

Amina 2500

by Amina Begum

Submission date: 12-Jun-2023 06:05PM (UTC+0100)

Submission ID: 208809123

File name: 27676_Amina_Begum_Amina_2500_500418_1820408629.pdf (2.76M)

Word count: 2539

Character count: 14477

Planning and Delivering an International Meeting

Report:



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12th June 2023
Report -

STATEMENT OF AUTHENTICITY

I have read the University Regulations relating to plagiarism and certify that this is all my own work and does not contain any unacknowledged work from any other sources.

AMINA BEGUM

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Introduction

The MICE industry summer wedding expo event brings together engaged couples, vendors, and industry professionals to showcase wedding-related products and services. Strategic considerations must be taken in different elements of the event management process in order to properly organise and deliver this event. The theory and practical issues surrounding the event cycle, event concept, aim, and objectives, event operations, event budget, and market trends or cultural considerations are all critically assessed in this research. (Tinnish and Mangal, 2012)

A summer wedding expo event for the MICE business demands strategic planning in many different areas of event management. It is imperative to address the event cycle, event concept, goal and objectives, event operations, event budget, and industry trends or cultural factors. Event organisers can improve the effectiveness and impact of the wedding expo by thoroughly analysing the theory and practical concerns related to these elements. The MICE industry summer wedding expo has the potential to be a memorable and beneficial event for engaged couples and the hospitality industry with careful preparation, excellent execution, and consideration of industry trends and cultural aspects. (Wood and Brotherton, 2008, pp.96–154)

The Event Cycle

Pre-event, event implementation, and post-event are the three main parts of the event cycle. A lot of planning and research must be done in the lead-up to the event. This entails figuring out who the target market is, doing market research, and picking the right vendors. Executing the event plan, coordinating logistics, and creating a flawless experience for participants are all part of the event execution process. In the post-event phase, attention is given to evaluation and follow-up activities like feedback collection, event metrics analysis, and maintaining connections with vendors and attendees.

1. Pre-Event Phase

During the pre-event phase, it is absolutely necessary to carry out a situational analysis in order to gain an understanding of the various aspects of the market, including the target market, demand, supply, and competition. The results of this investigation help to identify potential opportunities as well as challenges. The investigation of operational elements, such as the

availability of the venue, the necessary skills, and the available resources, makes the event planning process more efficient. (Walter Leal Filho et al., 2021, pp.233–260)

Event Implementation Phase

In order to move forward with the event implementation phase, I will need an enticing event concept that takes into account the preferences and expectations of the target audience. The concept of the event ought to incorporate not only the specific activities but also the overall atmosphere of the wedding expo. The process of event planning is directed by a concise aim and objectives statement, which also acts as a yardstick to measure success.



Post-Event Phase

After the event has taken place, it is time to evaluate how well it went and identify any weak spots that may need to be addressed in the future. Collecting participant input, whether through surveys or focus groups, can give insightful information that can be used for planning future events. Examining the event's metrics—such as the number of attendees, the participation of vendors, and the amount of money it brought in—is one way to evaluate the event's financial performance. (Wood, 2013, pp.156–230)



2. The event concept

Summer wedding expo will capture the spirit of summer for the MICE business and give visitors an engaging experience. The atmosphere can be improved by incorporating seasonal aspects like outdoor settings, brilliant colours, and revitalising themes. To make sure the event concept appeals to the target audience, consideration will be made to their preferences, such as whether they prefer modern or traditional wedding styles. I will select a distinctive and alluring theme for the event that fits with the summertime and the tastes of our intended audience. A few intriguing theme ideas include "Tropical Paradise," "Boho Chic," or "Seaside Romance." The choice of decorations, colours, and general aesthetics will be influenced by this theme, which will establish the mood and develop a unified visual identity for our wedding expo.

I will carefully evaluate the visual components that will complement the event concept and give our attendees an immersive experience when it comes to decor and design. I will personally



choose the right accents, floral designs, lighting, and signage to match the desired concept. The event will become visually attractive by using summer-inspired features like beach motifs, brilliant colours, or natural textures.



I will make sure that our wedding expo provides a variety of interactive and interesting options for our participants in terms of activities and experiences. The programme will include live demonstrations, workshops, panel discussions, and fashion exhibits showcasing the most recent wedding trends. I'll also include activities that let the participants get involved directly, like DIY workshops or tasting sessions. These activities will not only be beneficial but also give everyone engaged a unique experience. I intend to produce a wedding expo that is distinctive, interesting, and catered to the preferences of our target audience by personally curating the theme, decorations, and activities. This hands-on approach makes sure that every element of the event matches my vision and assures that everyone who attends will have an amazing time.

3. Aim and Objectives of the Event

The purpose of my MICE industry's summer wedding expo is to develop a remarkable venue where engaged couples can look over a variety of wedding-related goods and services, get in touch with dependable vendors, and find inspiration for absolutely spectacular summer weddings. I wish this occasion to become the premier stop for couples looking for whatever they require to create their ideal summer wedding.



