INTERNATIONAL MEETINGS MANAGEMENT FOR THE HOTEL INDUSTRY

BMIH6007

Winter Acoustic Nights



ALEXANDRA BEATRICE CRISAN

Introduction



- It’s Winter Acoustic Nights, an intimate live acoustic music evening.
- An acoustic performance celebrating the music of Imagine Dragons with local artists with a cosy winter theme.
- The intimate and relaxing sound environment fits well with the perfect ambience of Four Seasons Hotel London for a holiday season, Imagine Dragons’ visit included, and all the Christmas charm.

Market Factors



Target market:

- Imagine Dragons fans, London locals, music lovers, and high-end hotel guests seeking an intimate and festive music event.

Demand Analysis:

- The UK live music market grew 20% in 2023, reflecting increased demand for live events (Eventbrite, 2023).
- Rising interest in acoustic performances and holiday-themed events aligns with this growth.
- 65% of UK consumers now prioritize experiences over products, further boosting the appeal of exclusive, experiential events like this.

Competition:

- Winter Acoustic Nights stands out with its focus on sustainability by utilizing eco-friendly decor and digital ticketing, reducing its environmental impact.
- Offers a unique blend of an intimate, tech-enhanced acoustic music experience, appealing to eco-conscious and tech-savvy audiences, setting it apart from traditional music events.

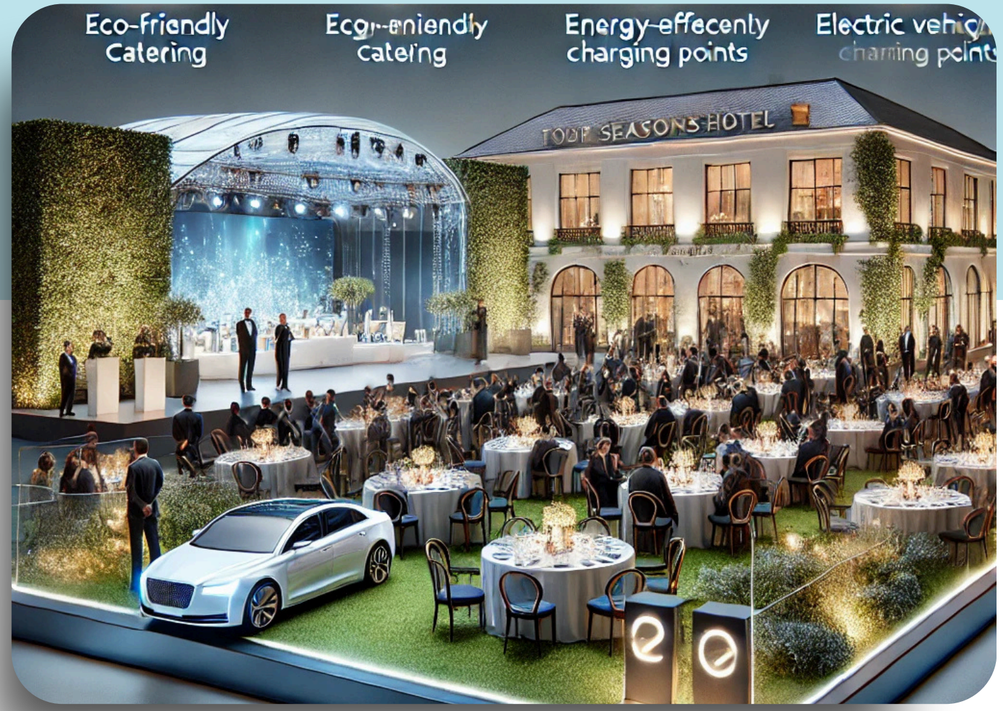
Situational Analysis

- The Four Seasons Hotel in London was chosen for its luxurious atmosphere and proximity to the Imagine Dragons concert (Miller, 2022), making it the ideal venue to attract high-end guests and concertgoers.

