

Assignment 2. Report

by Md Taslim Olid

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Assignment 2

1 Planning and Delivering an Event – the theory and practical considerations

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Executive Summary

This report has been prepared for the planning, and execution of an international event named Euroshopping: A Retail Trade Show, which will be held in Hamburg, Germany. This event will take place on the 5th and 6th of July 2023 at Hamburg Exhibition Hall. This event will act as a hub for international retailers from different sectors. This two-day long summer event will be comprised of a unique blend of a trade show, interactive discussion sessions and innovation, sustainability and technology-related sessions. As no other event has taken place in the area within 3 or 4 months in the EU region, this event is highly likely to be successful. After the Covid-19 restrictions have been passed, people are being more enthusiastic to engage in one-to-one events. This event will show various innovative products that are intended to reduce carbon footprint and ensure sustainability. Around 1000 people are expected to come to this event to share insights on the recent trends in the industry.

The aims and objectives, along with macro-environmental analysis have been briefly discussed here. Additionally, the event concept, regarding venue, event timeline, logistics support needed, catering, etc. have been discussed under the planning stage of the event cycle. A budget has been proposed showing the expected income and cost sectors. Finally, the cultural consideration needed for the proper execution of the event has been analysed. Finally, it can be said that maintaining the proper flow of resources, funding and logistics and using them as per the plan will help to ensure the success of the event.

Introduction

The MICE industry events are referred to as the meetings, incentives, conventions and exhibitions having a fixed aim, objective, time and place (Muhammad et Al. 2020). This creative event management industry is on the rise all over the world, the estimated industry size is 893.10 billion GBP in 2023 (Marketwatch.com, 2023). This report has been prepared for carrying out an overall planning and delivery of **Euroshopping: A Retail Trade Show- 2023, from 5-6 July 2023**. The event will take place in the **Hamburg Exhibition Hall, Germany**. The trade show will be arranged **for the retailers**, to enhance the sustainability and innovation experience for the retailers, customers, event marketers, start-ups, and smart shoppers. It will be a hub for industry professionals holding trade shows and product stalls on different days. Based on the already discussed event feasibility based on macro and micro environmental factors, and situational analyses regarding- market, operational and financial factors, this report will focus on the planning, delivery and evaluation of the event. It will use the relevant theories and models such as the event cycle for that purpose. The target market, the demand for discussion topics, stakeholder contribution and necessary resource sourcing and set-up will also be described here. A budget showing the possible income sources and expenditures will also be prepared for giving an idea of the financial factors. Finally, the recent industry trend, such as- technology usage and Hybrid event set up will be analysed taking the cultural consideration into account for making the event successful.



Situational Analysis

Different types of situations regarding market demand, supply competition etc. are needed to be analysed before planning an event. Additionally, financial and operational factors must be analysed to learn whether the proper venue, accommodation, resources etc. can be selected (Schleper et Al. 2021). Budgeting and forecasting are needed as well.

Event Cycle

An effective event has the capability of being executed properly, has a clear set of goals, has a fixed audience and participants and has proper financial, accommodative, manpower and other resources (Allen et Al. 2022). To plan and execute such an important event, the event cycle can play a big role which is shown here:



¹ Figure 01: The Event Cycle

Source: Bladen, 2021

¹ The event cycle shows the stages of event management comprising - planning, delivering and evaluation.

Planning Stage- The planning phase includes aims and objective selection, concept development, food, venue, human resources development, financial planning and forecasting etc. while delivering ensures that the planning has been carried out properly (Dqyer & Jago, 2020). As the main concerns related to this event are the retail marketers, traders, visual merchandisers, store designers and food equipment providers, the planning will start with the invitation to the industry enthusiasts (Liu et Al. 2023). For event planning, maintaining sustainability will be one of the core focuses as 90% of business executives of different industries think sustainability is as must (Phillips, 2023). Marketing will be based on social media marketing, banners and festoons etc. to



notify people of the event. The **operational factors and financial factors** will act as the part of *planning* stage of the cycle as well as a part of situational analysis.

Delivering Stage- After planning the event, the venue finalisation, using the caterer to serve the menu in time, making the hotel rooms available for the guest speakers, ensuring car parking, welcoming and serving guests properly will be dependent on delivering stage (Wood, 2019). Due to the big span of the event, every possible stage of complication will be checked meticulously. From stage set-ups to stall establishments, this stage will ensure the success of the event.

