

Rocio Garcia

by Rocio Garcia

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"Summer Solstice: An Oasis of Networking"

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Lecturer: Jaliya De Silva

Module Title: ¹International Meetings Management BMIH6007

Report: Planning and Delivering an International Meeting.

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The introduction provides a general overview of the assignment and introduces the event concept, it lacks specific details or a clear roadmap of what will be covered in the report. Providing a concise outline of the subsequent sections would give the reader a better understanding of the report's structure and what to expect

1. Introduction



This report presents an in-depth examination of the planning process for "Summer Solstice: An Oasis of Networking." The purpose of this report is to provide a comprehensive overview of the strategic pre-planning research, feasibility analysis, and operational considerations undertaken to ensure a successful and impactful event.

"Summer Solstice: An Oasis of Networking" is an event specifically tailored to create a vibrant networking experience within the hospitality sector, inspired by the lively theme of summer. The objective of the event is to facilitate meaningful connections, foster collaborations, and offer valuable opportunities for participants to engage with industry professionals.

The report will explore the feasibility and strategic pre-planning research conducted to justify the chosen event activities. It will delve into the event cycle, covering crucial elements such as event concept development, the aim and objectives of the event, event operations, event budgeting, industry trends, and cultural considerations.

2. Event Concept



"Summer Solstice: An Oasis of Networking" is an exceptional MICE industry event set to take place in Thailand, within the vibrant realm of the hospitality sector. These extraordinary gathering promises attendee a truly unique experience, combining captivating networking opportunities, enlightening conference sessions, inspiring product exhibitions, a sensational summer-themed soiree, and invigorating team-building activities.

The event boasts a thoughtfully integrated summer theme, providing an atmosphere of relaxation and celebration. Attendees can expect to indulge in a summer-inspired soiree, complete with music, laughter, and the vibrant spirit of the season. This offers a unique opportunity to unwind and create lasting memories with colleagues and newfound connections.

Throughout the event, attendees will also have access to enlightening conference sessions led by industry experts. These sessions aim to foster knowledge sharing and stimulate innovative thinking, allowing participants to stay abreast of the latest trends and advancements in their respective fields.

Furthermore, a dynamic product exhibition will be on display, showcasing cutting-edge solutions and advancements in the market. This exhibition serves as a platform for industry leaders to interact with attendees, enabling fruitful conversations and the discovery of groundbreaking technologies that can drive business growth.

To foster teamwork and collaboration, invigorating team-building activities have been incorporated into the event program. These activities offer a dynamic and engaging environment, encouraging participants to work together, build relationships, and enhance their problem-solving skills.

Attendees can anticipate immersing themselves in an oasis of networking, where business opportunities and professional growth await. The Summer Solstice event promises to elevate participants' industry insights, expand their networks, and provide a platform for meaningful connections in a setting that combines the best of business and leisure.

The event concept is well-defined and effectively communicated. The report highlights the unique features of the event, such as the summer theme, vibrant networking opportunities, enlightening conference sessions, and invigorating team-building activities.

3. Event Cycle

The event cycle encompasses the sequential phases that an event undergoes, from initial planning to post-event evaluation. It involves meticulous preparation, thoughtful execution, and comprehensive assessment. This cyclical process allows event organizers to create memorable experiences, achieve defined objectives, and continually improve future events. From the pre-event planning phase, where goals are set and logistics are organized, to the event execution phase, where attendees engage in a curated experience, and finally, the post-event evaluation phase, where feedback is collected, and lessons are learned—each stage plays a vital role in ensuring a successful event. The event cycle serves as a guide, providing a

structured framework for the management and optimization of all aspects of an event.

➤ Pre-event planning

The focus during the pre-event planning phase is to establish a solid foundation for the upcoming event. We begin by defining clear objectives and goals, ensuring a clear vision for the event. Extensive market research and feasibility studies are conducted by our team to assess the demand, competition, and viability of the event concept.

Creating a comprehensive budget is a crucial aspect of our pre-event planning. We carefully estimate expenses and identify potential revenue sources. We actively seek out sponsors, partners, and funding opportunities to secure the necessary financial support.

To ensure smooth execution, we assemble a project team, with each member assigned specific roles and responsibilities. Effective communication and collaboration are emphasized within our team to maximize efficiency.

The selection of the event date, venue, and suppliers is meticulously carried out by us. We consider factors such as the target audience's availability, the suitability of the venue in terms of capacity and requirements, and the reliability of suppliers to provide necessary services.

Lastly, we develop a detailed event plan that includes timelines and milestones. This comprehensive plan outlines all the necessary tasks and deadlines leading up to the event, including marketing and promotion strategies, speaker selection, logistics planning, and attendee registration. By establishing clear milestones, we can effectively track progress and ensure that all tasks are completed on time.

