

Planning and Delivering

by Denisa Bildan

Submission date: 31-May-2023 01:29PM (UTC+0100)

Submission ID: 208013659

File name: 29758_Denisa_Bildan_Planning_and_Delivering_500418_1837488437.docx (60.91K)

Word count: 2756

Character count: 14662

Report
on
1 Planning and Delivering an Event-the Theory and
Practical Consideration

Student name: Denisa Bildan (1913826)

Module Title: International Meetings Management BMIH6007

Lecturers Name: Lisa Bassler

Table of Contents

Introduction	3
Main Body	3
The Event Cycle	3
Event Concept	4
¹ Aim and Objectives of the Event	5
Event Operations	5
Event Budget	7
Industry Trends and cultural considerations for Event	8
Conclusion	10
References	10

Introduction

Planning and delivering an event are not easy task as it requires several things to find out and analyze before finalizing an event. Not only the organizer but also the other team members of any event have to give focus on the event life cycle and list down the costs and budget required to deliver the event. However, the event that has been proposed in Assignment 1 is Global Agritech Meetup. Throughout this report, other details of this event like the event cycle, event concept, aims, event budget, and cultural considerations will be discussed.

Main Body

The explanation of the event cycle is clear and concise, providing a good understanding of the different stages involved in planning and executing an event. However, it would have been beneficial to expand on each stage of the event cycle to provide more depth and insight. This could include examples, case studies, or real-life scenarios to help the reader grasp the practical application of each stage.

Before delivering an event the organizer and planner of that event have to find out different things like the Event Cycle, the concept of the event and why is it important, the budget of the event, operations, and many other things (Bladen et al., 2022). All of these will be described in this part.

The Event Cycle

The event Cycle refers to a series of activities or tasks that will be occurred part by part from the beginning of any event to the execution of it. The event cycle is divided into three parts initially. Those are as follows:

- Pre-Event Cycle
- Event Execution Cycle
- Post Event Cycle

Pre-Event Cycle: During the pre-event period of this Global Agritech Meetup, we will be working on a number of different problems. For instance, the planning of the event, the creation of a general draught for it, and the creation of a budget that may be required to carry out the event are all examples of such tasks. Promotion of the event, sale of tickets and registration, management of funds, and solicitation of sponsorship are also going to be a part of it. In addition to this, the management needs to locate logistical assistance and concentrate on human resources and volunteers (Cooper et al., 2021).

Event Execution Cycle: This cycle works for the execution of the event and looks out whether all the things are in the right order or not. This stage works for setup which means arranging the space for the event, equipment installing, making desks for registration, and so on. This cycle also works

for welcoming and showing the seats of each participant. The major task of this cycle is to implement the event and focus on the activities of the event topic (Jordan et al., 2019). It also keeps an eye on the hospitality of the participants and tries to solve any issues during the event quickly. The proposed event will also go through this cycle.

Post-Event Cycle: The post-event cycle is also very essential since it provides information that helps determine whether or not the event was successful. Another task that needs to be completed during this cycle is collecting input from the participants by handing out feedback forms to them. During this stage, the financial aspects are also resolved, including working on bills, calculating overall expenses, determining revenue, and other similar tasks. In addition, during this stage, follow-up communication is established with the presenters, business partners, and sponsors (Carter, 2007). After some time has passed, it also compiles a report to store the information by gathering videos, photographs, and statistics pertaining to the incident. Throughout the course of the report, it also discovers the errors that occurred throughout the event and makes an effort to make a note of them so that they can be avoided during any future events.

