LIVE EVENT



Group presentation



Student names: Mia Johnson, Scott De Lloyd, Courtney Bevington, Ethan Scriven

Student numbers: 2205387, 2203611, 2201793, 220673

Module: Live Events

Module code: BMTP5021

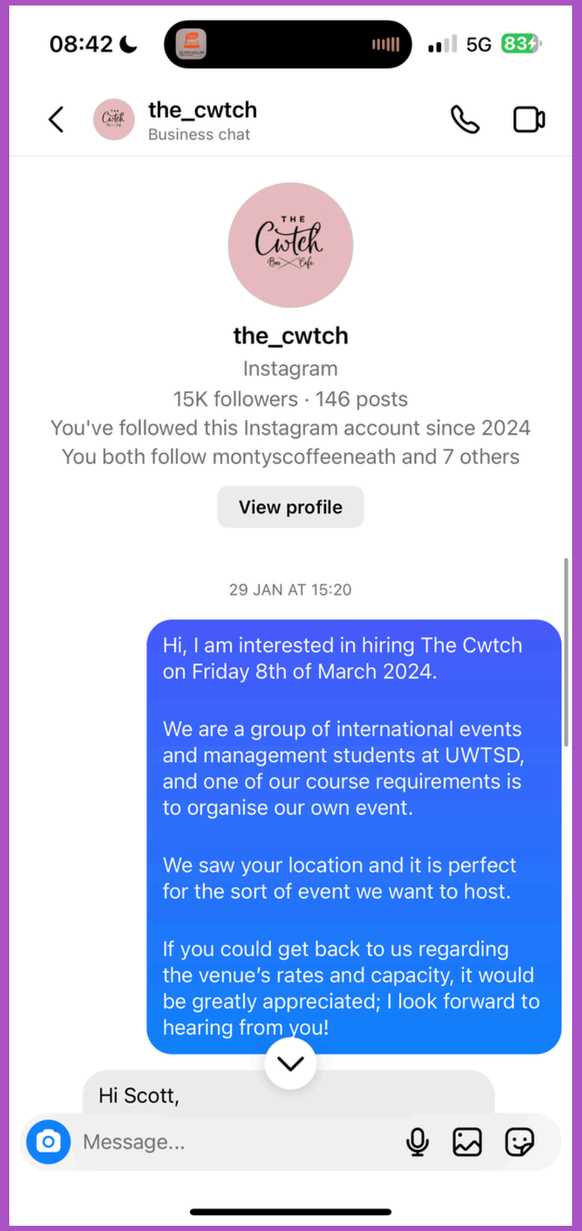
Assignment Title: Group presentation

Lecture’s name: Debbie Jenkins

Event overview

The 70s and 80s Ball on March 8th was a nostalgic blast, taking attendees on a journey back to the disco and funk era. With groovy decorations, retro outfits, and iconic music. The venue was transformed with disco balls, neon decorations.