Evaluation Stage- In the final stage, evaluation helps to detect the opportunities to improve. Here the performance is analysed against some set standards so that the problems faced during the event and how to tackle those can be identified (Noe & Smith, 2019). This will help in future planning.



Operational Factors

Operational factors consist of several issues- aims and objectives, event venue design, stall allocation, ticket designing and selling, guest approaching, marketing, skill set up gathering etc. So, the following are the core operational factors of the **Euroshopping: A Retail Trade Show- 2023:**

Event Concept

Theme

The theme of the trade show event is **summer**, where the attire style is casual. As it is a retail trade show, there is no attire restriction for the exhibitors. The presenters and speakers, however, should wear summer suits and be in professional attire. Germany will be having the summer season at that time, so keeping the season and theme in mind, the stalls will also be decorated vibrantly and attractively.

Venue

The venue of the two-day retail trade show is- **The Hamburg Exhibition Hall, Messepl. 1, 20357, Hamburg, Germany**

Alternative Venue- CCH Congress Centre, Hamburg, Congresspl. 1, 20355 Hamburg, Germany.

Event Time

- 05 & 06 July 2023 (10 am-8 pm)- Trade Show having 150 stalls of different categories

- 05 & 06 July 2023 (10 am- 8 pm)- Lecture sessions and connectivity sessions (Held in two separate halls)

Logistics Support

Day	Logistics Needed
05 & 06 July 2023	Entrance- East Foyer Hall B1 GF with a gross area of 3,517 m ² . - Reception Area - Stall constructions - Virtual one-stop service centre set-up - Online ticket tracking
05 & 06 July 2023	For keynote Lectures: 2 Separate Halls (Conference Room 3 in Hall A4- technology-related sessions, (Conference Room 4 in Hall A4- sustainability and green business sessions) Chairs and tables for the attendees For decoration- Curtains, lights For session takers- 6 speakers, 2 projectors (2 backup projectors), Samsung interactive board Food for the speakers- snacks, water Connectivity- high-speed Wi-Fi (150 Mbps speed with connectivity capacity of 270 people)

Table 01: Logistics Support for the Event

Source: Author's Creation

Aims & Objectives

The event aims to discuss and share the dynamic changes and transformations in retail businesses. It targets to provide a fascinating experience for the exhibitors and visitors mapping different forms of channels regarding innovation and sustainability in retailing. The following are the SMART objectives of the event:

- Gathering at least 250 industry participants at the guest sessions and connectivity programs. Having 150 stalls of different product categories- shop designing, food service equipment, innovative retiling, smart storing system and retail technology.  5
- Ensuring corporate alliance and connectivity between businesses (at least 20 alliances). Attracting around 500 visitors at the trade show and 200 at the connectivity sessions.
- Booking the Hamburg Exhibition Hall, Messepl. 1, 20357, Hamburg, Germany within 23 May 2023, and get an alternative venue within 4 days (CCH Congress Centre, Hamburg).
- Ensuring the proper arrangements regarding sitting arrangements, connectivity program, stall allocations, stage preparation etc.

Event Operations

Resources

As the event comprises the trade show, connectivity sessions and keynote lectures, there must be ample resources to ensure a smooth and interactive event. The venue authority, Hamburg Conference Hall will take care of the trade show stall set-up. They will serve all the logistics needed there to the exhibitors. Additionally, they will provide outdoor parking facilities and will provide a hotel list for the exhibitors and visitors for their stay. As the event venue is at the heart of the city, it is very easy for the attendees to come and find a suitable staying space near the venue. The venue holds a comprehensive service team with service experts, technical staff and proper channels of sourcing (Stone et Al. 2020). So, accommodating resources can be easily done through them.

Event Themes, Decorations and Design

 6 **Summer** is the main theme of the party and openness & light in the decoration theme. The convention hall and trade show hall will have open stalls and a centre stage where all the stalls will be set. At the entrance, the east foyer, and the reception area people and the event coordinators will highlight the summer theme wearing summer suits. **The stalls** will be decorated using **light colours and according to their product**. The conference room will maintain a **calm and engaging** environment where beige curtains and white tablecloths will be used.

