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Live event (BMTP5021)

Lecturer: Debbie Jenkins

REPORT FOR 80s – 90s

1. Event Overview

Event Name: 80s & 90s party

Event Type: charity event (live music)

Concept & Theme: A nostalgic 80s-90s themed party featuring retro music, Fashion, and decor. The concept is to create an immersive experience where students can dress up, dance to classic hits, and engage in the themed activities. (e.g. raffle, fundraising for Swansea mind, photo booth, dance). that encourage social interaction and a sense of community. The design follows event experience principles that emphasise atmosphere, engagement, and emotional connection.

Target Audience: Undergraduate and postgraduate university student (18-28) interested in social events, music, and nightlife.

2. Timing, Location & Programme

Time	Activity
4:30 PM	Staff allowed in & begin setup
5:00 – 6:00 PM	Bands arrive & perform mic checks
7:00 PM	Photographer arrives & Bar opens

7:30 PM	Doors open – Live Music Society starts
8:15 – 8:45 PM	Tearing Threads performance
8:45 – 9:00 PM	Raffle (Small Stage)
9:00 – 9:30 PM	James Morgan performance
9:30 – 9:45 PM	Raffle (Small Stage)
9:45 – 10:15 PM	Euphoria performance
10:25 – 11:00 PM	Stone Deaf performance
11:20 PM	Doors close & cleanup begins
12:00 AM	All staff leave the venue

3. Aim and Objectives

Aims: The aim of the event is to provide an enjoyable and nostalgic social experience for students through an immersive 1980s and 1990s themed party that promotes interaction, entertainment, and a sense of community.

Objective:

- To be able to raise £100 for Swansea Mind through our raffle sales by 10pm on Friday the 13th of march
- Set up decorations by 6:30pm
- At least 70 tickets sold for the event by the 10th of march
- To create an authentic retro atmosphere using themed décor, music, lighting, and visual elements inspired by the 1980s and 1990s
- To deliver a well organised event that runs according to schedule and meets attendee expectations

4. Project Planning



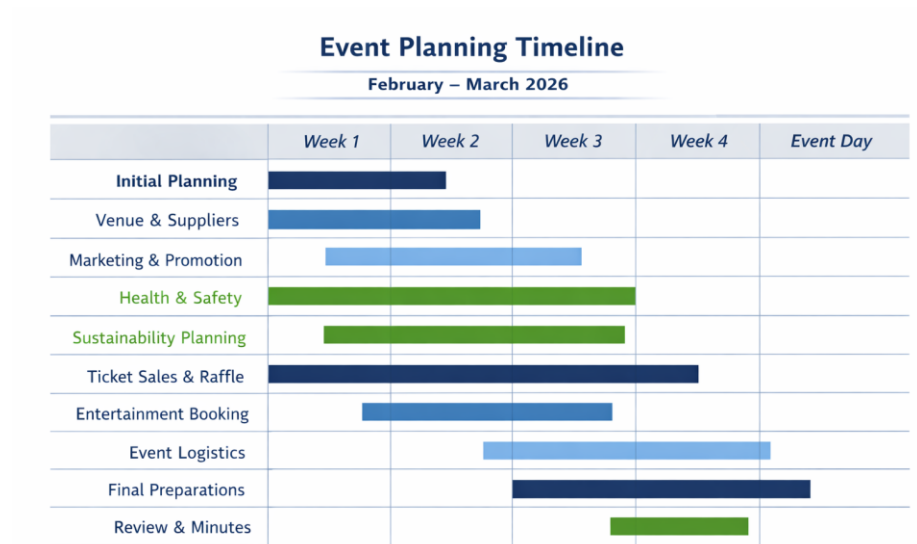
The table presents a structured overview of the project planning roles assigned to each team member for the event. It outlines individual responsibilities, areas of accountability, and specific tasks required to deliver the event successfully. By clearly defining roles, the table ensures that all aspects of planning such as coordination, marketing, logistics, finance, and operations are allocated appropriately and that team members understand their contributions to the overall project. This structured approach helps to minimise confusion, prevent duplication of work, and promote effective collaboration within the planning team. Clear role allocation is particularly important in event management, where multiple tasks must be completed simultaneously within strict time constraints. (National University, 2023)

According to Donald Getz, effective event planning requires coordinated teamwork and clearly defined responsibilities to ensure that complex event operations are delivered efficiently (Getz, 2012, Getz, 2016). Similarly, Goldblatt (2014) highlights that assigning roles and responsibilities is a fundamental component of professional event management, as it supports accountability and improves overall performance.

