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**PLANNING AND DELIVERING AN INTERNATIONAL
MEETING**

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Module title: International Meetings Management BMIH 6007

Good



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Introduction

International meeting planning is essential in recent times because many people try to meet with a lot of people in a neutral country and they want to fulfil their needs outside of the country. Organizing international meeting is not easy because cultural perspective is various in different nations, and this is the reason event planners must prepare and properly complete their studies to effectively organize a meeting. Many countries did not allow their people to break the law of the nation and they strictly follow rules this is the reason the event organizer has to keep this in mind the people who attend the meeting also follow the rules of that country. Different types of meetings have happened such as corporate meetings, celebrations, career and educational discussions, entertainment events, Workshops, marketing events, and many more. In the Summertime number of meetings is increased and this is the reason delivering of international meetings is increased at that time. In this case, the study will be discussed the knowledge and understanding of international meetings. Practical deployment and important skills for professional practice are also discussed in this report.

Aims and Objectives

This research aims to develop an appropriate perspective on planning and policymaking for international conferences, exhibitions, and events. The focus of this study is to examine the purpose and nature of the operation and strategic decision-making to organise events. The main objective of this report is to find out the forces and trends affecting management practices of international events.

Research-informed Literature

Event Tourism Impact

Tourism is an essential earning method for every country and many governments permit event organizers to conduct various types of meetings in their nation. Governments of many countries changed their policies to attract travellers and structural changes also improve the condition of event tourism (Sterchele, 2020). Different age groups participate in various types of events and their attendance describe their travel experience. Various types of events are organized by meeting planners such as destination weddings, conference meetings, and festivals. Event tourism helps the whole world to reduce the cultural gap because people get a chance to meet

each other and share their cultural aspects with other nations. Participants in international meetings want to experience different situations and this is the reason that recently the number of international meetings is increased this kind of event helps the host country to provide social and economic benefits (Gursoy *et al.* 2019). Residents of the host country get various types of chances to generate revenue, and this is one of the big reason rates of unemployment is decreased in that nation.

Local culture is also impacted by this event tourism, and it creates job opportunities in that country. Tradition is different in every country and event tourism supports the whole world to explore various location for meeting planner helps participants to feel a new experience and share with other people in their country (Jiménez-García *et al.* 2020). Event tourism has many positive sides, but it also has some negative sides such as the environmental condition of the host country affected by the tourists and participants. Many people intentionally break the rules of that nation, and this kind of behaviour negatively impacts the law and order in that area.

National and international event policy

Investors are essential to conduct a meeting, and this is the reason policy maintenance is one of the essential matters for conducting national and international events. Sponsors and co-sponsors mainly confirmed the host country or place to conduct the meeting, and this is also important because the registration process is different in various countries. A registration provides various types of terms and policies for agreeing and the meeting planners are responsible to clear them about the policies of that country. Many countries provide an agreement that mainly describes the code of conduct of that country and this policy is essential for national and international events. Each participant in the event must maintain the code of conduct and they did not harass any people during the conference and the event planner must manage that kind of situation (Getz and Page, 2019). A code of conduct and Anti-harassment policy is an essential part of national and international event policy. On the site of the conference participants must wear badges because it provides them with an identity of the part of the event and this is essential to take part in an event outside of the local area or country. In the year 2021, almost 7.7 thousand meetings are held internationally, and this number is lower than in previous years. The main reason for this deduction is to avoid event policies and investors did not take any type of risk by organizing a meeting. Recently many resorts and hotels offered investors to organize a meeting, and this is the reason suddenly the number of bookings for events is increased.