My goals are precise in order to accomplish this goal. First and foremost, I want to draw a wide variety of suppliers that provide top-notch goods and services. I want to make sure that attendees have access to a variety of options and may discover the ideal fit for their individual wedding vision by selecting a carefully chosen mix of providers. This variety will produce a dynamic and lively market that can accommodate varied styles, themes, and price ranges.

Facilitating meaningful relationships between vendors and guests is another important goal. I want to foster an environment where couples can speak with merchants face-to-face, ask them questions, and experience firsthand what they have to offer. Couples will be able to take well-informed decisions and establish relationships with suppliers who can realise their wedding

fantasies. I want to help couples have a more joyful, effective, and stress-free wedding planning experience by encouraging these interpersonal relationships.

Another crucial goal for the success and sustainability of the wedding expo is money generation. I intend to accomplish this by combining exhibitor fees with ticket sales. While the exhibitor fees will help defray the costs related to planning and executing the wedding expo, ticket sales will give spectators access to the event and all the useful resources offered. I want to establish a financially successful event that may eventually continue to benefit engaged couples and vendors by properly handling the financial aspects.



Creating a complete platform that meets the interests and preferences of engaged couples is the overall goal of the MICE industry summer wedding expo. I am convinced that the event will be a smashing success and give participants an excellent wedding planning experience by luring different vendors, fostering meaningful relationships, and assuring financial sustainability.

4. Event Operations

For the execution of my wedding expo to be successful, effective event operations are crucial. As the event planner, I am aware of the need of choosing a location that can hold the expected number of vendors and attendees. I will carefully consider and choose a location that not only complements the event's theme and concept but also has the room and amenities to meet the needs of our attendees.



The selected location should offer appropriate exhibition areas to accommodate the many vendors, ensuring they have enough space to display their goods and services. It should also provide well-equipped meeting spaces so that vendors may have fruitful conversations with potential customers. Also on my list of amenities are places for participants to rest and refuel during the event, catering services, and restrooms. All of these elements help to create a welcoming environment for all participants.



Another crucial component of event operations is the control of logistics. I will carefully arrange and organise sellers' transportation choices so they can set up their booths and carry their goods

without difficulty. To make the arrival and departure procedure as seamless as possible, adequate parking arrangements for vendors and participants will be taken into account.

For the event to go smoothly and for everyone to have a good time, crowd control is essential. In order to build efficient crowd control measures, including clearly delineated walkways, signage, and designated places for particular activities, I will carefully collaborate with venue workers and security professionals. By taking these steps, you can reduce traffic and make sure that visitors can simply go about the event area. I want to provide a planned and flawless wedding expo experience by giving priority to effective event operations, such as venue selection, logistics management, and crowd control. This focus on detail will help ensure that both merchants and attendees have a positive overall experience.

5. Event Budget

The wedding expo's planning and execution heavily depend on the event budget. It is vital to list every cost associated with the project, including venue rental, marketing and promotion costs, labour costs, décor costs, equipment rentals, and any other services needed. To ascertain the expected revenues from ticket sales, sponsorships, and exhibitor fees, a thorough financial study should be done. The event can attain financial viability and sustainability by carefully controlling the budget and maintaining a balance between costs and earnings.

A thorough financial analysis is the first stage in controlling the event budget. The anticipated earnings from various sources, including ticket sales, sponsorships, and exhibitor fees, will be thoroughly examined by me. I can create a realistic budget that accounts for the essential expenses while ensuring financial viability and sustainability by precisely predicting the future income.

I will haggle with vendors and suppliers in order to secure advantageous deals and bring down the overall costs of the wedding expo while keeping the quality of the event and the overall experience consistent. I will also pay particular attention to the measures for cost management, ensuring that the amount spent is in accordance with the budgeted amount and keeping an eye out for any potential deviations from the plan.

During both the period of planning and the phase of delivery, I will keep a record of all financial transactions that is both complete and transparent. This will give me the ability to keep track of the expenditure, monitor the financial state of the event, and make any necessary adjustments to create a budget that is balanced.

6. Industry Trends or Cultural Considerations

I understand how crucial it is to stay current with market trends as the wedding expo's coordinator in order to make sure the event is a success. To give guests an engaging and current experience, it's crucial to stay up to date on the newest wedding themes, fashion, and technological trends. In order to stay current with the newest trends, I will proactively research and follow industry magazines, websites, and social media platforms. I will also go to pertinent industry events.

By keeping up with the latest trends in wedding themes, I will be able to design a function that is congruent with the interests and goals that engaged couples currently have. I will work hard to develop a wedding expo that is both enticing and on-trend, whether it means using current motifs such as "boho chic" or "industrial elegance" or investigating novel and forward-thinking ideas.

I am able to showcase the most on-trend bridal and groom attire, as well as accessories and outfits for the wedding party thanks to the most recent fashion trends. At weddings, attire is one of the most important aspects. By collaborating with well-known fashion designers or developing relationships with bridal businesses, I am able to put on fashion shows or exhibits that highlight the most recent trends in wedding attire. This will motivate visitors and assist them in visualising how they would like to look on their wedding day.

