

Dragos Coanca

by Dragos Stefan Coanca

Submission date: 09-Jun-2023 05:27PM (UTC+0100)

Submission ID: 208677811

File name: 29554_Dragos_Stefan_Coanca_Dragos_Coanca_500418_265361839.docx (55.56K)

Word count: 3052

Character count: 18226

Planning and Developing an Event- The Theory and Practical Considerations

Student Name	Dragos Stefan	Student Number	2026724
Programs	International Hotel Management BA	Assignment Title	Essay: Employee Engagement
Module Title	International Meeting Management for the Hotel Industry	Module Code	BMIH6007
Lecturers Name	Lisa Bassler	Internal Verifier	Laurence Blake
Submission Deadline	6 th June 2023 by 23:59	Assignment Title	Assignment 2: Planning and delivering an international meeting
Word Count	2593		



Contents

Introduction	3
Planning and Developing Events for Seaside Hotel	4
The Event Lifecycle	4
Event Concept	6
Aim and Objective of the Event	7
Event Operation	8
Event Budget	10
Industry Trends or Cultural Consideration	11
Conclusion	13
Reference	14

Good

Introduction

Event management has become an integral part of hotel activities. This report provides a comprehensive overview of the "Summer Business Retreat," a dynamic event organised by Seaside Hotel in the United Kingdom. It also outlines the lifecycle of the event consisting of various stages from the initial planning to post-event engagement. This report also highlights the event operation and the aim and objective of the event. A sample budget is also provided that shows the required budget to bear all expenses. Industry trends and cultural considerations that were considered during the event planning process are also discussed in this report.

Good

Planning and Developing Events for Seaside Hotel

Hotels have rapidly engaged in event management which is the process of planning, organising, and executing an event. An event can vary from a wedding event, seminar, or meeting to a large summit and so on (Beech, Kaiser, and Kaspar, 2015). Meetings like a seminar or a board of directors serve an educational or business purpose. Seaside Hotel which is based in the UK is also engaged in arranging various events. In this report, we will discuss the event that will be organised by Seaside Hotel named "Summer Business Retreat" where the participant will be business tycoons, industry experts, and business owners or managers.

The Event Lifecycle



The event lifecycle moves through various phases that includes planning, organising, executing, and evaluating an event which is important for successfully managing an event (McGregor, 2016). Here's a general overview of the event lifecycle for the event "Summer Business Retreat":

Conceptualisation: The initial phase of the Event lifecycle is Conceptualisation where the idea for the event is proposed (Fenich, 2019). In this phase, the event's purpose, objectives, target audience, and desired outcomes are defined according to the idea by considering budget, timeline, and feasibility.

Planning: Detailed planning of the event begins in this phase where key activities like defining the event scope, creating a budget, establishing a timeline, identifying and securing the venue, and forming an event team are performed. Here, Seaside Hotel's event planning team will assess the feasibility of hosting a summer-themed meeting event by conducting market research and will identify the target audience, potential speakers, and event requirements (Shykina & Lisetskaya, 2020). The planning team will also secure the venue which is Gardenview Conference Hall and finally will determine the agenda and tasks for the event.

Good

Promotion and Marketing: After finalising the event detail, the hotel will start promotional activities which involve creating a marketing strategy, and designing and distributing promotional materials (Sam, 2022). The Seaside Hotel's marketing team develops a promotional campaign to create awareness about the event by utilising various channels such as the hotel's website, social media platforms, email marketing, and industry networks to reach potential attendees.

Pre-event preparation: In this phase, the event planning team set up a process to handle attendee registrations, and manage participant information by providing registration options, collecting fees, sending confirmations, and handling inquiries or special requests from attendees (Sinha, 2013). The hotel's operations team needs to collaborate with the decorations team to transform the Gardenview Conference Hall into a summer-themed space and to ensure pre-arrangement setup by checking audiovisual equipment, seating arrangements, and catering services.

Execution: This is the most important phase when the event takes place. In this stage, all the planned activities, team members and volunteers, and logistic operations need to be coordinated effectively for addressing any unforeseen issues that may arise (Writer, 2018). On the day of the event, the registration desk will be set up to check in attendees, the opening speech will be delivered welcoming participants. There will be a panel discussion featuring industry leaders to share experiences and strategies for overcoming summer business challenges. Also, an interactive workshop that engages participants in team-building activities and discussions will be included.

