

## Creative Events design and planning

### Introduction

This report will cover all the necessary information regarding my event idea, going into detail on the aims and objectives of the event, the who what where and why of the event, taking into account its feasibility and how it would be set up, internal and external analysis and identifying what kind of market this event should be targeted at. Along with this I will cover how events relate to consumer behaviour, motives of events and the unique selling point of my idea.

### My Idea

My event idea is an infusion of hip hop culture in both art and music. I want to create a space where teenagers/young adults can express their passion for hip hop or graffiti or just a place to let of some steam in a creative way. I want to achieve this aim by covering up all the walls in removable canvas and let graffiti artists/normal people let their imaginations run wild and give them the freedom to express their art in a controlled environment rather than on the streets where they could potentially get into trouble. I also want to incorporate music into the event, by allowing hip hop artists like myself to freestyle rap/ cypher on an open mic for anyone to use, on top of that there would be timeless hip hop classics playing on the speaker throughout the event, to add to that urban expression feel.

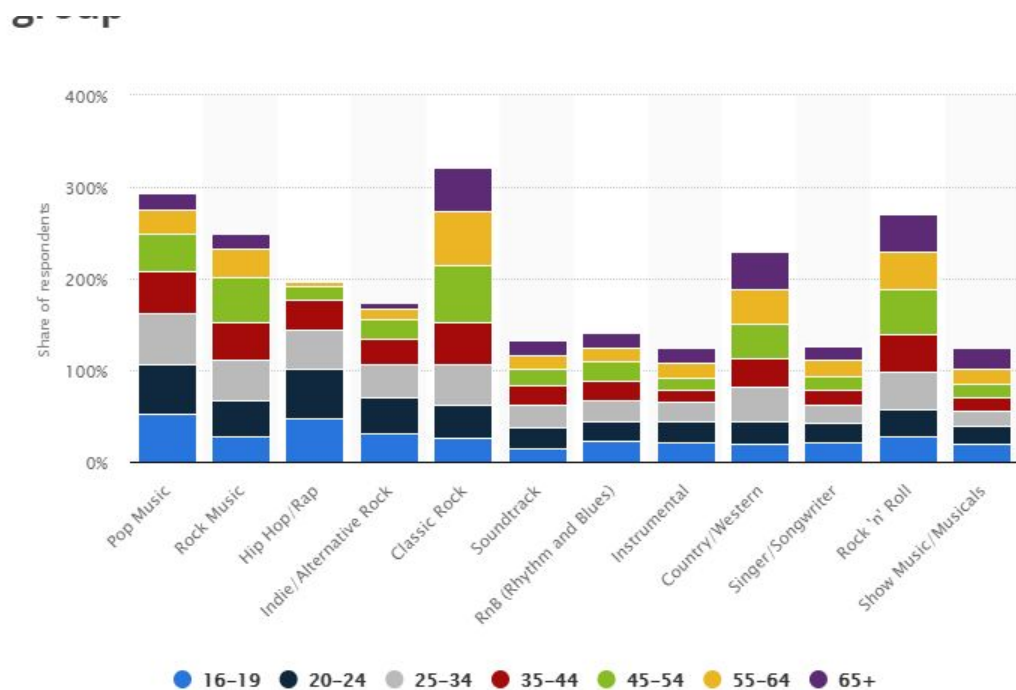
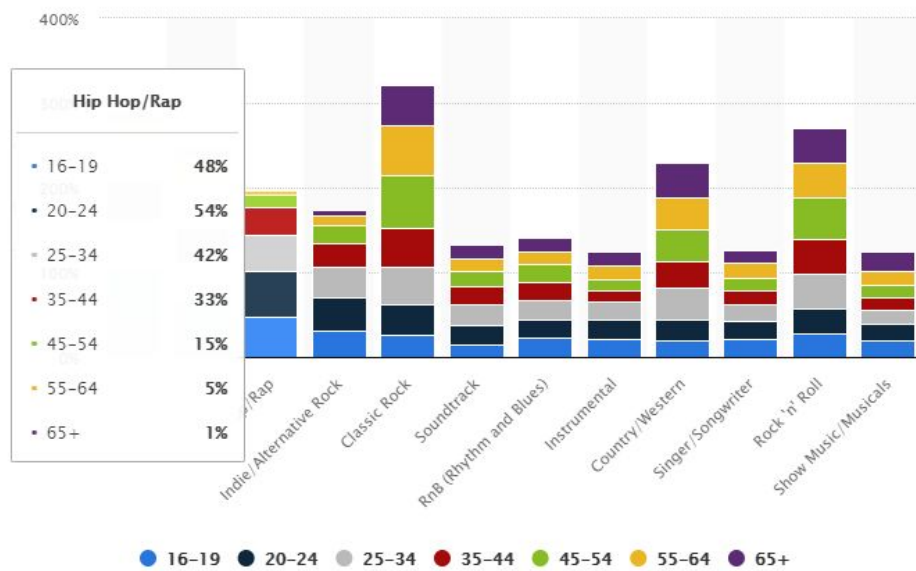
Another aim of this idea is to prove that there are little to no boundaries when it comes to transforming a plain space into a piece of art for people to enjoy. I want to prove that it doesn't have to be delicate, excentric and appeal to just the 'upper/middle class' audiences with higher end tastes in what they perceive as art and culture, but to express the side of art and culture that many shy away from or brush aside, or label as 'noise' or 'vandalism'. Opening at least one person's mind on the power and beauty of urban expression would be enough for me to label the event as a success, as long as there are no major issues during the process. Another important, less theoretical more practical objective is to ensure that after the event, the creative space is completely the same as it was before, with no damage or implications caused by the event. I also aim to make the space feel as big as possible, maybe dividing the space into more than one area to make the whole venue feel transformed rather than just decorated, if the event can achieve that escapism unorthodox feel then that is another objective achieved for me.