Event Concept

The event known as the "Global Agritech Meetup" has been proposed for implementation in A1. According to Jordan et al. (2019), the purpose of this event is to provide a forum in which farmers, investors, startup firms, policymakers, researchers, and other interested parties can debate the most recent technological developments and industrial trends applicable to the agricultural sector. Around the world, the agricultural business plays a significant part in maintaining food security, economic growth, commerce, food and nutrition, environmental safety, and a variety of other important goals and objectives. Agriculture is the primary source of income for rural residents and the primary means by which they support their family in the majority of countries. Because of the many advancements in technology that have taken place over the course of time, the agricultural industry has been able to work with more efficiency while expending less energy physically. There are a large number of tech-based businesses as well as startup enterprises working on this agritech. It is of the utmost importance that people from various countries engaged in agriculture have a greater understanding of agritech, or agricultural technology, which will make their work simpler, as well as what they are capable of achieving by embracing new technologies (Getz, 2022). This event has been created so that participants from many nations can exchange their expertise and

Your event concept demonstrates a strong focus on creating a global platform for Agritech enthusiasts, fostering networking and collaboration opportunities among industry professionals worldwide

experiences with one another and learn more about the technology that will be utilised in the agricultural sector. Taking all of these factors into consideration, the event has been planned.

Aim and Objectives of the Event

This event aims to promote innovation, knowledge, cooperation, and exchange of knowledge related to agricultural technology by bringing different participants around the world. Objectives of this event are as follows:

- To give focus on networking and worldwide communication for agritech.
- To foster innovation and make the investors interested in agritech companies.
- To discuss policy related to agricultural technology and gain the attention of policymakers for changing any policy that will be good for this sector (Bladen et al., 2022).
- To give focus on international collaboration to share knowledge and expertise.

Event Operations

The section on event operations covers important aspects such as venue selection, ticket sales, schedule management, sponsorship, marketing, IT support, hospitality services, and human resources. However, each aspect could have been further expanded with practical examples, but several activities to perform before executing an event. These following could provide more valuable insights for readers.

Event operations include several activities to perform before executing an event. The following event also will perform some basic operations before the event and those are described below:

Venue selection: As the event is a global event so, different participants from different countries will be there. Considering all of these primarily three venue which has a huge capacity for people has been proposed in A1. Depending on the amount of ticket sales one of the venues will be selected finally (Rintoul et al., 2021). However, the three best venues have been proposed which are ExCel London, The O2 Arena, and The SSE Arena. The event will take place in September 2023 and before that venue will be finalized and booked.

Ticket sales: The event will find out different ways to sell tickets. Both online and offline ways of buying tickets will be available. Participants from other countries will be able to buy tickets online and make payments in the given process. On the other hand, people who are in the UK will be able to purchase tickets offline. However, there will be volunteers and a given number that can be used by the participants to know more about it (Kodas, 2021). Ticket prices will be the same for all participants and it will be kept in affordability.

Schedule and program management: A detailed program plan will be prepared for this event by the organizer. That will describe the program schedule, keynote speakers, presentation, panel

discussion, networking session, questions and answers session, and refreshment time. All of these will be displayed at the door of the venue so that participants get an idea about the time of different sessions.

Event Timeline: The event will take place in the UK on September 5th, 2023. The event will start at 10 am and end at 4 pm. The other details are given below:

Time	Activities 1
10.00 am	Welcoming the participants.
10.30 am	Introductory session
11.00 am- 12.00 am	Session 1: Speakers' discussion
12.00 am -1.00 pm	Session 2: Panel discussion
1.00 pm-1.30 pm	Lunch break
1.30 pm – 2.30 pm	Session 3: Participants' discussion
2.30 pm – 2.45 pm	Session 4: Discussion of upcoming agritech
2.45 pm – 3.15 pm	Session 5: Feedback collection
3.15 pm- 3.30 pm	Snacks break
3.30 pm- 4.00 pm	Closing and ending discussion.

Sponsorship: The event will seek sponsorship from various entities, including but not limited to startup firms, investors, agritech companies, government organisations, and other similar entities. During the process of soliciting sponsorship, the team in charge of the event will detail the goals of the gathering as well as the ways in which the potential sponsors can benefit from their participation (Muller, 2018). The event's sponsor will also be given the opportunity to demonstrate their goods and services, which may pique the interest of the attendees in learning more.