Marketing Materials



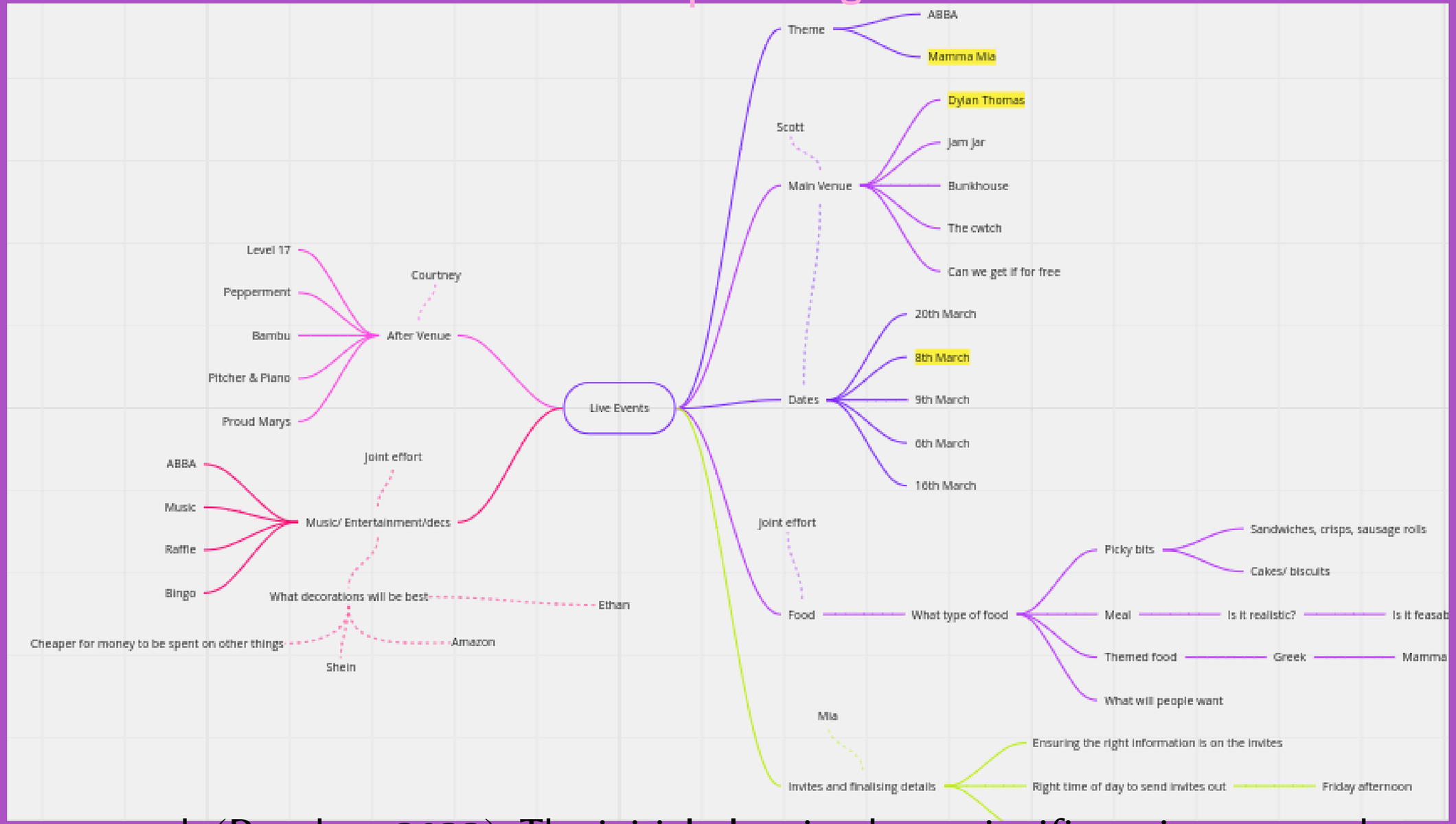








Reflection of the planning of the event



According to research (Brookes, 2022), The initial planning has a significant impact on the success or failure of your event.