Event Operation Timeline

Following is the timeline of the trade show for both the 5th and 6th of July:

Activities	Time Slot
Setting up the queue and checking the tickets of the guests	9.00-9.40
Guest Entry via <i>East Foyer</i>	9.10-9.50
Welcoming guests	9.50-10.00
Inauguration of the trade show	10.00-10.30
Stalls all set up for the visitors	10.30-10.40
Breakfast served	10.30-11.00
Stall visit by the guests	10.40-6.00
<i>In Conference room 3, Hall 04</i>	
Keynote Speaking sessions- July 05- Technology session	11.30-2.00
<i>In Conference room 4, Hall 04</i>	11.30-2.00
Keynote Speaking sessions- July 06- Sustainability & Green business session)	
Interactive discussion session among industry professionals	2.00-3.30
Lunch hour	12.30-1.30
Photo session (full-time open)	10.00-6.00
Best stall votes by the guests	12.00- 5.00
Prize-giving ceremony to the best stall	6.30-7.00
Dinner	7.00-7.30
Event Closure	7.30-8.00

Table 02: Time slots for the Event

Source: Author's Creation

The event will act as a combination of different activities among industry enthusiasts. The time slots for keynote speaking and interactive sessions will be overlapped with the trade show happening at the same time. However, the bright side is- the sessions will last for only four hours while the trade show will last till 6.00 pm, starting from 10.30 AM. So, the attendees will be able to split their time easily to visit stalls as well as take the sessions.

Event Menu

As it is a big event having around 1000 people including visitors, exhibitors, management and stakeholders, planning different types of food options is necessary (Jshayevent.com, 2023). It is to

be mentioned that, the breakfast, lunch and dinner are only for the exhibitors and not for the visitors. The visitors can buy food from the venue restaurants- Pickup Restaurant near Hall A4 (the conference room) and Harbour Light Restaurant near Hall B1 GF (the trade show). Different cuisines- Thai, Indian, Chinese, Mediterranean, English and American will be available in those restaurants.

For the exhibitors and the organisers, three-time meals will be available. Following is the menu for the event:

Breakfast:

- Three types of juices- Orange, Apple and Mango
- Assorted breakfast bread- muffins, toasts and croissants
- Caffeinated and decaffeinated coffee, tea
- Pancakes

Lunch: These lunch items are a mixture of Asian, English and Mediterranean. Following are the lunch items (cheznouscorporate.com, 2023)-

- Chicken salad
- Chicken breast skewers marinated in lemon and oregano
- Quinoa, basil and fetta with a Mediterranean vegetable
- Spinach & Goat cheese pie
- Thai Chicken curry
- Vegetarian quiche etc.

Dinner:

- Hot chicken
- Bacon and cheese sandwich
- Assorted muffins
- Spring onion, ginger, and mushroom omelettes
- Low-fat pretzels
- Cheese spreads and crackers



Event Budget

The post-pandemic economy has been further slowed down due to the Russia- Ukraine war and increased inflation rate (Rogoff, 2023). The event cost has been increasing due to increased costs for fuel, power etc.

The event's main income will be generated from the visitors and the sponsors (Arnott, 2020). The sponsors are the initial source of the event to select, and finalise the venue and the catering. Later, the money collected from the visitors and registration money from the trade show participants will be used to pay for other costs. Here is the projected income and cost budget:

<i>Income</i>	<i>Amounts (€)</i>
Sponsorship	150,000
Tickets for two days (€60* 1000)	60,000
Registration payment from exhibitors (€150*150)	22,500
<i>Total Income</i>	<u>232,500</u>
<i>Expenditure</i>	<i>Amounts (€)</i>
Venue Costs	100,000
Stall instalment cost	15,000
Payment to speakers	20,000
Payment to employees	8,000
Projector, Wi-Fi and writing materials	4,500
Sound Instruments	5,000
Catering	38,000
Advertisements	5,300
Sitting arrangements, podium and stage set-up costs	4,500
Prizes	5,400
Other equipment costs	3,000
<i>Total Expenditure</i>	<u>208,700</u>
Profit	<u>23,800</u>

Table 03: Event Budget

Source: Author's Calculation

The main income of the event will be collected from the sponsor companies. The leading FMCG companies, such as Unilever, Nestle etc. will provide the initial money. The attendees will be charged €60 per person for two days. As 1000 visitors are expected to come, this will generate revenue of €60,000 approximately. Again, the exhibitors will pay €150 each for registering and stall set-up costs. Overall revenue is expected to be €232,500.