Gantt chart

Gantt charts are widely used scheduling tools in project management because they present project activities on a timeline, making it easier to plan, coordinate and control complex projects (APM, 2025). In the context of event planning, a Gantt chart helps the organising team visualise all event tasks, manage deadline and dependencies, and monitor progress

which contributes to more reliable and efficient event delivery. (Grant, 2024)



EMBOK Domains:

This table shows how our roles is been divided. The Event Management Body of Knowledge (EMBOK) is a conceptual framework that identifies and organises the core domains, processes, and competencies involved in planning, managing, and evaluating events, providing a structured standard for professional practice and education in event management. (EMBOK, 2019)

The table shows how are responsibility are divided across the EMBOK Domains.

EMBOK Domains and Team Responsibilities

EMBOK Domain	Tasks	Who Did It
Administration	• Financial planning and budgeting	Kirsty
	• Planning and organising bands and raffle prizes	Jasmine
	• Planning the risk assessment and emergency actions	Judi
	• Planning and overseeing the whole event	Zara
	• Planning decorations	Kirsty & Jasmine
Coordination	• Coordinating information through minutes and documentation	Judi
	• Coordinating bands and raffle prizes	Jasmine
	• Coordinating the whole event	Zara
	Office on the web Frame	Zara
Design	• Event theme	Whole group
	• Decorations	Kirsty & Jasmine
	• Entertainment (bands)	Jasmine
	• Branding	Zara & Kirsty
Marketing	• Promotion	Kirsty & Zara
	• Sponsorship	Jasmine
	• Audience engagement	Kirsty & Zara
Operations	• Venue general setup	Zara
	• Venue decoration setup	Kirsty & Jasmine
	• Safety and security	Judi & Zara
Risk	• Identifying, assessing, and mitigating risks	Judi

Marketing:

Promotion: Develop retro-themed posters, social media content and digital campaigns to attract attention

Sponsorship: Reach out to local businesses for support, funding, and prize donations.

Operations: this event will focus on Venue setup, safety awareness, and smooth event flow, managed entirely by our team rather than professional security staff. This includes arranging the layout of space, ensuring clear walkways, settings up equipment, checking that exits remain accessible and monitoring the environment throughout the event. We will have one or 2 of our team members to work together to manage the crowd movement, support wellbeing, and respond to any minor issues, ensuring the event runs safely and efficiently without the need for hired security.

According to (Mailchimp, 2022; Digital Marketing Institute, 2025). Operation in event marketing are the practical tasks that makes the event happen and promote it,.

Hazard / Risk	Potential Impact	Control Measures
Overcrowding near the stage or dance floor	Pushing, falling, minor injuries	Monitor capacity, use student stewards to guide crowd flow, encourage spacing
Electrical equipment from the live band	Electric shock, fire risk	Ensure equipment is PAT-tested, cables secured, only trained individuals handle equipment
Loose cables and wires	Trip hazards for guests and staff	Tape down cables, use cable covers, keep walkways clear
Loud music levels	Hearing discomfort, complaints	Monitor volume, keep speakers directed away from crowded areas
Slippery floors from spilled drinks	Slips, falls, minor injuries	Clean spills immediately, assign stewards to monitor high-risk areas
Blocked emergency exits	Unsafe evacuation during emergencies	Keep exits clear, check regularly, add visible signage
Poor lighting in corridors or entrances	Trips, falls, difficulty navigating	Ensure all lights are working, add temporary lighting if needed
Medical emergencies	Illness or injury during event	First aid kit available, trained first aider on site, clear communication plan
Crowd movement during peak times	Congestion, minor safety issues	Student stewards guide movement, stagger activities when possible
No professional security present	Slower response to incidents	Clear roles for student stewards, communication plan, emergency contacts ready
Weather conditions (if guests queue outside)	Rain, cold, discomfort, slipping outside	Provide sheltered waiting area if possible, encourage appropriate clothing, place non-slip mats at entrances

Food & beverage handling	Allergic reactions, contamination	Label food clearly, ensure hygiene standards, provide allergen information
Decorations and props	Falling items, fire hazards	Secure decorations properly, avoid blocking exits, use flame-retardant materials
Band equipment setup and takedown	Manual handling injuries	Use correct lifting techniques, ensure multiple people assist with heavy items
Raffle prize area congestion	Small crowd build-up	Space out tables, use a steward to manage flow

5. Market Research & Target Audience

Market Segments: The event targets students, people born in the 80s-90s, fans of live music, and those who enjoy dressing up in 80s-90s fashion. It also appeals to fans of 80s and 90s music who are drawn to nostalgic themes and retro entertainment.