Reflection of the planning of the event

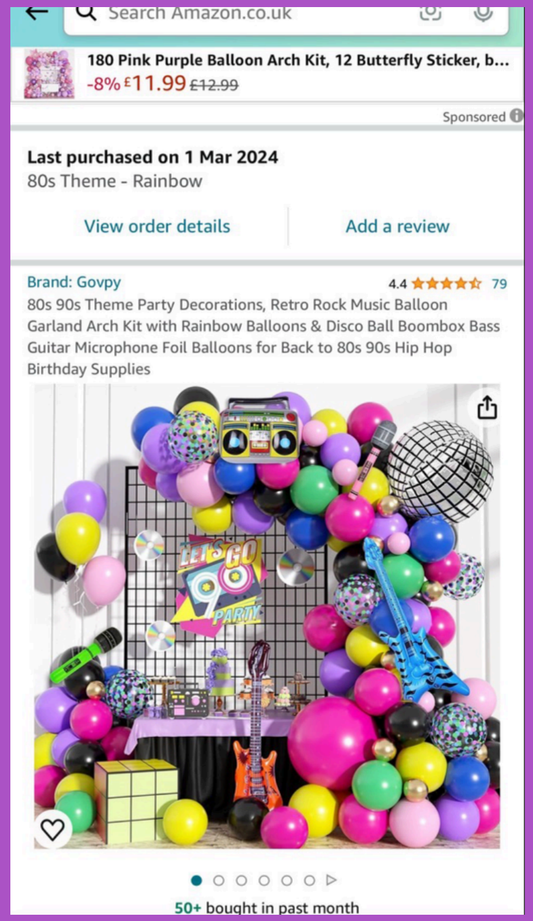


According to Mind Tools (2022), Understanding Belbin's Team Roles model can help you in resolving conflicts among teammates, recognising and appreciating everyone's contribution, and identifying possible strengths and weaknesses within your team.

