



Planning and Delivering an International Meeting or Event.

International Meetings Management

BMIH6007

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Assessment Component 2

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Event: Wales' Fashion and Textile Heritage Showcase

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 event honours Welsh textile arts and showcases sustainable fashion inspired by traditional weaving and wool production. It emphasises how culture works with environmentally friendly design. Because it highlights sustainability and the preservation of cultural heritage, the event aligns with global trends in ethical fashion and cultural travel (Ataoğlu, 2023). The locations chosen are Aberystwyth Arts Centre and Llandudno because they offer both indoor and outdoor spaces, making them suitable for summer events.



Figure 1: The Event

(Source: Self-Created, 2025)

2 The Event Cycle

The Event Cycle provides a structured framework for understanding the preparatory activities, operations occurring during the event, and the post-event processes that facilitate evaluation and reflection (Fox, 2014).

Plan

Initially, planning helps establish the event's goal and how it can be achieved. Promoting Welsh culture and sustainable fashion are the main aims of the event. Several events, such as workshops, exhibitions, and runway shows, are planned to engage everyone (Allen et al., 2022). In choosing

Aberystwyth Arts Centre and Llandudno, venues are selected for their rich cultural heritage. Forecasting both costs and sources of revenue, a detailed budget is created for the financial projection. Schedules are developed to make sure every task is finalised on time (Kerzner, 2025). Those people involved, such as artisans, sponsors and local businesses, are located and included in the planning from the beginning. In the planning phase, the project is planned to make sure the event achieves its goals.



Figure 2: The Event

(Source: Self- Created, 2025)

Organise

Resources are arranged during the organising phase to make the event take place successfully. Specialised workshops and various types of displays are arranged by having leading artisans and designers participate (Bowdin et al., 2023). Various marketing campaigns are launched to encourage people to learn about the event through social media, as well as in collaboration with other organisations and within their local communities. The event is funded and supported environmentally by getting sponsors and partners that care about the environment. Organisers arrange all transportation and lodging for participants and visitors for smooth operation. Technical staff are responsible for maintaining the audio and visual equipment used in runway shows and

presentations (Getz and Page, 2019). Training is provided to volunteers to guide them in ticketing, hospitality, and visitor management. At this phase, the event is organised so that it can be launched successfully.

Measure

The next phase is to track the event's performance using the main metrics. Statistics are compiled to track attendance and assess participation. Event organisers rely on ticket and sponsor revenues to figure out if the event is profitable (Star and Vynckier, 2023). Attendees provide feedback by answering surveys during interviews to measure their satisfaction. The number of likes, shares, and comments a post receives is analysed to measure the online impact of the event. Analyses of media coverage reveal the extent of attention and impact the event had (Gonçalves et al., 2025).

Analyse

During the analysis, comments and feedbacks are taken back from the people involved and the next events are made better. The return on the investment (ROI) and overall profitability of the event are analysed via the analysis of financial data (Mazzarella and Black, 2023).

Share

In this phase, the organisation disseminates the event's key ideas and outcomes to key stakeholders and the broader community. Pictures, videos and feedback from participants are released to highlight what the event achieved and share its success. The sponsors and partners of the event are given thorough information about the event's outcomes. Lessons from the event are shared with the team to inform future planning and organisation (O'Toole, 2011). Case studies are designed to promote sustainable similar practices. As its legacy, the event is noted for demonstrating how heritage and sustainability can work together, allowing its achievements to be recognised and celebrated around the world.

2.1 Three-Stage Event Design Model

The Concept and Theme

The event aims to honour amazing Welsh textiles and support the idea of eco-friendly clothing. The theme combines traditional weaving and shearing of wool with eco-friendly, modern design, showcasing Wales' cultural heritage. People participate in workshops and enjoy exhibitions centred on sustainability and innovation (Rogers and Wynn-Moylan, 2022). These arts centres are perfect because they have strong cultural backgrounds and are simple to visit. It stands out because it blends traditional crafts with creative and modern fashion, which is attractive to people who

prefer sustainable products. It focuses on sustainable practises in fashion, community participation and being connected to Welsh heritage matters.

Design

Designing the event considers how attendees will learn in an engaging manner (Rzeczycki, 2023). The workshops practised techniques of past Welsh weavers, and the exhibitions featured the newest in sustainable style collections. Featuring innovative design, Welsh heritage comes to life at runway shows. The locations are set up to feature both indoor and outdoor spaces, ensuring the audience has a great time. Interactive displays let members of the public meet artisans and learn about sustainable practices. Focusing on attention to detail in the appearance and brand of the town boosts the feeling of sustainability and tradition (Wang et al., 2025). By designing for various audiences, the webpage looks attractive and provides helpful information. Therefore, the attendees remember it afterwards.