Good

Post-Event Evaluation: After conducting an event concludes, the hotel's team will need to evaluate its success and gather feedback by assessing attendee satisfaction, reviewing event objectives, analysing financial results, and determining if the event met its goals. Feedback will be collected from attendees through surveys or feedback forms that will help to identify areas for improvement (Pirnar, 2020). The event planning team of Seaside Hotel will then evaluate the event's outcomes, measures its effectiveness against set objectives, and prepares a report for an internal review which will guide future events management.

Follow-Up and Reporting: In the last stage, Seaside Hotel may follow up with attendees, sponsors, and stakeholders by sending thank-you notes, sharing event highlights or photos, providing post-event resources, and addressing any outstanding matters which will help to create a strong bonding with these parties (McGregor, 2016).

Good

Event Concept

The central theme that guides the planning, design, and execution of an event developed based on the event objectives, target audience, and desired outcomes, which serves as the foundation for creating a memorable experience for attendees is referred to as the event concept  3. The event concept for "Summer Business Retreat" revolves around embracing the energy and positive vibe of summer to create an engaging experience for attendees that are designed to provide a balance between professional development, networking opportunities, and the enjoyment of the summer season (Marshall, 2019). The theme of the event is "summer," which sets the nature for the event and is reflected in various aspects, including decorations, refreshments, and activities. The event aims to harness the positive energy and inspiration that summer brings and intends to leverage this energy to drive business success. The panel discussion addresses specific challenges  4 businesses face during the summer season which features leaders who share their experiences and strategies, attendees gain valuable insights and practical tips to overcome these challenges and thrive during summer. The interactive workshop arranged in the meeting event emphasises the importance of team building and maintaining a vibrant and engaged workforce and helps to learn effective strategies to foster a positive work environment and enhance team collaboration (Shykina & Lisetskaya, 2020). The event will gather people with likely minds and also the industry expert providing attendees with networking opportunities to connect with like-minded professionals, potentially leading to new collaborations, partnerships, or business opportunities. Socialising through this event also brings fun and interesting moment for participants. The event creates an immersive environment through its summer-focused vibrant colours decorations the event. The hotel also benefits by maintaining interaction and engagement with participants through their post-event communications, sharing event highlights on social media, and providing additional resources related to the event's topics which helps extend the event's impact beyond the day itself.

Good

Aim and Objective of the Event

Having a very clear set of aims and objectives for an event in terms of what it is to achieve is critical for a host of reasons as it helps to develop and refine the project's progress (Wrathall & Gee, 2017). In addition to attendees, sponsors, and media, an event also can deliver beneficial impacts and outcomes both for the organisers and the hotel.

The aim of the "Summer Business Retreat" event arranged by Seaside Hotel is to provide professionals with a unique and engaging experience through professional development, networking opportunities, and the enjoyment of the summer season (Wrathall & Gee, 2017). The objective of the event is to motivate attendees, provide useful knowledge and guidance, and foster a lively, uplifting environment that encourages networking and learning among all stakeholders.

The event aims to inspire and motivate employees through a speaker's presentation that will encourage attendees to embrace the season's potential and infuse it into their work, leaving them motivated and energised (Mansour Ghazi, 2016). These presentations can also provide attendees with practical knowledge and equip them with effective approaches to navigating the challenges in their professional endeavours.

"Summer Business Retreat" event also aims to provide networking opportunities to all participants and create an engaging environment by facilitating interactions in a relaxed and enjoyable atmosphere

Good

Event Operation

Management and execution of various activities and tasks involved in executing an event is referred to as event operation. Event operation deals with the operational aspects of the event, ensuring that all logistical, technical, and administrative elements are properly handled to deliver a successful event experience (Ibrahim et al., 2019). An overview of event operations for the "Summer Business Retreat" is given below:

Venue Setup and Logistics: The event operations team needs to work closely with the hotel to select a suitable conference room and to ensure that the room is arranged with a proper seating layout, stage, podium, audiovisual equipment, and lighting to support the presentations and activities (Van der Wagen and White, 2018). The event management team needs to coordinate with the decoration team and need to ensure proper registration, sessions, and amenities like restrooms and refreshment areas.

Registration and Check-in: A registration desk will be set up by Seaside Hotel's registration to check in attendees and provide event materials which include badges, schedules, and any necessary handouts (Pinar, 2020). The registration team also needs to provide customer service support, answer inquiries, collect feedback and address attendee needs throughout the event.