The most cost-inducing matters will be the venue, catering and payment to the speakers. Additional costs include payment to employees, stall-related costs, logistics, marketing etc. After deducting the estimated cost from the revenue, the expected profit becomes €23,800.

Industry Trends & Cultural Consideration

The **use of apps, software etc.** for event management has become an important trend to make the event successful. The planners use different technologies to issue tickets, manage attendees and keep track of the event management (Shankar et Al. 2021). These days, **Hybrid events** are used for achieving the event goals. Using remote connectivity via different apps and social networking sites for promoting the event can be a bigger source of connectivity. The event will be broadcast online via Facebook Live and other social media. This will ensure both online and offline gatherings for people and will increase the reach of the event (Rubinger et Al. 2020). Being a hybrid event, this trade show will use remote connectivity via google teams connection with online presenters in the keynote speaker sessions.

Additionally, keeping attention to the cultural norms of the particular place is a must (Lee & Davidson, 2019). As the event is an international trade show, it will bring in every type of people, attendees and exhibitors from different countries. So, keeping up with the cultural set-up and summer theme in mind, the organisers need to maintain the stage design, stall set-up etc. based on the respective companies and their countries' cultures. Additionally, the foods served will be a blend of European and Asian cuisine considering the majority of attendees' cultural preferences (De Oliveira et al. 2020). Keeping the virtual connection a major part of the function will ensure more reach. All that the event team members of the Hamburg Exhibition Hall need to do is to maintain a proper arrangement of logistics, people, connectivity and execution. Proper analysis of the customer needs and setting up the right stalls and conference halls in the right way will determine the chances of it being a successful event (Krasnyuk et al. 2019).

Conclusion & Recommendations

The global economy has been going through a big change in recent years, as the importance of innovation and sustainability is on the rise in the retail sector. The Euroshopping: A retail trade show aimed at bringing in a good number of international retailers who will provide solutions to several retail business issues. The stalls are to be selected based on their relativity with the event objective and the impact they can create in the field of innovation and sustainability. Arranging the trade show and the interactive sessions and the keynote speaking sessions is dependent on the event planners and executors. As the event venue, the Hamburg Exhibition Hall has been assigned to perform the stall setting, reception management, ticket matching, advertising and logistics management, it is of great importance that they offer the most sought output from the event. The demand for adopting a new approach to retail business is so much, and so, the potential for success is high. With proper planning and a perfect blend of technology and logistics, this event will be a profitable one while creating a good impact on the attendees.

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Assignment 2. Report

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Levente Szász, Csaba Bálint, Ottó Csíki, Bálint Zsolt Nagy, Béla-Gergely Rácz, Dénes Csala, Lloyd C. Harris. "The impact of COVID-19 on the evolution of online retail: The pandemic as a window of opportunity", Journal of Retailing and Consumer Services, 2022

Publication

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11

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Student Paper

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Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

Assignment 2. Report

GRADEMARK REPORT

FINAL GRADE

74/100

GENERAL COMMENTS

Instructor

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

With regards to your reference list you have met the minimum referencing requirement of 20 references. It has been made clear that you have detailed a specific event. You were tasked to include the even and applied to the event cycle which has been achieved. The event concept was clear. You have provided discussion about the aims and objectives of the event, they were SMART apart from the time bound element. Your operations discussion have highlighted the requirements of the event, however a few more skills and resources required would have supported the discussion. The event budget was included. Culture and Industry trends have been discussed. Consideration has been given to the professional structure with your report. Well done :)

1. **Research-informed Literature 20/25**

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 19/25**

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 11/15**

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 15/20**

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 10/15**

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.

PAGE 1

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Comment 1

good data, strengthens discussion and gives context from start

PAGE 5



Comment 2

Good, you have applied the event cycle to the event requirements

PAGE 6



Comment 3

How might this be done? Feedback, questionnaires?

PAGE 7



Comment 4

This is clear and organised, gives the reader an insight into the requirements ahead of the day

PAGE 8



Comment 5

These are specific and measurable, however require the time bound element to be SMART



Comment 6

A little more information about how Summer is the theme would support the detail

PAGE 9



Comment 7

Schedule, well done, so the reader will understand what is being experienced on the day

PAGE 10



Comment 8

Lots of detail included in the report, well done

PAGE 11

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