Logistics

Logistics play a crucial role in the smooth operation and, ultimately, in the success of event management (Yong et al., 2024). Creative individuals, such as artisans and designers, are selected for Haute Couture activities, while technical workers manage all the AV equipment at the shows. To attract visitors, marketing teams launch online marketing campaigns. It is ensured that the place to stay and the travel arrangements are organised so that people attending the event can participate easily. People who volunteer are prepared to handle ticketing, hospitality and support at the event. Planning is conducted each week to prevent confusion between the different phases of the event and to ensure the project's proper execution. If logistics are optimised, the event can give guests an excellent experience.

2.2 Levels of Experience Events

Basal Experiences

The exhibits showcased the main idea of Welsh textile artistry. Workshops focus on teaching guests the art of sustainable weaving and traditional practices. The foundation of starting with these basic activities allows guests to engage with the main themes of the event.

Memorable Experiences

Good memories are created by shows and events highlighting special designs (Delacroix, 2024). Visitors are impressed by inspiring designs inspired by Welsh traditions, which leave them amazed. Such events are made unforgettable due to these moments.

Transforming Experiences

The event is considered successful if people gain a better understanding of sustainability and develop a renewed interest in Welsh culture. It inspires environmental changes and the choice of green practices, which have lasting effects.

3 Event Concept - Full Itinerary

Time (BST)	Activities	Location
<i>08:30 AM</i>	• Guest Registration and Welcome	• Aberystwyth Arts Centre Main Entrance
<i>09:00 AM</i>	• Opening Ceremony	• Main Auditorium, Aberystwyth Arts Centre
<i>10:00 AM</i>	• Workshop 1: Traditional Welsh Weaving Techniques	• Workshop Room 1, Aberystwyth Arts Centre
<i>11:00 AM</i>	• Exhibition: Sustainable Fashion Innovations	• Exhibition Hall, Aberystwyth Arts Centre
<i>12:30 PM</i>	• Networking Lunch	• Outdoor Garden, Aberystwyth Arts Centre
<i>02:00 PM</i>	• Runway Show: Fusion of Heritage and Sustainability	• Main Hall, Aberystwyth Arts Centre
<i>03:30 PM</i>	• Panel Discussion: Sustainability in Fashion and Heritage Preservation	• Conference Room, Aberystwyth Arts Centre
<i>04:30 PM</i>	• Workshop 2: Eco-Friendly Textile Dyeing Techniques	• Workshop Room 2, Aberystwyth Arts Centre
<i>05:30 PM</i>	• Evening Reception	• Outdoor Courtyard, Aberystwyth Arts Centre
<i>06:30 PM</i>	• Closing Ceremony	• Main Auditorium, Aberystwyth Arts Centre

(Source: Author, 2025)

4 Aim and Objectives of the Event

The event is organised to celebrate Welsh textile artists and promote sustainable clothing and cultural preservation.

SMART Objectives are as follows;

- To attract at least 500 attendees, including international tourists, local communities, and eco-conscious individuals, by the event's conclusion.
- To achieve a minimum of 90% positive attendee feedback based on post-event surveys regarding workshops, exhibitions, and overall experience.
- To generate a financial surplus of £48,500 by securing sponsorships, ticket sales, and partnerships with local businesses.

5 Event Management

5.1 Operational Activities

Operational activities primarily encompass the logistical and technical requirements for event execution (Mallen, 2024). Preparation of the venue for Aberystwyth Arts Centre and Llandudno is crucial, as the equipment must be set up for workshops, exhibition areas, and runway AV. Smart scheduling organises workshops, exhibitions, and networking sessions in a way that ensures every segment of the event is executed separately and smoothly. Getting artists, designers and the audience to participate in the event should be well-organised (Charankar and Pandiya, 2024). Volunteers are needed for ticketing, VIP hospitality and visitor guidance. To fit the theme, the organisers focus on waste management and set up recycling points, as well as use eco-friendly preparations. Efficient operational activities help make events organised professionally.

5.2 Planning Activities

The event's success requires planned activities, supplies and participants to be well-organised (Delacroix, 2024). The contributions of artists, sustainable partners, and local businesses are crucial for the festival. Risks are also evaluated to predict potential challenges, such as transportation issues or adverse weather conditions, and contingency plans are established to address these challenges. By conducting strategic planning, the event is properly set up and aligns with its planned objectives.

5.3 Marketing Activities

Marketing plans help attract people, sponsors, and media coverage to make the event well-known among its target audience (Haris et al., 2023). Social media platforms allow to share information

about the event, such as videos, pictures, and success stories focusing on the blend of heritage and sustainable practises. Public relations is used to secure interviews and appearances in the media, thereby establishing a stronger presence in the public eye (Hofmann et al., 2022). More people are reached when the brand collaborates with influencers and sustainable fashion brands. Ticket sales are made easier through the use of the internet and offline advertising.

5.4 EMBOK Model

Administration

The administration tasks are strategic planning, handling finance and dealing with stakeholders (Ataoğlu, 2023). Good project management and organisational abilities are essential for event managers to effectively manage the event. It is crucial to manage stakeholders effectively to secure sponsorships, partnerships, and government funds, thereby ensuring the organisation's financial stability. The management also needs to understand legal and compliance issues to navigate matters related to contracts, intellectual property, and local laws (Getz and Page, 2019).