Competitor Analysis: is important for event because it helps you spot what other student parties offers. Like the masquerade ball target, the same audience. However, our event is more nostalgic and joyful. (Adema and Roehl, 2010)

Consumer Preferences: Research suggests that the target audience prefers live music, nostalgic 80s-90s themes, and events where they can dress up in retro fashion (Sedikides et al,2022; Mahon and Roth, 2023). Students also show strong interest in interactive experiences, social activities, and music-focused events that create a fun and memorable atmosphere (Sidhu et al.,2025). These preferences indicate that a themed event with live bands, retro decor, and opportunities for creative self-expression is likely to attract high engagement.

6. Event Marketing Plan

Marketing Channels: The event will be promoted through social media platform (Instagram, TikTok, Facebook), and printed posters around campus. Additional reach will come from student influencers, societies, and word of mouth promotion to engage the target audience effectively.

Promotional Timeline:



Key Messages & Branding:

A strong brand identifies builds emotional connection, trust, and excitement-especially for student audiences drawn to nostalgic themes like 80s-90s. Research shows that over 85% of attendees say branding influences them perception of an event before attending (Admin, 2025)

Product: nostalgia, good vibe, supporting Swansea mind, live music

Price: £10 for ticket and £50p for raffle tickets

Place: The Bunkhouse

Promotion: social media, & posters

Sponsorship:



The mind map shows all the raffle prizes. 20% of the plan Burrito will be provided to people who shows a ticket on the day of the event. The bands that will have for this event will be, Euphoria, stone Deaf, James Morgan, Live Music Society and Tearing Threads.

7. Budget & Financial Plan

Projected Income: the event project income is bases on a combination of ticket sales, raffle revenue, sponsorships, and donations. General admission tickets are priced at £10 each, and to date 11 ticket has been sold, generating £110 in early income. The target for ticket revenue is £150, which will require continued promotion and engagement to achieve. in addition to ticket sales, raffle ticket are priced at £50p each, and the raffle has already raised £25 for Swansea mind. Based on current participant and expected event-day sales, raffle income is projected to increase by a further £100.

Venue & Equipment: £0

Marketing & Promotion: printing cost £35

Staffing & Security: £0

Catering & Logistics: £10

Budget Report: £200 (£50 per person)

Decoration:

8. Risk Management & Health & Safety

Event Risk Assessment Table		
Hazard / Risk	Potential Impact	Control Measures
Overcrowding near the stage or dance floor	Pushing, falling, minor injuries	Monitor capacity, use stewards to manage crowd flow
Crowd movement during peak times	Congestion, bottlenecks, potential safety issues	Use security staff to guide and manage movement
Electrical equipment from the live band	Electric shock, fire risk	PAT-tested gear, cables secured
Loose cables and wires	Trip hazards for guests and staff	Tape down cables, use covers
Loud music levels	Hearing discomfort, temporaryness	Monitor volume levels
Slippery floors from spilled drinks	Slips, falls, minor injuries	Clean spills quickly, place signs
Blocked emergency exits	Unsafe evacuation, delays	Keep exits clear at all times
Poor lighting in corridors	Trips, falls, accidents	Ensure proper lighting
Medical emergencies	Illness or injury at event	First aider on-site, first aid kit ready
Fire hazards	Fire outbreak, evacuation issues	Follow fire safety rules
Alcohol consumption	Disorderly behavior, conflicts	Monitor alcohol service
Cash-handling at raffle desk	Theft, loss of funds	Use secure cash box
Accessibility issues	Exclusion of disabled guests	Ensure ramps, clear paths
Safeguarding concerns	Risk to vulnerable people	Supervise kids, Follow guidelines
Weather-related risks	Cold, rain, or wind issues	Provide shelter, secure items

9. Contingency Planning

Alternative Venue: Dylan Thomas centre

Weather Contingencies: Monitor weather forecast in advance, provide sheltered areas

Key Supplier Failures: we extend the minutes for bands that show up if some bands don't show up

Crisis Communication Plan: Zara oversees social media, and will handle the PR and the logistics

10. Evaluation Strategy

Post-Event Surveys: short engaging survey at the end of the event, we will also post a quick question on Instagram polls

Key Performance Indicators (KPIs): Number of raffle tickets sold, and total amount raised for Swansea Mind (£100)

Attendance Measuring: the number of tickets sold,

Debrief Meeting: we will have a short meeting at the end to discuss are strength, what when well and what did not.