Some other smaller goals I aim to achieve from the event is to have at least 20 people show up and take part in the event, I'm not expecting a massive turn out because of the venue capacity and the slightly niche market, therefore I'm more focused on the impact the small event would have on the city's culture, and the impact it has on the people who are passionate about the culture or people who want to learn more about it. It would also be incredible to actually give someone inspiration from my event, if it can inspire and expand someone's mind then that's the impact im looking for, and I personally believe the room is a perfect size for colourful inspiration both with visuals and sounds. On top of that, I aim to make the event as interactive as I can, with multiple things going on in different sections so no one feels static and out of place, in our

current day an age dynamic events seem to do well and have a positive impact on the human brain so replicating this would be an important aim to achieve.

### Target Audience

This type of event does mainly appeal to anyone who was born mid to late 80s to anywhere up to late naughties, as the people born in that timeframe grew up around hip hop culture and have a good understanding of its existence, therefore I have decided that the target audience would be 16-30 year olds, as I personally know at least one person in every one of those ages who are into hip hop culture, and I think this age range would acquire the biggest mass appeal. Any younger than 16 will probably be too young to fully appreciate an event like this as modern trends change what is popular for that age, especially since the rise of other forms of rap culture such as cloud rap, drill or trap, or even other forms of music entirely. As much as I firmly believe hip hop is timeless some of it has evolved into more modern genres of rap music hence why under 16s might not be as enthusiastic over an event like this. On the same token, I feel that anyone past 30 may have been more into a previous era entirely before the birth of hip hop had an affect. However I believe people in their mid to late twenties would still love and appreciate an event like this just as much as the current youth, as individuals who grew up in the late 80s early 90s are still well within the spectrum; hip hop music was huge in their era too, especially in the early to mid 90s, my friends who are in their mid twenties would fully back this statement. (Statista,2018) backed this point with a chart showing favourite music genres in the U.S by age where hip hops age range was pretty much evenly split percentage wise between 16-19 year olds (48%) 20-24 year olds (54%) and 25 to 34 year olds (43%).