Catering and Refreshments: The operations team will work with the hotel's catering department to plan and coordinate meals and refreshments throughout the day to ensure food and beverages are prepared and delivered on time (Cousins et al., 2022). The hotel's catering team prepares and serves the welcome refreshments, buffet lunch, afternoon ice cream break, and any other food and beverages as per the event schedule by maintaining cleanliness and catering to customers with different preferences communicated in advance.

Crowd Control and Security: To maintain a safe and secure environment for attendee's hotel's event managers need to implement crowd control measures, ensure appropriate security protocols, coordinate with security personnel or agencies, and address any emergencies or incidents that may arise (Seungwon "Shawn" Lee, Dessislava Boshnakova and Goldblatt, 2017).

Coordinate Speaker and Panelist: For successful operation event planning team need to provide the necessary resources and technical assistance to the speakers and at the same time needs to maintain communication and coordination with the speaker, panellists, and workshop facilitator regarding any support needed (Gee, 2019).

On-Site Event Support: This operation ensures that there is an active support team to address any unavoidable or unforeseen circumstances and helps to manage any logistical or operational challenges that may occur during the event (Kolb, 2021). The Seaside Hotel assigns staff members, such as event coordinators need to help attendees and address any queries or challenges to ensure a positive experience for participants.

Timing and Session Management: The planning team needs to ensure adherence to the event timeline by coordinating with the event host, speakers, and panellists and thereby managing the schedule (Wrathall & Gee, 2017). Timely reminders need to be provided by managers to keep the event on schedule and manage any unexpected changes or delays as effective time management can keep the attendees engaged.

Post-event Cleanup: After completion of the event, the hotel's operations team will need to efficiently clear and cleans the conference hall, dismantle the equipment, remove decorations, and restore the venue to its original state (Hayes et al., 2017). The team also needs to ensure that all event materials and equipment are properly stored and accounted for.

Good

Event Budget

Execution of an event requires detailed information about specific costs and financial considerations which need to be planned thoroughly to minimise and keep track of costs. The estimation of the cost before the actual occurrence based on plans and research is called the event budget (Heyes, 2017). An event budget will give an understating of the amount required for executing the event “Summer Business Retreat”. A budget is given below for organising the meeting event “Summer Business Retreat” between business individuals:

Good

Description	Amount in £	Amount in £
Venue rental fee and setup (Mahajan, 2021)	6000	9500
Decorations and theming	1000	
Audiovisual equipment rental	2000	
Wi-Fi and Internet access	500	
Total venue and other facility costs		
Lunch, and coffee breaks for 150 attendees	9800	12800
Welcome refreshments	1000	
Dietary restrictions or special requests (Cousins et al., 2022)	1500	
	500	
Afternoon ice cream break		
Total catering and refreshments cost		3200
	1200	
Name badges, banners, and lanyards	1500	
Printed materials	500	
Stationery, writing, and other materials		
Total event materials and supplies	2000	
Design and printing of promotional materials	1500	
Online advertisements and social media promotions	1000	

Event website or landing page		4500
Total marketing and promotion		
Honorariums, travel expenses for guest speakers		
Staffing and Support		
Event coordinator and technician		
Event security personnel		9300
Total guest speakers and presenters		1200
Miscellaneous expenses		<u>£40500</u>
Total Budget		
Revenue source		22,000
Sponsorship		15,000
Registration fee (100 per person)		3500
Revenue from other sources (promotion, merchandise fee, post-event material sales, etc.)		<u>£40500</u>
Total revenue		

Table 1: Event budget (Self-prepared)

The actual budget may vary depending on economic factors and various factors such as the location, event duration, vendor pricing, event size, specific services required, and the number of attendees.



