelligence, 2025)

Social Factors

1. People now want events that provide learning, meaning and a sense of immersion, supporting ideas such as conservation and wellness.
2. Moreover, since the pandemic, people have increasingly preferred open-air, green, and small-scale events, resulting in fewer attendees at traditional indoor expos and conferences.
3. Practising diversity, equity, and inclusion (DEI), including offering bilingual communications, accessible facilities, and engaging with local communities, is now widespread in the industry (Bay, 2022).
4. However, due to social influence, event marketers are now focusing on creating Instagram-worthy scenes and utilising influencers to enhance their audience engagement.

Technological Factors

1. Nowadays, events often combine in-person and online attendance, allowing more people to participate from various locations.
2. Furthermore, organisers rely on AI and data analytics to provide a unique experience, track fan behaviour, and optimise events as they occur.

3. Moreover, with mobile apps and QR codes, managing tickets, planning your day, finding places and getting updates is much easier during events (Wandile et al., 2024).
4. Therefore, due to virtual and augmented reality, museums can offer their audiences virtual tours, previews of upcoming events, and interactive digital exhibitions.

Legal Factors

1. Stricter laws now require the performance of risk assessments, the provision of Personal Protective Equipment (PPE) to all workers, and the planning of emergencies, particularly at outdoor events.
2. Moreover, due to the GDPR and the increase in data privacy requirements, data controllers have now been required to have responsible instances for collecting and handling attendee data.
3. Following the pandemic, both insurance and liability coverage have increased, and many providers now require detailed contingency plans for times when events are cancelled (Suwarno et al., 2023).
4. Therefore, getting the correct license depends on where the event is held, and this becomes more complicated for cross-border activities.

Environmental Factors

1. Regarding the environmental factor, it is now required that events implement green policies, such as encouraging waste reduction and offsetting emissions, as this is what audiences, sponsors, and governments seek.
2. Due to climate change, outdoor events now require flexible infrastructure and ongoing updates on the weather.
3. More tourism is now focused on nature, and special events are being organised, offering new chances for niche businesses (Rogers, 2013).
4. The need to support local businesses and save the environment is changing event supply chains, so planners now prefer using recyclable, compostable and electronic materials.

SWOT

Strength 1. Unique integration of art, nature, and sustainability. 2. Alignment with national branding “Croeso” theme (O’Toole, 2011). 3. Educational and immersive experiences.	Weakness 1. Dependence on weather conditions. 2. Limited indoor facilities in natural settings (Smith, 2012). 3. Potential logistical challenges in remote areas.
Opportunity 1. Growing interest in eco-tourism and experiential events (Smith, 2012). 2. Potential for international partnerships and sponsorships 3. Expansion into virtual and hybrid event formats	Threat 1. Competition from other cultural festivals. 2. Environmental regulations and compliance costs. 3. Economic fluctuations affecting attendance.

Source: (Author)

10. Conclusion

Conclusively, the organisation of the Wales’ Nature and Wildlife Photography Exhibition supports Visit Wales’ “Year of Croeso 2025” campaign. Furthermore, applying the EMBOK framework and the event cycle enables the exhibition to be run efficiently and perform well. The focus on sustainability, culture and communities makes it an example to follow for other events. Therefore, its short-term results could set new standards for sustainable cultural tourism in Wales and across the UK.

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