Another reason why I targeted that audience is because a large proportion of people in that age range are students, and the place where creative sound is located is not only very near the art college but it's also in a prime area for students, meaning that the location and the target audience go hand in hand.

### Creativity in event management: why is it important?

One of the most important aspects to consider when planning, designing and implementing an event like this, is to use creative thinking and think outside the box, as well as ensuring everything is time managed efficiently and the event is feasible, as creative thinking will make the event more memorable and to stand out from the other events of its type. (inntel, 2018) backs this statement by explaining that 'If you wrap the event up in a creative design theme that makes it even more memorable then you will automatically increase the ROI on the event because the effects will be ongoing – and that's even SMARTER.' the more memorable an event is the more reasons people would find to invest in the event, if the unique selling point is successful enough it can lead to better connections with equipment suppliers, bigger venues or even a pinnacle point for local journalists to write articles about, equalling to a boost in popularity/recognition.

When I think creative thinking I think colour, so an aim for my event would be for it to result in as much colour as possible, as I think that would attract more people to the event over time as they might want to be a part of what is being created. To achieve this I would want to create a setting with a cityscape at night feel, with fairy lights representing stars and window lights, preferably on the ceiling of the space to give the event goes a nice aesthetic to look up to.

### Identifying a gap in the market

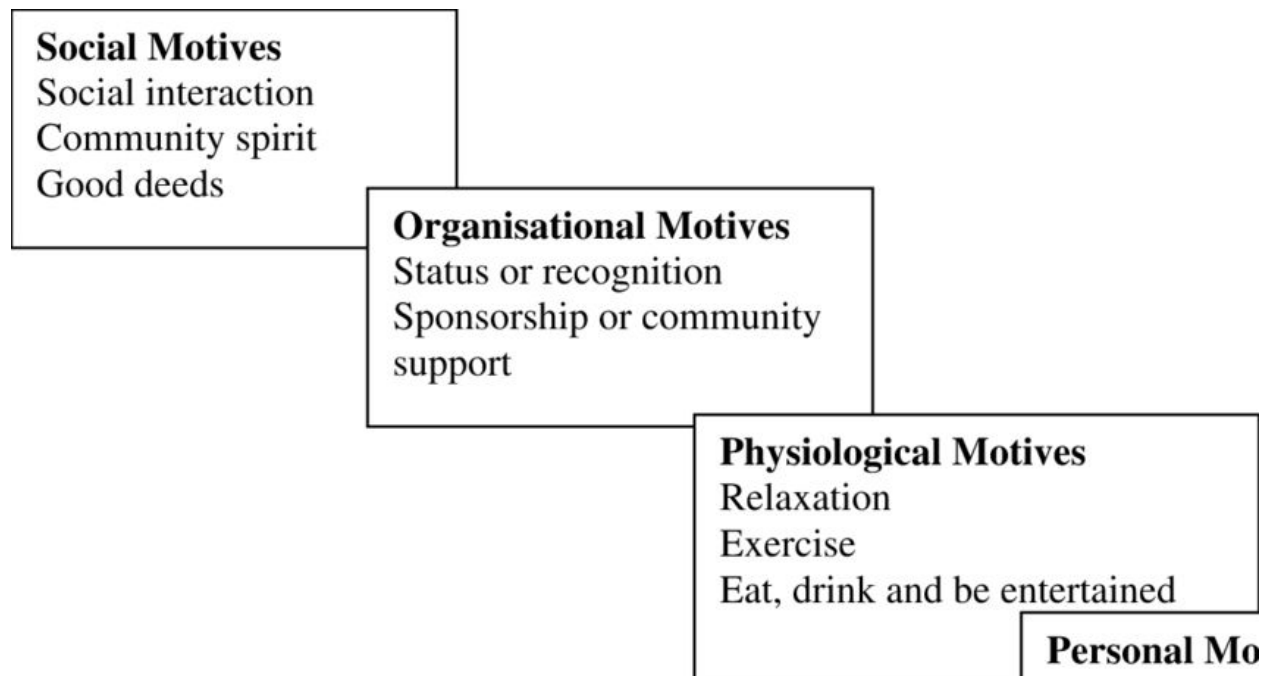
An article from (entrepreneur.com, 2018) states that the market for events management splits into two categories: corporate and social. According to the Convention Industry Council's 2012 Economic Significance Study, 1.83 million corporate/business meetings, trade shows, conventions, etc., took place in the U.S. proving that it is an ever-growing and important market of events, especially as the competition between companies and charities increases due to a demand in creative corporate events. On the other side of the spectrum, social events is just as influential of a market as corporate. Finding a gap in the social market means really ensuring that the social event is as much of a special occasion as possible, leading to some really niche markets such as personalised weddings/parties that find that balance between feeding the demand while also standing out from competitors.