Marketing and promotion: The purpose of this event is to advertise and promote the programme in order to attract a greater number of people to participate in this worldwide meetup event. The information about this event will be disseminated all over the world by means of advertisements in print publications, billboards, and online and digital media.

IT support: It is imperative that technology be utilised to ensure the success of the event. It is extremely important to make advantage of screening equipment, projectors, microphones, laptop

computers, and sound systems (Maguire, 2021). The venue will be used to finalise all of this, and in the event that the venue does not have all of the necessary resources, we will take care of managing alternative support systems.

Hospitality Service: A reputable catering company that is an expert in preparing the food of a variety of countries will be chosen to provide the hospitality services. Due to the fact that this is a gathering of people from all over the world, there will be no modifications made to the menu in order to accommodate their dietary preferences.

Human resources and volunteers: According to Sharifi et al.'s research from 2020, the planning and execution of an event will go more smoothly if there is a strong team there to help with the preparations. A strong team can be assembled by bringing on members who are professionals in various aspects of event organisation, such as managing the work of participants, calculating financial needs, and providing support for the entire duration of the event. In addition to this, a number of skilled volunteers who have previous experience working in similar settings will be recruited (Kodas, 2021). The success of the event will be dependent on the contribution of human resources as well as volunteers.

Event Budget

Estimating the amount for each set of tasks is required for any successful event. An event budget helps to find out the areas to consider and fix a budget for that specific area. However, an estimated event budget for the proposed event is described below:

Event cost

Activities	Amount
Venue rent for a daylong event	£50,000
Marketing and promotion	£80,000
Equipment and technology	£40,000
Catering and hospitality	£1,00,000
Event management HR team and Volunteer	£80,000
Speaker's fee	£50,000
Security fees	£40,000

Other miscellaneous cost	£40,000
Total	£516000

Funding sources and estimated amount

Sources	Amount
Sponsorship	£30000
Ticket sales (£50* estimated 5000 participants)	£250000
Registration fees (£ 80* estimated 5000 participants)	£4,00,000
Crowdfunding	£30,000
Govt grants	£50,000
Donations	£25,000
Total	7,85,000

The funding amount may vary more or less as it is an assumption. However, if the funding remains lower or higher than the estimated ones then there is a chance of making some revenue from this event. On the other hand, if the number of participants increases than the estimated number then some costs may rise and it may affect the revenue.

Industry trends and cultural considerations for the event

The event industry around the world was going well before the pandemic hit. During the year 2020, the market value of the global event industry was eight hundred eighty-seven billion dollars and it is estimated that within the year 2028, it will reach two thousand one hundred ninety-four billion dollars (Lopez, 2023).

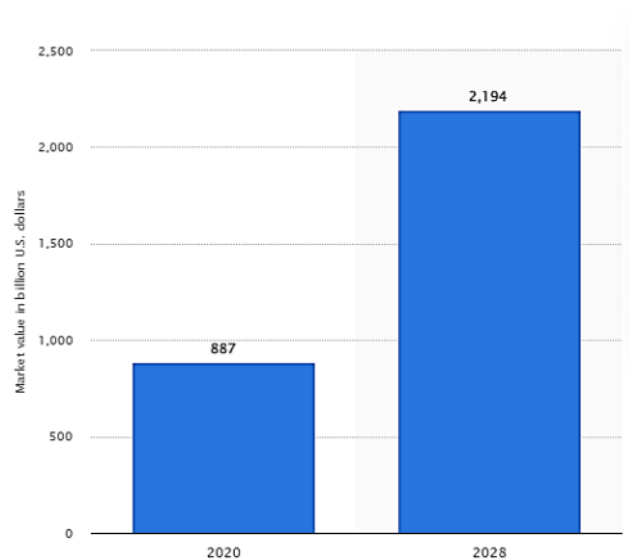


Figure 1: Market Value of the event industry around the world (Lopez, 2023).