Reflection of the planning of the event

- Attention To Detail

Event Venue, Decorations, Entertainment, Food Selection



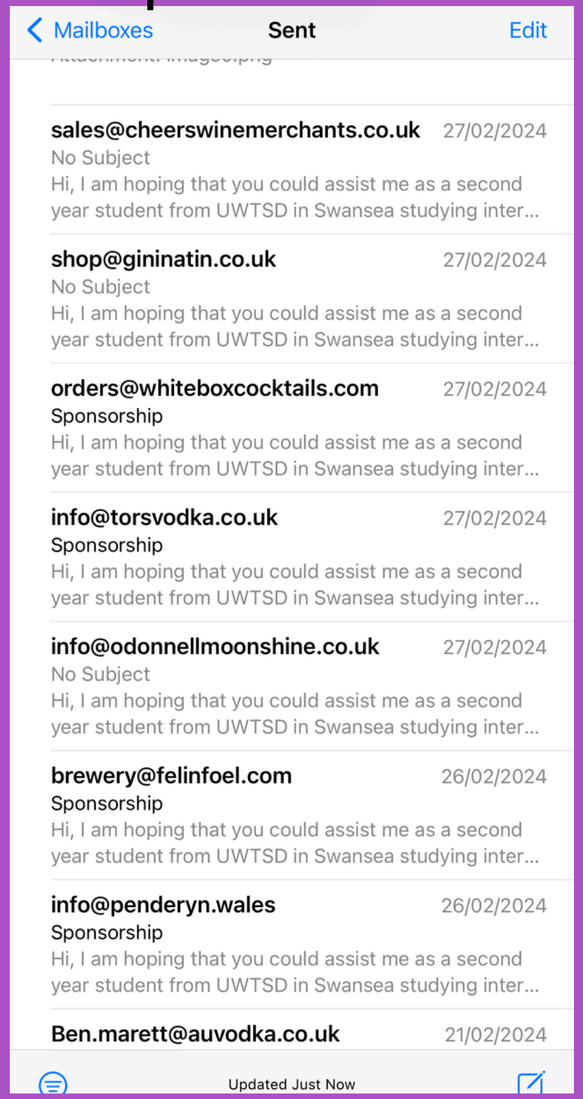
- Last Minute Challenges

Photo booth company

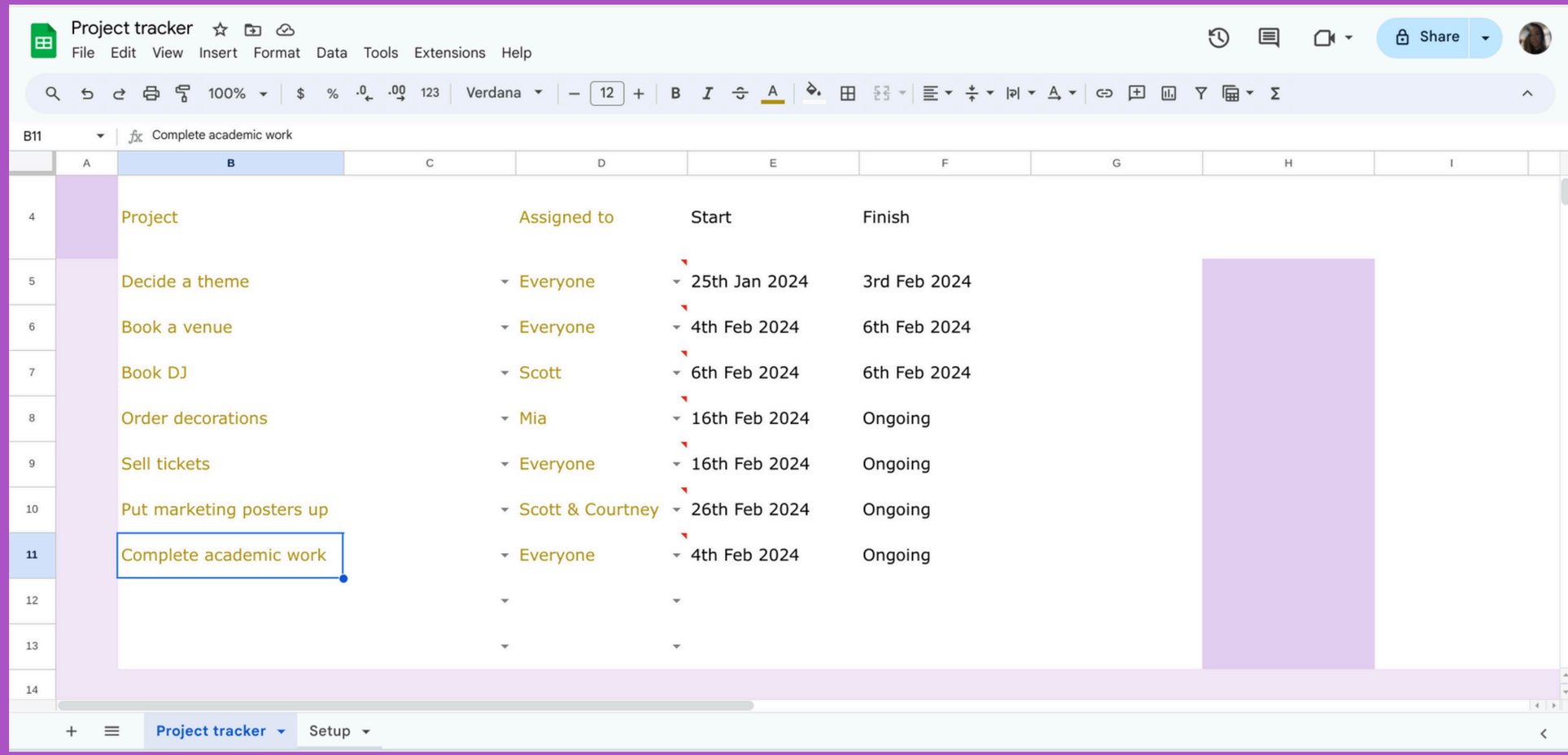


- Issues in Communication With Suppliers

Sponsorship for our event



Reflection of the planning of the event



Project	Assigned to	Start	Finish
Decide a theme	Everyone	25th Jan 2024	3rd Feb 2024
Book a venue	Everyone	4th Feb 2024	6th Feb 2024
Book DJ	Scott	6th Feb 2024	6th Feb 2024
Order decorations	Mia	16th Feb 2024	Ongoing
Sell tickets	Everyone	16th Feb 2024	Ongoing
Put marketing posters up	Scott & Courtney	26th Feb 2024	Ongoing
Complete academic work	Everyone	4th Feb 2024	Ongoing

My personal role was to create a Gantt chart and find a sponsor for our event


UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024
TikTok


UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024



UWTSD
DISCO!
MARCH
8
2024

UWTSD
DISCO!
MARCH
8
2024

Reflective analysis to the success of the event

There are roughly 5 important areas that arise from the identified constructions.