Upon this knowledge I done some research on other hip hop culture based events in swansea, and identified that there is a niche gap in the market for events in swansea that cater for the music and graffiti aspect of the culture rather than only hip hop dancing events, such as a few hip hop dance groups that do events and training in the city centre (funktion events, 2019) meaning that the event idea not only finds a gap in the local market for events but also remains relevant to hip hop culture, making it the ideal event for this area due to lack of competition with still moderate interest.

### Event Motives and consumer behaviour

(Gnoth, 1997) believes that there is a distinction between event motives and event motivation, with motive referring to a generic behavioral energizer, and motivation as object specific. (xiang,lee,james, f, petrick) Upon this I identified that my motives were based on my objectives to ensure an open minded impact on the specific culture, whereas my event motivations would be to see the event turn out well numbers wise, and to ensure all the decorating goes as planned.

A good chart I found on (research, gate, 2018) clearly divides event motives into 3 sections: social motives, organisational motives, personal motives physical motives.



This information lead me to identify my different motives for running this event. The social motives being that I can encourage kids and young adults to perform graffiti in a controlled, safe environment meaning that it links to a good deed and giving something back to the community of Swansea. My organisational motives would be mainly to prove there is a market for this type of event, allowing more investment and reputation about the event and the culture it shows in general. My physiological motives would be to ensure that everyone there is entertained and show interaction for what the event is trying to showcase, alongside no health related implications to ensure a smoothly running event. My personal motives would be to prove that I can make this idea a feasible one for an event and to gain more experience in the event industry and learn new ways to improve my own event management.

### Conclusion

In this report I have explained what exactly my event idea is as well as ways it can be implemented. I have looked at the target market and explaining where the gap in the market for this event is, as well as identified the events target audience based on trends and statistics. I have gone over reasons on why the event would have a positive impact, as well as looked at some event motives and theories to help me identify what my true motives are for running this event.

### Reference list

1. Enterprise, europe, 2018, find your event planning niche, 17/03/19, <https://www.entrepreneur.com/article/233688>
2. Funktion events, 2019, hip hop dance for groups in swansea, 17/03/19, <https://www.funkionevents.co.uk/hip-hop-dance-groups-swansea>
3. Inntel, 2018, importance of creativity in events, 17/03/19, <https://www.inntel.co.uk/importance-of-creativity-in-events/>
4. Xiang robert li, james petrick, 2018, a review of festival and event motivation studies, research gate, 17/03/19, [https://www.researchgate.net/publication/250263728\\_A\\_Review\\_of\\_Festival\\_and\\_Event\\_Motivation\\_Studies](https://www.researchgate.net/publication/250263728_A_Review_of_Festival_and_Event_Motivation_Studies)
5. Research gate, 2018, motives for attending an event, francis cassidy, 17/03/19, [https://www.researchgate.net/figure/Motives-for-attending-an-event\\_fig1\\_228910157](https://www.researchgate.net/figure/Motives-for-attending-an-event_fig1_228910157)
6. Statista, 2018, favourite music genres among consumers by age group in the U.S, 17/03/19, <https://www.statista.com/statistics/253915/favorite-music-genres-in-the-us/>