We ensure that objectives are defined, resources are secured, and a roadmap is established for the subsequent stages of the event cycle.

The event cycle outlined in the assignment is well-structured, it lacks specific details on some key aspects. For instance, the promotion phase could have been benefited from adding more specific marketing strategies and channels to reach the target audience effectively. Additionally, the during-event phase could have been further elaborated to include more details about the activities, networking opportunities, and how the integration of Thai culture will be evident throughout the event.

➤ Event Design and Development

The event design and development phase in Thailand requires careful planning and strategic execution to create a captivating and culturally immersive experience for attendees. To achieve this, the organizers undertake several essential actions.

Firstly, extensive research into Thai culture, traditions, and local influences is necessary to create a compelling event concept, theme, and branding. By integrating these elements thoughtfully, the organizers can establish a unique and memorable identity for the event, resonating with both the target audience and the local culture.

Next, designing the event program involves meticulous curation of sessions, activities, and entertainment. A diverse range of educational sessions, workshops, and interactive activities are carefully selected to cater to the interests and needs of the attendees. The inclusion of traditional performances, cultural showcases, and entertainment that reflects the rich heritage of Thailand adds an immersive and authentic touch to the event experience.

Collaboration with speakers, presenters, and performers is crucial to enhance the event's content and appeal. Engaging influential speakers, industry experts, and thought leaders helps provide valuable insights and expertise. By partnering with local performers, artists, and cultural ambassadors, the organizers showcase authentic Thai talent, enabling attendees to connect with the country's vibrant arts and traditions.

Efficient planning of logistics is necessary to ensure a seamless experience for attendees. This includes establishing user-friendly registration systems, securing accommodations with reputable hotels that offer convenience and comfort, arranging reliable transportation options for easy mobility, and coordinating catering services

that highlight the exquisite flavours of Thai cuisine. These logistical considerations contribute to the overall satisfaction and enjoyment of the attendees.

Additionally, developing effective marketing and promotional strategies is essential to attract a diverse range of attendees. By identifying target audience segments and tailoring marketing messages accordingly, the organizers can effectively communicate the unique aspects of the event. Utilizing various channels such as social media, online platforms, industry networks, and local partnerships, they can generate excitement and interest, emphasizing the immersive Thai cultural experience that awaits participants.

➤ Event execution

The following key actions are necessary to execute the event:

Setting up the event venue

- Arrange and coordinate the placement of staging, audiovisual equipment, and decorations according to the event design and requirements.
- Ensure the venue is properly equipped with the necessary technical infrastructure to support presentations, performances, and audiovisual requirements.

Managing registration and check-in processes

- Implement an organized and efficient registration system to streamline the check-in process for attendees.
- Ensure that registration staff is well-trained and equipped to handle on-site registrations and provide necessary event information to participants.

Coordinating event logistics

- Oversee food and beverage service, working closely with catering teams to ensure timely delivery and high-quality offerings.
- Arrange for technical support and troubleshoot any technical issues that may arise during the event, ensuring uninterrupted audiovisual and presentation experiences.
- Coordinate transportation services, if necessary, to facilitate the movement of attendees between event venues or off-site activities.

Ensuring a smooth flow of sessions, activities, and networking opportunities

- Adhere to the event program's schedule, ensuring that sessions and activities start and end on time.
- Facilitate smooth transitions between sessions and activities, providing clear directions and guidance to participants.
- Create an environment conducive to networking, offering designated spaces and opportunities for attendees to connect and engage with each other.

Addressing on-site issues or emergencies

- Establish a contingency plan to address any unexpected issues or emergencies that may arise during the event, such as technical failures, medical emergencies, or unforeseen disruptions.
- Act promptly and effectively to resolve issues, ensuring the safety and well-being of all attendees.

Overseeing the overall attendee experience and satisfaction

- Continuously monitor the event proceedings, ensuring that attendees' needs and expectations are met.
- Collect feedback through surveys or other means to gauge attendee satisfaction and identify areas for improvement.
- Maintain a responsive and approachable presence throughout the event, addressing any concerns or inquiries from participants.

➤ Post-Event Evaluation and Analysis

Post-event evaluation and analysis play a crucial role in assessing the success of an event and informing future improvements. To accomplish this, organizers undertake several key actions. They collect feedback from attendees, sponsors, and stakeholders through surveys and evaluations to gauge their satisfaction and gather valuable insights. Event data, including attendance, revenue, and expenses, is carefully analysed to assess the event's financial performance. Strengths and areas for improvement are identified, documenting valuable lessons learned and best practices for future events. Ultimately, a comprehensive post-event report is developed, summarizing the event's outcomes and impact, providing a foundation for continued growth and enhancement in subsequent events.