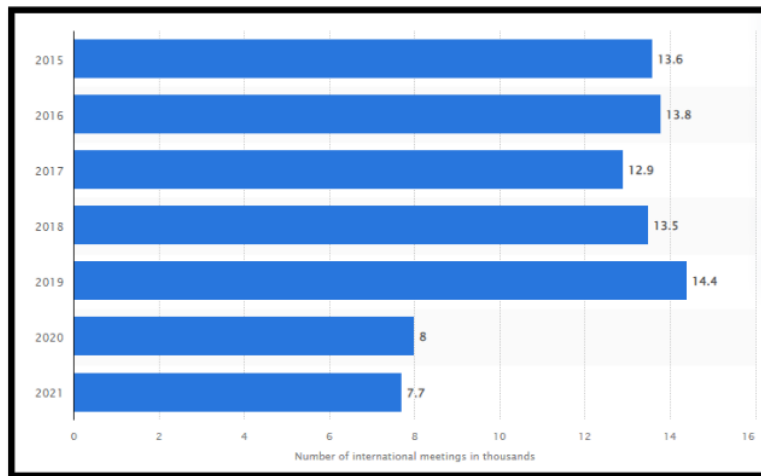


Figure 1: Number of meetings held by international associations worldwide from 2015 to 2021

(Source: Getz and Page, 2019)

Knowledge and understanding of the Subject.

Meeting management is one of the essential processes the manager of the meeting manages each component and stage to successfully conduct the entire process of the meeting. The event or meeting manager did not neglect any process of management because one negligence provide a poor result of the meeting and the organizers were also unhappy for this reason. A properly organized meeting is an essential part of a professional and personal life because every organization tries to monitor the performance of employees by conducting a meeting (Pattnaik and Jena, 2020). Meeting management is called strategic management and many companies conduct this kind of meeting outside of the country to analyse the values of the organization and meet global objectives by effectively communicating with different cultured people. Excellent communication skills and proper knowledge of this field are essential to organize a meeting. Some techniques are essential for successfully understanding this management such as preparing a clear agenda for the meeting, properly inviting participants to join the meeting, taking note of every possible issue, and preparing to mitigate the risk, and sharing a plan with the investor.

4ps Meeting Management Model

The meeting is conducted for various reasons, but most international meetings are organized for business purposes this is the reason meeting management should be more conscious to manage any kind of situation (Janah and Rahayu, 2019). The main motive of a business meeting is to maximise the productivity of the organization and attract more investors to improve the organisational structure. The 4Ps model is one of the essential meeting management models and most event managers use this model to get positive outcomes from the meeting. The 4P model is implemented and designed to conduct an effective meeting and this model has depend on 4 crucial steps. The steps are meeting purpose specification, Inviting the correct people, effectively planning for the format and content of the meeting, and managing the process of the meeting.

Purpose

Every meeting is conducted for various reasons, and this is the reason meeting management must be clear about the meeting's purpose (Mei, 2022). This is the duty of the event manager to help them understand their role in that meeting and try to encourage them to provide proper satisfaction to the participants.

People

Meetings did not conduct without people's attendance, and this is the reason organisers make sure to invite every participant who is essential to join that meeting. Choosing the right people is essential to increase the chance of meeting success and proper invitation is also essential to reduce the waste of time.

Product

Meetings are scheduled for different reasons but almost every organisation arranges a meeting to provide a clear vision of their product. This is the event manager must give the focus on the product and help the investors by providing ideas for placing products.

Process

It is also called the meeting agenda because it highlights the structure of the meeting and the procedure for the next step of the purpose. Every meeting has gone through various types of processes such as setting the meeting agenda, people role defining, establishing various rules, tracking the procedure of the meeting, and closing process of the meeting.

System management Theory

This theory mostly affects meeting management because “system management theory” mainly focused for achieve goals and helps the manager to analyse the performance of the different parts. This theory views a meeting as a system and collectively worked to provide the best result to the organiser (Wasieleski *et al.* 2021). Three components are essential in this theory such as input, Process, and output. Input contained physical resources, Human, Process contained operational activity and Input contained profitability.