Industry Trends or Cultural Consideration

When organising the "Sunshine in Bloom: Summer Business Retreat" ¹ event, it's essential to consider industry trends and cultural considerations to ensure the event aligns with the current business landscape and respects diverse cultural backgrounds. Here are some industry trends and cultural considerations to keep in mind:

Industry Trends

Certain trends in the event industry have a great impact on the successful execution of an event. First, the trend is sustainability and eco-Friendliness which emphasise certain practices in the event, such as using recyclable materials, minimising waste, and promoting eco-friendly

transportation options. The second trend affecting the event is technology Integration which focuses on utilising technology solutions so that event planners can enhance the attendee experience (Kolb, 2021). Examples of technology integration used by Seaside Hotel include event apps for networking, interactive presentations, or live streaming for virtual attendees. Thirdly, attendees are more health concern so offering healthy food and incorporating wellness activities like mindfulness sessions which promote physical and mental well-being during the event can be eye-catching. Fourthly, the destination or meeting place matter as the meeting industry has realised that a destination is more than just geography, it's a quintessential piece of the puzzle that defines meeting success (Gee, 2019). Finally, customizati⁸ service and meeting experience is another trend in events nowadays which requires planners to provide personalised experiences to the diverse interests and needs of attendees that cater to different business sectors or roles. ⁹
¹⁰

Cultural Considerations

Seaside hotels and any other event planners need to be aware of cultural considerations that need to be taken into account to successfully execute an event. First, the hotel event management team needs to ensure respect for diverse cultural backgrounds and beliefs by avoiding any activities, themes, or content that may be insensitive to specific groups (Fenich, 2019). The team includes a variety of food options to accommodate various dietary restrictions, including vegetarian, vegan, gluten-free, and halal or kosher options. In setting the event date, the planning team needs to be aware of any religious or cultural holidays or observances to avoid scheduling conflicts. Communicate a dress code that respects cultural norms and sensitivities by guiding to ensure attendees dress appropriately for both the professional and summer-themed aspects of the event. Good

Conclusion

The "Summer Business Retreat" will successfully address the business focus on summer by adapting the business plan with its objective of inspiring and motivating attendees, providing valuable insights and skills, fostering networking opportunities, and creating an enjoyable atmosphere (Van der Wagen and White, 2018). By incorporating the event concept, lifecycle, operations, budget, industry trends, and cultural considerations discussed in this report, Seaside Hotel will be able to create a memorable and impactful event experience for all participants.

Reference 11

¹¹ Beech, J.G., Kaiser, S. and Kaspar, R. (2015). *The business of events management*. Harlow: Pearson Education Limited.

¹ Cousins, J., Foskett, D., Graham, D. and Hollier, A. (2022). *Food and Beverage Management*. Goodfellow Publishers Ltd.  12

⁹ Fenich, G.G. (2019) *Meetings, expositions, events, and conventions: An introduction to the industry*. NY, NY: Pearson.

¹ Gee, C.Y. (2019) *International Hotel Management*. East Lansing, MI: Educational Institute of the American Hotel & Motel Association.

¹² Hayes, D.K., Ninemeier, J.D. and Miller, A.A. (2017) *Hotel Operations Management*. Boston: Pearson.

Heyes, A. (2017) 'Hotel Spa and Wellness Management', *Hotel Accommodation Management*, pp. 83–93. doi:10.4324/9781315169965-7.

¹ Ibrahim, Y., Abbas, T. and Fahmy, N. (2019) 'The impact of Hotel Service Innovation on Guest's perceived value and return intention', *International Academic Journal Faculty of Tourism and Hotel Management*, 5(1), pp. 166–191. doi:10.21608/ijaf.2019.95473.

¹³ Kolb, B.M. (2021). *Event Management for the Tourism and Hospitality Industries*. Routledge.

² Mahajan, S. (2021). The Pricing of Meetings and Event Spaces in Hotel Revenue Management. *American Journal of Operations Management and Information Systems*, 6(4), p.86. doi: <https://doi.org/10.11648/j.ajomis.20210604.13>.

⁶ Mansour Ghazi, K. (2016) 'Hotel Maintenance Management Practices', *Journal of Hotel & Business Management*, 5(1). doi:10.4172/2169-0286.1000136.

Marshall, A. (2019) *Industry trends*. New York, NY.  13

McGregor, F. (2016) 'Delivering the facts', *Nursing Standard*, 28(47), pp. 63–63. doi:10.7748/ns.28.47.63. s50.

¹ Pirnar, I. (2020) 'Innovation management in the International Hotel Industry', *The Routledge Companion To International Hospitality Management*, pp. 296–308. doi:10.4324/9780429426834-29.

¹⁴
Research anthology on developing socially responsible businesses (2022). Hershey, Pennsylvania (701 E. Chocolate Avenue, Hershey, Pennsylvania, 17033, USA): IGI Global.