11. Sustainability & Event Legacy

Sustainability Considerations: [The event delivers lasting value by generating funds for Swansea Mind, promoting local wellbeing, and bringing the community closer together. It also creates future opportunities through new partnerships, greater awareness of mental health support, and the development of skills among those involved. Overall, the positive experience leaves a meaningful legacy of participation, cooperation, and community impact.

New Economics & Legacy: Supports the local creative economy by hiring a live band, raises funds for Swansea Mind through ticket and raffle sales, Gives local musicians exposure and future opportunities

Event Impacts: Generates income through ticket sales and raffles while supporting local musicians, we as organizers will learn important skills of event planning

12. Key Areas of Managing Event Operations

Staff Rota: me and my team including 4 other girls from first years will come at 4;30 to help set up the venue, around 5 some bands will arrive to set up the sound check, by 6 the photographer will come and now 7;30 our doors will be open.

13. Division of Work & Responsibilities

As the minute taker and sustainability, health, and safety lead for the 80s–90s themed event, I ensured that all decisions and actions were accurately recorded and that the event adhered to environmental and safety standards. Environmentally, I implemented measures such as digital ticketing, recycling points, and energy-efficient equipment to reduce waste and minimise the event’s carbon footprint. I also monitored suppliers and materials to ensure sustainable practices were followed wherever possible.

From a health and safety perspective, I helped identify potential risks, ensured compliance with safety regulations, and coordinated measures to keep attendees and staff safe throughout the event.

Socially, my role supported community engagement by helping create a safe and welcoming atmosphere, raising awareness of mental health through Swansea Mind, and facilitating smooth coordination with the live band and volunteers. Economically, by monitoring resource use and ensuring sustainability, I contributed to efficient budget management, helping the event maximise value while supporting local suppliers and musicians.

Overall, my contribution ensured the event ran safely, responsibly, and sustainably, supporting long-term social, economic, and environmental benefits. This aligns with Bilben (2021), who highlights the legacy of community events that balance impact across these areas.

26/ 01/ 206 minutes

UWTDS library

Attendance: Judi, Jazz, Zara, Kirsty, and Dems

Preposes of meeting to discourse event roles

New Business

 80s & 90s Retro Night – Team Roles Table 		
★ Team Member	♥ Roles	✦ Responsibilities
 Judi	 Health & Safety  Environmental Sustainability  Minutes	- Risk assessments & safety - Emergency planning - Sustainability actions - Meeting minutes
 Dems	 Marketing	- Posters & Social Media - Event promotions
 Jasmine	 Sponsorships  Decorations	- Sponsor deals - Event décor
 Kirsty	 Finance  Decorations	- Budget & Expenses - Décor setup
 Zara	 Food & Beverage  Operations	- Catering & Snacks - Venue logistics

Actions

Team Member	Action	Task Description
Jazz	 Emailing Companies	Reaching out to potential sponsors and partners
Zara	 Instagram Page Creation	Designing and launching the event's Instagram page
Kirsty	 Poster Design	Creating promotional posters for the event
Judi	 Sustainability Planning	Leading eco-friendly initiatives and waste reduction

Munities

16 feb 202

UWTSD library

Attendance: Judi, Jazz, Zara, Kirsty.

Purpose of mitting's to discuss what everyone is doing

Kirsty and Jazz shares pictures of the decorations and purchases them.

Judi I will be in talking about the sustainability plan of the events

Zara talks about what she will be posting on social Midea

Actions

Jazz finalises the bands their set list

Kirsty will be sharing the bougets reports

Zara will be talking to first years to make we have enough staff in for the events

Judi will be making the risk assessments

Final Meeting Summary

02/03/2026

Location:	UWTSD Library
Attendance:	Judi, Jazz, Zara, Kirsty
Purpose:	Ensure everyone is <i>prepared</i> for the event.

Agenda Items

-   Jazz will be sharing the band's set list and the raffle prizes.
-   Kirsty will be dealing with the ticket money.
-   Zara will be creating the running order for the events.
-   Judi will be finalizing the minutes for the event.

Team Members



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