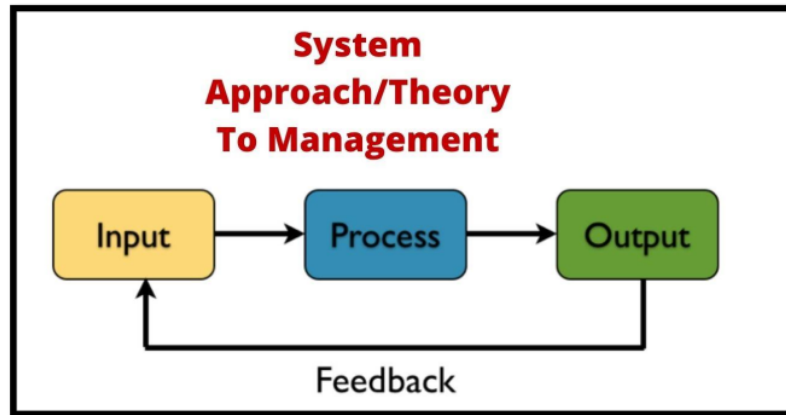


Figure 2: System Management Theory

(Source: Wasieleski *et al.* 2021)

Analysis

An international meeting is essential for opening various types of ways to improve the economy of one or more than one country. Every time this kind of meeting improves the tangible and intangible assets of the organisation and knowledge exchange also deliver benefit for an organisation. The main reason behind this kind of meeting is to solve various types of global issues and the importance of those problems' impacts on the whole world (Fróna *et al.* 2019). Different types of cultures get a chance to introduce their behavioural aspects and offer those participants to experience their hospitality services. Every international meeting needs a lot of budgets, and this amount is only provided by some investors. The budget varies to organise international meetings in different countries because it depends on the cost variance of the country. In the year 2021, the delegates of the UK spent almost £4.9 billion but this amount is not more than the previous years. The cost for a special event is approximately \$782 and the overall average is almost \$563.

Summer is the best time to organise international meetings in the UK because at that session weather conditions in the UK provide the best feeling (Zscheischler *et al.* 2020). Almost every international meeting starts in the afternoon, and this is essential for the health of participants because they need some rest, and this is the reason outcomes from the meeting are positive. The Chairperson of the organisation is the main person who conducts international meetings and other board members support him to organise a meeting. They take support from an international manager, and this is essential for effectively conducting a meeting. European countries are mostly preferred places for international meetings because many people prefer this country for a healthy environment and these nations also provide various types of modern services.

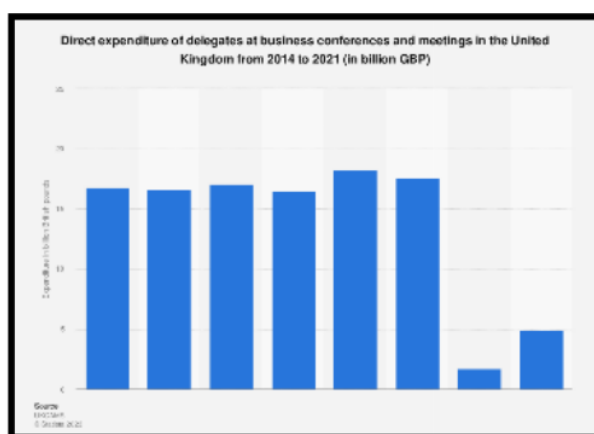


Figure 3: Business event spending in the UK 2014-2021

(Source: Zscheischler *et al.* 2020)

Practical Application and Deployment

In the previous article, 4P of meeting management has been discussed and in here 7P will be discussed. Each P defines various types of components such as Purpose, Product, People, Process, Pitfalls, Preparation, and Practical concerns. The respected meeting framework was published in the year 2010 and was developed by “James Macanufo” (Gryshchenko and Shkoda, 2022). Here are the components that will be discussed.

Purpose

Meetings have different types of reasons, and many companies conduct events to introduce its product. Business meetings are part of international events, but these kinds of meetings are also conducted for personal purposes, and this is the reason recently the number of international

meetings is increased. The purpose of a meeting is to reach desired goals and provide a short and clear message to provide clarity.

Product

A particular meeting is mainly organised to share the tangible and intangible assets list of the organisation. This segment helps the organiser to share their vision, decision, and process taken to produce a product. A meeting will be conducted to provide an action list, the outline of the draft, the memo, and many more (Febriansyah, 2019).

People

Meetings did not complete without participants, and this is the reason organisers have to provide the details of invitees to the event manager sending proper invitations is essential to give them a chance to attend the meeting. People are also essential to analyse the size of the meeting area and other providing processes of other essential services.