➤ Follow-up and Engagement

In the follow-up and engagement phase, it is necessary to undertake various actions to maximize the impact of the event:

- Sending thank-you messages: Expressing gratitude by sending personalized thank-you messages to attendees, sponsors, and partners, acknowledges their support and participation in the event.

- Cultivating relationships: Focus on cultivating relationships with attendees through post-event communication, sharing relevant updates, resources, and exclusive content to keep them engaged and informed.
- Sharing event highlights: Ensuring the event's highlights, including photos and videos, are shared on various platforms extends the reach of the event and generates excitement and interest for future events.
- Utilizing attendee data: Utilize the attendee data collected during the event for future marketing and outreach efforts, targeting specific audiences and tailoring communication to maximize engagement.
- Nurturing leads: Follow up on leads generated during the event, nurturing potential business opportunities by maintaining communication with prospective clients and partners.
- Planning for future events: Utilize the insights gained from the event to plan and prepare for future events, analysing outcomes and feedback to improve the event experience and ensure continued success.

By implementing these actions, a successful and engaging post-event experience can be achieved, fostering relationships, sustaining attendee engagement, and setting the stage for future successful events.

1

4. Aim and Objectives of the Event

The aim of the event is to provide a platform for networking, learning, and collaboration within the MICE industry in Thailand while also offering enjoyable and engaging activities for attendees. The objectives are to create captivating networking opportunities, deliver enlightening conference sessions, showcase inspiring product exhibitions, host a sensational summer-themed soiree, and organize invigorating team-building activities. The purpose is to elevate professional horizons, foster meaningful connections, and enhance industry knowledge, while also providing a lively and interactive atmosphere through activities such as friendly matches, group discussions, and a lively party. The goals include promoting business growth, facilitating knowledge exchange, fostering partnerships, creating memorable experiences, and showcasing the vibrant realm of the hospitality sector. Through these aims, objectives, and activities, the event strives to create an immersive oasis of networking that combines professional development with enjoyable social interactions.

5. Event Operations

- Detailed planning of event logistics, including venue setup, audiovisual requirements, transportation, and accommodation.
- Coordinating event components such as sessions, activities, and entertainment to ensure a smooth flow of the program.
- Liaising with vendors, suppliers, and contractors to secure necessary services and equipment.
- Managing event timelines and schedules to ensure all activities are executed on time.
- Ensuring effective communication and coordination with stakeholders, including sponsors, exhibitors, speakers, and attendees.
- Implementing registration and check-in processes to facilitate a seamless attendee experience.
- Overseeing food and beverage services, including menu selection, catering arrangements, and dietary requirements.

- Addressing any on-site issues or emergencies that may arise during the event.
- Conducting regular meetings and briefings with the event team and stakeholders to ensure everyone is aligned and informed.
- Monitoring event operations closely to maintain quality standards and deliver a successful event experience.

6. Event Budget

While the budget section provides an overview of the estimated costs, it lacks detailed information and clarity. It would benefit from a more comprehensive breakdown of expenses associated with each marketing strategy and channel. Without specific cost allocations, it is challenging to evaluate the feasibility and effectiveness of the proposed budget.

Venue and Facilities:

This includes the costs associated with renting the event venue, additional rooms or spaces, security services, audiovisual equipment rental, and stage setup. The budget should also account for any necessary decorations.

Marketing and Promotion:

Allocate funds for advertising and promotional materials, digital marketing campaigns, graphic design and printing services, website development and maintenance, and social media marketing to effectively promote the event.

Event Production:

Set aside a budget for event planning and coordination services, event production team fees, technical equipment, and services (lighting, sound, staging), set design and construction, and any special effects or pyrotechnics required.

Transportation and Logistics:

Consider the costs of ground transportation for attendees and VIPs, shuttle services between venues and hotels, shipping and freight services for event materials, storage and handling of equipment and materials, and travel and accommodation for event staff and speakers.

Catering and Hospitality:

Allocate funds for food and beverage services, catering staff fees, menu selection and tasting, hospitality and VIP services, as well as any specific requirements for guest speakers and artists.

Staffing and Personnel:

Set a budget for event management and coordination team fees, event staff salaries and wages, security personnel, technical crew and support staff, and on-site event registration staff.

Miscellaneous Expenses:

Include insurance coverage for the event, permit and licensing fees, event signage and branding materials, administrative and office expenses, and a contingency fund to cover unexpected costs.

7. Industry Trends or Cultural Considerations

Industry Trends or Cultural Considerations have a significant impact on the planning and execution of events in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. Understanding and incorporating these trends and cultural considerations is crucial for successful event adaptation and localization.