- Set during the Christmas season, "Winter Acoustic Nights" blends live acoustic music with a festive, cosy ambiance, appealing to those seeking a refined holiday experience.

- This event targets Imagine Dragons fans, high-end hotel guests, and locals, offering a seamless blend of luxury, live music, and holiday spirit for a truly exclusive experience.





Operational Feasibility

- **Venue Availability: The event will be held at the Four Seasons Hotel, London, accommodating 200-300 guests in a luxurious, intimate setting.**

- **Staffing & Skills: A team of 50, including event planners, AV technicians, and sustainability consultants, will ensure smooth operations and a high-end guest experience (Turner, 2022).**

- **Resources & Infrastructure: The event will feature eco-friendly catering, energy-efficient lighting, digital ticketing, and electric vehicle charging points to minimize environmental impact (Green Tech Events, 2023).**

Financial Feasibility

Category	Income/Expediture	Amount £
Ticket sales (250 Guests)	Income	£37.500
Sponsorship & Partnerships	Income	£11.500
Merchandaise Sale	Income	£5000
Total income		£54.000
Catering (Eco-friendly)	Expediture	£8.500
Staffing (50people)	Expediture	£12.000
AV Echipment and set up	Expediture	£5.000
Marketing and Promotions	Expediture	£3.500
Sustainable Decor and Lighting	Expediture	£2.500
Miscellsneous Costs	Expediture	£1.500
Total Expenditure	Expediture	£33.000
Net Profit		£21.000

Marketing Strategy



Pre-Event Marketing:

We will utilize online promotion through industry networks and social media platforms to target tourism and tech professionals (Smith, 2023). Our strategy includes partnerships with winter tourism boards and eco-friendly brands to amplify reach and engagement (Jones, 2022).

Event Promotion:

To enhance visibility, we will implement advertising in trade magazines and leverage social media campaigns, including collaborations with influencers in the music and sustainability sectors. Creating buzz around the event will involve offering early bird tickets and exclusive content to build anticipation (Davis, 2021).

Risk management

Operational Risks:

- **Venue Availability: The venue may become unavailable due to harsh winter weather or logistical issues.**
- **Attendee Withdrawals: Last-minute cancellations from attendees can impact overall attendance.**

Mitigation Plan:

- **Backup Venues: Identify alternative locations in advance to ensure the event can proceed smoothly.**
- **Virtual Attendance Option: Offer a streaming option for attendees who cannot make it in person.**
- **Transportation Contingency Plans: Establish partnerships with local transport services to address potential disruptions.**

Financial Risks:

Low Ticket Sales: Difficulty in attracting sufficient attendees during the festive season.

- **Sponsor Withdrawal: Risk of sponsors backing out, which could affect funding.**

Mitigation Plan:

- **Early Sponsor Engagement: Initiate discussions with sponsors well ahead of the event to secure commitments.**
- **Flexible Ticket Pricing: Implement tiered pricing to encourage early sales and cater to various audiences.**
- **Event Insurance: Obtain insurance to protect against financial losses due to unforeseen circumstances.**

Sustenability Consideration

The Winter Acoustic Nights event will prioritise eco-friendly practices, including:

- Waste Management: Implementing comprehensive waste management strategies to minimise landfill contributions.
- Carbon Offsetting: Engaging in carbon offset programs to mitigate the event's environmental impact.
- Renewable Energy: Utilizing renewable energy sources for power and lighting throughout the venue (Johnson, 2022).

CSR Initiatives

To enhance the event's positive impact, we will collaborate with local NGOs on:

- Community Participation: Empowering local communities through active involvement in sustainable initiatives.
- Research Support: Promoting research into sustainable winter tourism practices to foster long-term benefits for the region (Green Tourism Network, 2023).



Conclusion



Strong market research and robust demand for sustainable winter tourism solutions make the Winter Acoustic Nights financially viable.

Strategic venue selection and great event planning help ensure operational feasibility.

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THANK YOU!