Process

Event managers get more important to increase the speed of the process because participants visit that place to take vital decisions and the meeting manager helps them to easily complete their task and provide flexibility by improving the service-delivering process.

Pitfalls

Ground rules are essential to maintain the environment of the meeting place and help the organiser to mitigate the risk of avoiding laws by participants.

Preparation

The main agenda of every meeting is to minimise the time and provide an effective result because the event manager has to pay money for every hour, and this is the reason managers consult with the investor and organiser to matter of the meeting and prepare the condition as per instruction shared by them (Joghee *et al.* 2021).

Practical Concerns

Meetings need various types of items such as projectors, internet connection and much more essential practical equipment. The event manager provides each material as needed for organisational purpose.

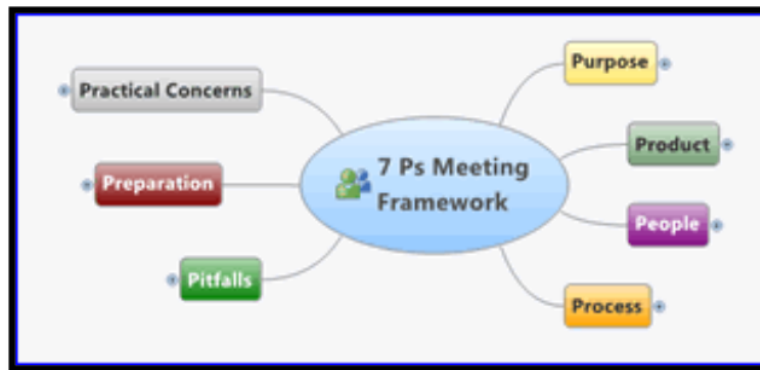


Figure 4: 7Ps Meeting Framework

(Source: Joghee *et al.* 2021)

Skills for professional practice

An international meeting is an essential part of every business and tourism industry of a country and depending on this kind of event many people create job opportunities. The job of event managers is not very easy because they must prepare for different conditions and this is the reason, they enhance various types of skills (Brown and Sharpley, 2019). Here are some skills that will be discussed.

Decision-making

International event managers create various types of strategies to successfully conduct a meeting but sometimes they get confused between some strategies. At that time, they use decision-making skills, and which helps them to analyse the best strategy to implement for an effective meeting.

Communication

Another essential quality of the meeting manager is to interact with investors in a short time and this is the reason they have been able to effectively communicate with anyone at any condition (Reith-Hall and Montgomery, 2022). Effective communication mainly indicates the person has owned strong interpersonal skills and the person faces anyone with lots of confidence.

Creativity

Almost every planner creates new types of strategies to attract investors, and this is essential to fulfil goals. A proper creative idea is full of innovation and suggests new venues for conducting a meeting.

Conclusion

After the end of the discussion, it can be concluded that an international meeting is essential for an organisation. Event manager delivering and planning different types of ideas for conducting a proper meeting. An international meeting is also essential for travel purposes because it helps a country to show its cultural aspects and this kind of meeting is also important for the economic purpose of the nation. International meeting organisers use 7P and 4P models to easily analyse the needs of the meeting. They use System management theory to solve the issues arising from the management side this is the reason respected industries generate lots of revenue in different countries. Every event planner tries to improve their skills such as communication, decision-making, and creativity.

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FINAL GRADE

23/100

GENERAL COMMENTS

Instructor

Silviu,

Thank you for your submission.

Your report is nicely presented and covers some of the components of the assignment brief, however, it is evident that you misunderstood the assignment task. Sadly, you failed to develop and implement your own event which was a key aspect of this assignment.

You demonstrate a basic level of understanding and knowledge in this field of study, however, this was not applied to your own event which was a key aspect of this assignment.

You show evidence of broader reading, however, not all of your chosen references are relevant (see comments). Referencing conventions are evident.

1. **Research-informed Literature 4/15**

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 5/25

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 2/10

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 5/25

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 7/25

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 Marking:LB

PAGE 1



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PAGE 2



Comment 1

Include an Executive Summary

PAGE 3



Comment 2

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

PAGE 4

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Relevance

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