Technology development is essential to the wedding industry. I'll look into incorporating new technologies like interactive wedding planning apps, virtual reality tours of wedding venues, and live streaming of demos and workshops. I can improve visitors' overall experiences and provide them one-of-a-kind, interactive opportunities to interact with vendors and learn more about wedding-related services by embracing these technologies.

When organising the wedding expo, cultural considerations are just as important as industry trends. I will ensure diversity and representation of other cultures and customs by taking into account the target audience's varied origins and interests. Understanding the cultural relevance of particular wedding rites or traditions can help me choose providers that can provide services that are appropriate for my culture and specific cultural preferences. By honouring their cultural heritage and offering them options that fit with their particular histories, this strategy will give participants a rich and inclusive experience.

Conclusion

This report has provided an overview of the strategic planning and delivery aspects for a summer wedding expo event that is hosted by the MICE industry. Event planners are able to assure the success and efficiency of the wedding expo by conducting an analysis of the conceptual and operational challenges connected to the event cycle, the event concept, the aim and objectives, the event operations, the event budget, as well as any industry trends or cultural factors. The event has the potential to offer a memorable experience for those who attend as well as deliver great results for all of the stakeholders involved if extensive research, smart decision-making, and careful attention to detail are applied.

References

- ¹ Tinnish, S.M. and Mangal, S.M. (2012) 'Sustainable Event Marketing in the MICE Industry: A Theoretical Framework'. *Journal of Convention & Event Tourism* 13(4), pp. 227–249. doi: <https://doi.org/10.1080/15470148.2012.731850>.
- ³ Walter Leal Filho, Krasnov, E.V. and Gaeva, D.V. (2021) *Innovations and Traditions for Sustainable Development*. Cham: Springer International Publishing Ag., pp. 233–260.
- ² Wood, R.C. (2013) *Key concepts in hospitality management*. Los Angeles: Sage., pp. 156–230.

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FINAL GRADE

46 / 100

GENERAL COMMENTS

Instructor

**Thank you for your submission,
please see feedback below:**

With regards to your reference list you have not met the minimum referencing requirement of 20 references, there were only 3 in the reference list. It has been made clear that you have detailed a specific event. You were tasked to include the event cycle which has been achieved, just needed to be applied to your event. The event concept was unclear, at this stage it should be decided, and implemented. You have provided discussion about the aims and objectives of the event, however the objectives were very general and should have been SMART. Your operations discussion have highlighted some of the requirements of the event. The event budget was not included. Culture and Industry trends have not been discussed briefly. Consideration has been given to the professional structure with your report, it has been laid out well, however lacks detail. For further guidance, please follow the feedback within your report. The lack of references suggests little to no research which, unfortunately was clear in the report and the lack of critical discussion in areas. The wedding expo was a great idea and this could have worked well. Please consult study skills for support with writing assignments

1. **Research-informed Literature 4/25**

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental

and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the UWTSD Harvard referencing system.

Specific to this assignment:

You should show a wide level of reading from a variety of sources- a minimum of 20 – to include credible industry sources, academic journals and academic based websites. You must reference academic sources for theory.

**2.
Knowledge and
Understanding of Subject 12/25**

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information, and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and

understanding; ideally each should be complete and detailed, with comprehensive coverage.

Specific to this assignment:

Clear knowledge of event planning functions, and contingency should be demonstrated.

-

**3.
Analysis 9/15**

Your work must contain evidence of logical, analytical thinking, evaluation, and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! But also justifying: Why? How? When? Who? Where? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

Specific to this assignment:

The report should clearly analyse the planning information for the chosen hospitality event. Each aspect of event planning should therefore be justified with detail establishing why and how certain activities have been planned for.

4.
Practical
application and deployment 12/20

You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, some of which may be innovative and creative. This is likely to involve, for instance, the use of real-world examples and cases, the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

***Specific to
this assignment:***

Practical skills will be evidenced in your event planning report. You should deploy your chosen examples and wider reading to illustrate the points you make.

5.
Skills
for professional practice 9/15

Your work must provide evidence of the attributes expected in professional practice. This includes demonstrating your individual initiative and/or collaborative working. You must communicate effectively in a suitable format, which may be written and/or oral, for example, essay, management report, presentation. Work should be coherent and well-structured in presentation and organisation.

Specific to this assignment:

The accurate presentation of the event planning report is crucial. This is a skill the student should have developed to produce

a report with attention to detail and clear structure and language.

You should write the report in a recognised format. All writing should be academic style, formal, focused, concise and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced.

Second marker: LB

PAGE 1



Comment 1

Lecturer name required

PAGE 2

PAGE 3



Comment 2

clear good

PAGE 4



Comment 3

Meeting venue is required



Comment 4

Good, defined before applying



Comment 5

well done

PAGE 5



Comment 6

This should be applied to your event



Comment 7

How would this data be collected? What type of data? This is critical for future events



Comment 8

Theme and concept should already be confirmed

PAGE 6



Comment 9

Should be third person



Comment 10

third person required

PAGE 7



Comment 11

The objectives should be SMART



Comment 12

Location should have been confirmed at the feasibility stage, this is now about planning and implementing



Comment 13

references?

PAGE 8

PAGE 9

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PAGE 11