⁸
Seungwon "Shawn" Lee, Dessislava Boshnakova and Goldblatt, J. (2017). *The 21st Century Meeting and Event Technologies*. CRC Press.

⁵
Shykina, O. and Lisetskaya, K. (2020) 'Trend analysis of the International Hotel Industry', *Market Infrastructure* [Preprint], (39). doi:10.32843/infrastructure39-9.

Sinha, A. (2013) *Hospitality Operation Management*. New Delhi: Centrum Press.

³
Van der Wagen, L. and White, L. (2018). *Event management: for tourism, cultural, business and sporting events*. South Melbourne, Victoria: Cengage Learning Australia.

Wrathall, J. and Gee, A. (2017) *Event management: Theory and practice*. North Ryde, N.S.W.: McGraw-Hill.

¹⁰
Writer, S. (2018) *6 tips for Planning International Meetings*, *Guidebook Blog*. Available at: <https://guidebook.com/mobile-guides/6-tips-planning-international-meetings/> (Accessed: 30 May 2023).

Dragos Coanca

ORIGINALITY REPORT

15%

SIMILARITY INDEX

11%

INTERNET SOURCES

1%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to University of Wales, Lampeter Student Paper	6%
2	Submitted to Blue Mountain Hotel School Student Paper	1%
3	Submitted to William Angliss Institute of TAFE Student Paper	1%
4	Submitted to Rosebank College Student Paper	1%
5	Submitted to Mont Rose College Student Paper	1%
6	essayssupport.com Internet Source	1%
7	www.socialtables.com Internet Source	1%
8	Submitted to De Montfort University Student Paper	1%
9	Submitted to London Churchill College Student Paper	1%

10	Submitted to American Public University System Student Paper	1 %
----	---	-----

11	Submitted to British University of Vietnam Student Paper	1 %
----	---	-----

12	Submitted to Florida International University Student Paper	1 %
----	--	-----

13	ggradeva88.blogspot.com Internet Source	<1 %
----	--	------

14	searchworks.stanford.edu Internet Source	<1 %
----	---	------

15	www.carmarthenshire.gov.wales Internet Source	<1 %
----	--	------

16	www.verywellhealth.com Internet Source	<1 %
----	---	------

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

FINAL GRADE

67 / 100

GENERAL COMMENTS

Instructor

Dragos,

Thank you for your submission.

Your report is nicely presented and covers all components of the assignment task.

You demonstrate a good level of understanding and knowledge in this field of study. I would have liked if you were a little clearer as to which industry your event is for. It should be from the hospitality industry. You identified some of the key trends within the events industry and commented on the importance of cultural considerations impacting your event. Your event budget was nicely presented. Good job. Include an image of the Events Lifecycle for visualisation.

You show evidence of broader reading. Referencing conventions were consistently applied, but with some minor errors.

Research-informed Literature 10/15

Knowledge and Understanding of Subject 17/25

Analysis 6/10

You should demonstrate wider reading and research as well as the use resources provided in the module handbook, lecture notes, tutorial material and on Moodle

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.

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.

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:

This assessment is based on the ability to 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 16/25**

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 the event planning presentation. You should deploy relevant examples of event planning using wider reading to illustrate the points you make.

5. Skills for professional practice 18/25

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 components are crucial. This is a skill the student should have developed when producing the report. Use the same attention to detail, using clear structure and language within the presentation to communicate the event planning effectively.

Second Marker:LB



Comment 1

Executive Summary missing



Good

Good



Good

Good



Comment 2

Include an image of the Event Lifecycle



Sp.

Spelling error



Good

Good



Good

Good



Good

Good



Comment 3

Add reference



Comment 4

Are you referring to hospitality businesses here? Be a little more specific



Good

Good

PAGE 7



Good

Good

PAGE 8



Comment 5

Name your chosen conference room, which you managed earlier, here

PAGE 9



Good

Good

PAGE 10



Good

Good



Comment 6

It is unclear what the extra costs are

PAGE 11



Comment 7

Start a new page here

PAGE 12



Comment 8

it is



Comment 9

Use British English (e.g. customisation) in your assignments



Comment 10

Well identified trends

QM

Good

Good

PAGE 13

PAGE 14



Comment 11

References (pl.)



Comment 12

Add location of publisher



Comment 13

Add name of publisher

PAGE 15