In terms of industry trends, staying abreast of the latest developments is essential. This includes keeping up with technological advancements, such as event management software, virtual and hybrid event solutions, and data analytics for improved decision-making. It also involves being aware of emerging event formats, sustainability practices, and attendee engagement strategies. By embracing these trends, event organizers can enhance the overall attendee experience and stay competitive in the industry.

Cultural considerations are equally important, particularly when organizing events in diverse regions like Thailand. Cultural nuances, traditions, and customs should be respected and integrated into the event design. This involves understanding local etiquette, preferences, and religious practices, and ensuring they are appropriately reflected in the program, food and beverage choices, and overall event atmosphere. Adapting to the local culture not only demonstrates respect but also enhances the engagement and satisfaction of attendees from that region.

By analysing industry trends and considering cultural factors, event organizers can create events that are relevant, engaging, and respectful of the local context. This approach fosters positive attendee experiences, strengthens community relationships, and contributes to the long-term success of the event in the MICE industry.

8. Evaluation

In conclusion, the network event "Summer Solstice: An Oasis of Networking" in Thailand promises an extraordinary experience that combines captivating networking opportunities, enlightening conference sessions, inspiring product exhibitions, a sensational summer-themed soiree, and invigorating team-building activities. By meticulously planning and executing each phase of the event cycle, the organizers ensure a seamless and immersive experience for participants.

The event's aim and objectives are clear: to provide a vibrant realm for networking in the hospitality sector, elevate professional horizons, and create lasting connections. The integration of the summer theme adds a touch of excitement and warmth, perfectly complementing the lively atmosphere of Thailand.

Moreover, by considering industry trends, such as technological advancements and sustainability practices, as well as cultural considerations, including local customs and preferences, the event adapts and localizes itself to create an inclusive and memorable experience for attendees.

In summary, "Summer Solstice: An Oasis of Networking" stands as a remarkable event that combines business and pleasure, fostering connections, knowledge sharing, and professional growth. With its comprehensive planning, attention to detail, and incorporation of industry trends and cultural considerations, the event promises to be an unmissable opportunity to immerse oneself in an oasis of networking, opening doors to new possibilities and elevating one's professional journey.



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GRADEMARK REPORT

FINAL GRADE

54/100

GENERAL COMMENTS

Instructor

Thank you for submitting the assignment. The assignment demonstrates a good understanding of the key components of event planning, including the objectives, target audience, and marketing strategies. The sections on venue selection and event logistics provide thorough and well-researched information. However, the budget section lacks specific cost breakdowns and fails to consider potential contingencies. Additionally, the event design and development section could benefit from providing more specific details, considering audience experience, exploring technology integration, and incorporating evaluation and feedback mechanisms. Overall, with some improvements in these areas, the assignment would offer a more comprehensive and well-rounded approach to event planning.

Research-informed Literature 11/15

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 14/25

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 6/10

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 13/25

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 10/25

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.*

Essential Resources:

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

Second Marker: LB

PAGE 1

PAGE 2

PAGE 3

Text Comment. The introduction provides a general overview of the assignment and introduces the event concept, it lacks specific details or a clear roadmap of what will be covered in the report. Providing a concise outline of the subsequent sections would give the reader a better understanding of the report's structure and what to expect



Comment 1

The introduction could have included a brief rationale for choosing the event "Summer Solstice: An Oasis of Networking" and its significance in the context of event planning. This would provide a stronger justification for the focus of the report and create a stronger connection between the introduction and the subsequent content.



Comment 2

The event concept of "Summer Solstice: An Oasis of Networking" is interesting, it lacks specific details regarding how Thai culture will be incorporated and what activities or experiences attendees can expect.

PAGE 4

Text Comment. The event concept is well-defined and effectively communicated. The report highlights the unique features of the event, such as the summer theme, vibrant

networking opportunities, enlightening conference sessions, and invigorating team-building activities.

PAGE 5

Text Comment. The event cycle outlined in the assignment is well-structured, it lacks specific details on some key aspects. For instance, the promotion phase could have been benefited from adding more specific marketing strategies and channels to reach the target audience effectively. Additionally, the during-event phase could have been further elaborated to include more details about the activities, networking opportunities, and how the integration of Thai culture will be evident throughout the event.

PAGE 6

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PAGE 12

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Comment 3

The assignment lacks specific details on the venue selection process and how it aligns with the event theme and objectives. Additionally, the assignment could provide more information on the audiovisual elements, such as sound systems and projection screens, to ensure that they are adequate for the event's requirements.

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Comment 4

Wrong referencing