The epidemic then struck this sector, which caused the cancellation of in-person gatherings and events for an extended period of time. People began participating in virtual meetings and events, but many of them had difficulties since they were unfamiliar with utilising the most recent technologies for virtual events (Tsai et al., 2020). The circumstance, on the other hand, is shifting, and the desire for participants is also growing on a day-to-day basis. The event sector has recently seen an uptick in hybrid events, data-driven meetups, customised itineraries, diverse participant groups, hybrid events, and virtual events, among other developments. On the other hand, cultural concerns are something that are included into the event business. These cultural considerations are cultural distinctions that participants have, which means that things that might be lawful in some nations might be illegal in others (Rogers et al., 2022). Differences in communication and language among the participants, religious thought, and dietary concerns due to the fact that eating habits vary from country to country and that local customs also vary from country to country. The event industry encompasses all of these aspects during the process of preparing and carrying out an event.

The conclusion effectively summarizes the key points discussed in the report.

Conclusion

The outcomes of many different factors will determine whether or not an event is successful. One of those aspects that can determine whether an event is a success or a failure is the planning of the event. The more specifics that are included in the planning of the event, the simpler it is for everyone to gauge how successful the event will be. Nevertheless, the event's operation and finance are essential components as well. According to Wolf et al. (2005), event operations provide assistance in the process of making arrangements for auxiliary activities such as the selection of a location, the establishment of ticket prices, the recruitment of volunteers, the development of teams, the administration of sponsors, and the arrangement of technology support. On the other hand, the budget for the event is the thing that will be of the greatest use. It is helpful to establish a prediction of revenue from the event while also making an estimate of the costs and making a strategy for all of the costs. However, the event cycle is another factor that needs to be taken into consideration, and all of the work needs to be carried out in accordance with that cycle. Nevertheless, the purpose of this report was to supply the required information for the event that was planned, and one can only hope that it will be successful.



References



1. AlWaer, H., Rintoul, S. and Cooper, I., 2021. Design-led events in collaborative planning: improving post-event planning and delivery. *Archnet-IJAR: International Journal of Architectural Research*.
2. Berridge, G., 2020. Designing event experiences. In *The Routledge Handbook of Events* (pp. 378-395), Routledge.
3. Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2022. *Events management: An introduction*. Taylor & Francis.
4. Carter, L., 2007. *Event planning*. AuthorHouse.
5. Getz, D., 2022. Event studies. In *Encyclopedia of Tourism Management and Marketing* (pp. 156-158). Edward Elgar Publishing.
6. Jordan, T., Gibson, F., Stinnett, B., and Howard, D., 2019. Stakeholder engagement in the event
7. Kodaş, B., 2021. Web Revolution and Events: Development and Progress. In *Impact of ICTs on Event Management and Marketing* (pp. 18-32). IGI Global.

8. López, A.M. 2023. *Global event industry's market size 2028*, Statista. Available at: <https://www.statista.com/statistics/694876/event-industry-market-size-worldwide/#:~:text=The%20global%20event%20industry%20was,forecast%20published%20in%20early%202022>. (Accessed: 24 May 2023).
9. Maguire, K., 2021. An examination of the level of local authority sustainable planning for event management. *Handbook of e-Tourism*, pp.1-22. management: a case study of Ireland. *Journal of Sustainable Tourism*, 29(11-12), pp.1850-1874.
10. Müller, M., 2018. What makes an event a mega-event? Definitions and sizes. In *Leveraging Mega-Event Legacies* (pp. 13-28). Routledge. planning: A case study of one rural community's process. *Event management*, 23(1), pp.61-74.
11. Rogers, T. and Wynn-Moylan, P., 2022. *Conferences and conventions: A global industry*. Routledge.
12. Sharifi, A. and Khavarian-Garmsir, A.R., 2020. The COVID-19 pandemic: Impacts on cities and major lessons for urban planning, design, and management. *Science of the total environment*, 749, p.142391.
13. Van Winkle, C. and Bueddefeld, J., 2020. Information and communication technology in the event
14. Wolf, P., Wolf, J. and Levine, D., 2005. Event planning made easy. *New York: McGraw-Hill. Liite*, 1(1), p.3.
15. Ye, Y., Su, C.H., Tsai, C.H. and Hung, J.L., 2020, October. Motivators of attendance at eco-friendly events. In *Journal of Convention & Event Tourism* (Vol. 21, No. 5, pp. 417-437). Routledge.