Design

Designers strive to make the event enjoyable for attendees. Both creative individuals and companies play a key role in shaping the event's theme, which should blend Welsh heritage with modern, sustainable fashion. Ensuring everything is carefully planned is crucial for the stage, lighting, and décor to effectively convey the theme of caring for nature and culture (Star and Vynckier, 2023). Having sustainability in mind requires AV equipment, digital displays and natural materials for decorating. A creative team will help create an event that is engaging for many people and separates it from other events.

Marketing

With the help of marketing, organisers can attract audiences, supporters, and media coverage (Gonçalves et al., 2025). To reach its audience, the company should organise campaigns specifically for these groups on social media, through email and in local advertisements. Public relations experts can maximise media exposure by releasing press releases and making outreach to the press (Hofmann et al., 2022). Items such as marketing software, analytics tools, and

connections with sustainably focused influencers or brands make it possible to increase the event's outreach.

Operations

Managing logistics, organising schedules and executing events on-site are part of the operations. Working closely with artisans, designers, technical staff, and volunteers enables event managers to plan and execute a smooth event. This also involves setting up technology equipment for runway shows and making all the necessary arrangements for participants to be transported to the venue (Kulakova et al., 2021). Volunteers handling ticketing, hospitality and visitor services need strong training. Transport, food for meetings and eco-friendly waste management are included as resources (Mazzarella and Black, 2023).

Risk

The risk domain is responsible for ensuring the safety and security of the event. Identifying possible threats, such as logistical problems, insufficient funds, or health and safety concerns, is a key role of risk management. Businesses need to have mitigation measures such as preparing for risks and holding insurance policies. Green practices, such as placing recycling stations and using efficient energy, must be implemented to reduce environmental risk (Rzeczycki, 2023).

6 Event Budget

Income and Expenditure

Item	Cost (£)	Revenue (£)
Venue Rental (2 locations)	15,000	–
Marketing and Advertising	10,000	–
Operational Costs (staffing, logistics)	20,000	–
Ticket Sales	–	40,000
Vendor/Exhibitor Fees	–	15,000
Sponsorship Revenue	–	25,000
Merchandise Sales	–	8,000
Government/Cultural Grants	–	10,000
Contingency (10% of costs)	4,500	–
TOTAL	49,500	98,000

(Source: Author, 2025)

Funding Resources

Source	Contribution (£)
Ticket Sales	40,000
Vendor Fees	15,000
Sponsorships	25,000
Merchandise Sales	8,000
Government Grants	10,000

(Source: Author, 2025)

7 Industry Trends / Issues / Impacts

One major problem in the industry is that large and renowned cultural and heritage festivals, such as the International Eisteddfod and the Aberystwyth Arts Festival, are competing with other

festivals (Wang et al., 2025). To secure sponsorships, garner media attention, and attract event attendees, an event requires specific qualities. Hosting a fashion show that focuses on sustainability and showcases Welsh heritage attracts a specific audience. Financial difficulties, such as changing budgets and reduced public support for cultural events, also impact whether an event can take place (Yong et al., 2024). Additionally, issues related to finding a venue, relocating people, and access can be challenging, particularly for events in smaller communities. The growing demand for technology in education increases the need for AV systems and digital equipment, which, in turn, costs more money (Delacroix, 2024).

8 Situational and Cultural Considerations

8.1 SWOT Analysis

Strengths

The event is strongest because it links Welsh handicrafts with sustainable fashion, which aligns with what many people globally are eager to learn about now. As Wales is renowned for its wool production and traditional hand-weaving, the event can showcase these rich traditions. Also, the presence in Aberystwyth Arts Centre and Llandudno gives the organisation a more cultural role, offering workshops and exhibits that showcase Welsh skills (Mallen, 2024).

Weaknesses

The main problem is that Welsh textile artistry is less recognised worldwide than work from bigger fashion and cultural cities. Additionally, the numerous Welsh cultural festivals create a challenge for the In-A-Field Theatre to be distinctive. Organising how participants move to rural areas and ensuring everything goes smoothly at various sites adds more difficulties to event management.

Opportunities

With the increased focus on the environment and ethical fashion globally, a significant opportunity is available (Charankar and Pandiya, 2024). More and more people are seeking eco-friendly products and engaging cultural experiences, and the event can leverage these trends to its advantage. Working together with environmentally focused companies and government grants for cultural tourism helps the business financially.

Threats

There are external risks to the event, such as economic difficulties, which can affect people's ability to purchase tickets and receive public support. When many other cultural events are happening in Wales, companies may not give as much support, and fewer people attend (Haris et al., 2023).

9 Conclusion

Conclusively, the event connects to Welsh art traditions and ecological fashion trends. The SWOT analysis revealed that the event has its significance with respect to important global sustainability trends and at the same time issues that compete such by as other events as well as logistics challenges emerged.

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