- Leadership,
- Emphasis
- Community relationships,
- Decision-making,
- Finance

Leadership received the highest grade, with the subcategories classified as independence, freedom, and culture (Ensor, J., Robertson, M. and Ali-Knight, J., 2007).

My roles for the event

- Group leader
- Timekeeper
- Project manager

It is important to have different roles in an event as it helps individuals better understand their situation, prospective career routes, and how to upskill or reskill for a different function. The communicative connection between myself, Scott, and Courtney was incredible. We had a flawless communication that lasted for weeks, with regular meet ups too. We carefully tracked developments and ensured total clarity on timeframes and occurrences.

Sponsership for the event



Having Penderyn as a sponsor opened many opportunities for not only us but for also the University. Having a sponsor for an event boost visibility, providing resources and networking avenues, and fostering mutually beneficial relationships. Penderyn was founded and organised by myself and Courtney, after much communication we secured them for our event weeks before. (Papadimitriou, D., Apostolopoulou, A. and Dounis, T., 2008)

Reflective analysis to the success of the event

Our event, a vibrant 70s 80s disco, exceeded all expectations and was met with overwhelming enthusiasm. Priced at £15 per ticket, our marketing efforts paid off as we managed to sell roughly 75 tickets, filling the venue with eager attendees ready to dance the night away. Once the music started, the atmosphere electrified as people of all ages hit the dance floor, grooving to classic tunes from the disco era. It was truly a night to remember, with memories made that would be cherished for years to come.

Feedback:

Catriona Burns said “The 70s-80s ball was brilliantly organised. The decorations were amazing, and the room was laid out way better than I was expecting. The food was a really good idea and the whole event had been very well planned. I think everyone who went had an amazing time. The only thing that most likely stopped more people from going was the price. I understand the venue and other things had to be paid for, but it may have been more popular at a lower price. Overall, I believe the event was a huge success and everyone who I spoke to there had a wonderful time”.

Grace Davis said “The 70s/80s ball was a blast! One of the best nights I’ve had. The organisers were professional and did a fantastic job with the theme of the evening. I would attend more events that they create in the future.”

Tao Jones said “Good concept of theme, good set up/ decor to fit the theme e.g. The photo wall /a good atmosphere/ fun night everyone was happy/a lot of people participated in dancing/the DJ played the right songs for the theme/good amount of seating ... things to improve the food buffet choice was limited/needed more interactive things like activities/games”.


THANK
YOU

REFERENCE LIST:

Driskell, T., Driskell, J. E., Burke, C. S., & Salas, E. (2017). Team Roles: A Review and Integration. Small Group Research, 48(4), 482-511. https://doi.org/10.1177/1046496417711529

Ensor, J., Robertson, M. and Ali-Knight, J., (2007). The dynamics of successful events–the experts' perspective. Managing leisure, 12(2-3), pp.223-235.

Papadimitriou, D., Apostolopoulou, A. and Dounis, T., (2008). Event sponsorship as a value creating strategy for brands. Journal of Product & Brand Management, 17(4), pp.212-222.

REFERENCE LIST:

Brookes, C. (2022). Event Management: Why it Is Important?. Available at: https://www.ems-events.co.uk/why-event-management-is-important#:~:text=The%20initial%20planning%20and%20requirement (Date accessed 15th April 2024).

Mind Tools (2022). Belbin's Team Roles. Available at: https://www.mindtools.com/auf866u/belbins-team-roles (Date accessed 19th April 2024).

https://www.belbin.com/resources/articles-directory/thinking-social-action