Planning and Delivering

ORIGINALITY REPORT

16%

SIMILARITY INDEX

11%

INTERNET SOURCES

3%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to University of Wales, Lampeter

Student Paper

7%

2

Submitted to University of Sunderland

Student Paper

2%

3

Submitted to University of Suffolk

Student Paper

1%

4

Submitted to University of East London

Student Paper

1%

5

ourarchive.otago.ac.nz

Internet Source

1%

6

digitalcommons.usf.edu

Internet Source

1%

7

www.hudson.org

Internet Source

1%

8

lumicks.com

Internet Source

1%

9

www.theseus.fi

Internet Source

<1%

10	cdn.cseindia.org	<1 %
----	------------------	------

Internet Source

11	scholarworks.waldenu.edu	<1 %
----	--------------------------	------

Internet Source

12	www.bakersfieldcollege.edu	<1 %
----	----------------------------	------

Internet Source

13	www.researchgate.net	<1 %
----	----------------------	------

Internet Source

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

Planning and Delivering

GRADEMARK REPORT

FINAL GRADE

58/100

GENERAL COMMENTS

Instructor

Thank you for submitting the assignment .The assignment provides a solid overview of the event cycle and effectively discusses the planning and execution of the Global Agritech Meetup. However, to enhance its value, the report would have benefited from expanding on each stage of the event cycle with practical examples and real-life scenarios. Additionally, adding more context about the event, such as its history and target audience, would have provided a deeper understanding of its significance. Including measurable goals and closing remarks in the conclusion would have strengthen the overall impact of the assignment. Overall, the assignment is comprehensive and engaging for the readers

1.

Research-informed Literature

13/25

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 13 /25

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 10 /15

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.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS Page 15 of 22

4. Practical application and deployment 15/25

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 7/15

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

PAGE 2

PAGE 3



Comment 1

The introduction could have been improved by providing a more concise and focused overview of the event. Should have Considered providing the purpose, significance, and scope of the event.

Text Comment. The explanation of the event cycle is clear and concise, providing a good understanding of the different stages involved in planning and executing an event. However, it would have been beneficial to expand on each stage of the event cycle to provide more depth and insight. This could include examples, case studies, or real-life scenarios to help the reader grasp the practical application of each stage.

PAGE 4

PAGE 5

Text Comment. Your event concept demonstrates a strong focus on creating a global platform for Agritech enthusiasts, fostering networking and collaboration opportunities among industry professionals worldwide

Text Comment. The section on event operations covers important aspects such as venue selection, ticket sales, schedule management, sponsorship, marketing, IT support, hospitality

services, and human resources. However, each aspect could have been further expanded with practical examples, best practices, or potential challenges and how they can be addressed. This would provide more valuable insights for readers.

PAGE 6



Comment 2

The event concept does not address the marketing strategy or promotional efforts to attract a diverse and international audience. It would have been better if you have consider outlining a comprehensive marketing plan that includes targeted online campaigns, social media outreach, partnerships with relevant industry associations, and leveraging existing Agritech networks to maximize event attendance.

PAGE 7

PAGE 8

PAGE 9

PAGE 10

Text Comment. The conclusion effectively summarizes the key points discussed in the report.



Comment 3

Your assignment does not effectively establish connections between the event concept and its practical implications. Ensure that you clearly articulate how the concept is relevant and applicable to the event, and how it influences the overall outcome or success of the event.



Comment 4

Although the assignment demonstrates a good understanding of event management principles, it would have been benefited from referencing more recent sources beyond 2020. This would ensure that the information presented is up-to-date and reflects the current industry practices and trends.

PAGE 11
