

INTRODUCTION



- Review of Feel Good Wellness Fayre on 17th March 2026, 10 am–4 pm.
- Location: UWTSD SA1 Campus, Innovation Matrix & Y Fforwm.
- Event organized by a team of five students.
- Purpose: Reflect on delivery, successes, and improvements.



Thank you for joining us today. We'd like to take this opportunity to carry out a review of our recent health and wellness event, *Feel Good Wellness Fayre*, which took place on Tuesday 17th March 2026, from 10:00 am to 4:00 pm. The event was hosted at the University of Wales Trinity Saint David (UWTSD), across the Innovation Matrix Building and Y Fforwm on the SA1 Campus.

The Fayre was planned, organised, and delivered by our team of five students, including myself, and we will briefly introduce ourselves shortly. As a group, we collaboratively managed all aspects of the event, from initial planning to execution, ensuring it ran smoothly and met professional standards.

The purpose of today's discussion is to reflect on the event's overall delivery, highlight successes, identify areas for improvement, and evaluate both individual and team contributions. Through this review, we hope to gain insights that will help us enhance the planning and delivery of future events.

We will now move on to introducing ourselves and outlining our roles and responsibilities during the planning process and on the day of the Fayre.

EVENT OVERVIEW:



- Aim: Engage students, staff, and community in physical, mental, and emotional wellbeing.
- Inclusive activities: Pilates, yoga, Qi Gong, wellness products, networking.
- Amenities: On-site café and raffle prizes.
- Planning & objectives: SMART goals, project management life cycle, EMBOK framework, WBS.
- Purpose of review: Highlight successes, identify improvements, evaluate team contributions.



The primary aim of the Fayre was to engage university students, staff, and members of the wider community in physical, mental, and emotional wellbeing. A key unique selling point was its inclusive and holistic approach, bringing together a diverse range of activities and providers within a single accessible space. Attendees were able to participate in sessions such as Pilates, yoga, and Qi Gong, explore wellbeing products, network with health professionals, and enjoy a welcoming environment, supported by an on-site café offering healthy refreshments, alongside a raffle with prizes.

The objectives of the event were to plan, organise, and deliver a professional Health and Wellbeing Fayre; attract attendees through effective marketing and promotion; provide engaging activities that educate and inspire participants; facilitate networking between health professionals, wellbeing practitioners, and the local community; and ensure a positive and enjoyable experience for all attendees.

To achieve these objectives, the SMART framework was used to set clear goals, alongside the project management life cycle, including initiation, planning, execution, monitoring and control, and closure. The EMBOK framework also supported structured event management practices. During planning, a work breakdown structure (WBS) was implemented to divide tasks, clarify responsibilities, and optimise time, budget, and resources, ensuring the fayre was delivered efficiently and to a high standard.

SOPHIA'S ROLE'S IN PLANNING PROCESS-MARKETING, PROMOTIONS & OPERATIONS

Operations Manager: Managed logistics and room setup in IM Building

Marketing: Event branding, social media, posters, flyers

Market Research: Target audience & competitor analysis

Vendors & Sponsorships: Secured partners, funding, and resources

Collaboration: Worked with Health & Wellbeing Team

Skills: Organisation, marketing, communication, time management



FIGURE A-
PROMOTIONAL
MATERIALS



FIGURE C- SPONSORSHIP RESOURCES FROM WELL-
BEING



FIGURE D- CORRESPONDENCE PERTAINING TO MARKETING
COMMUNICATIONS

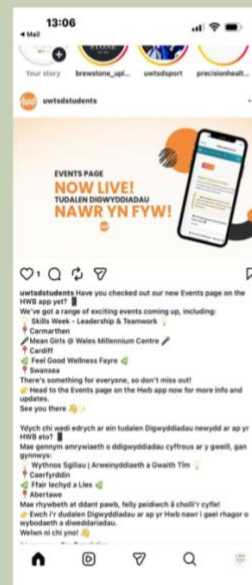
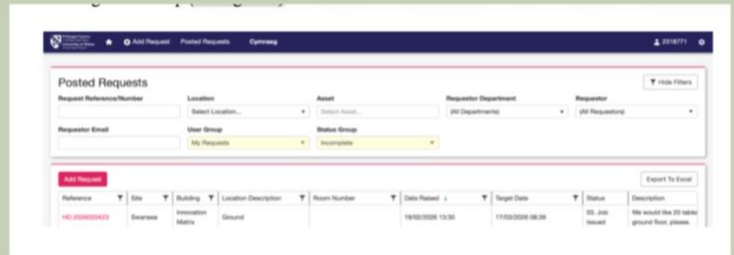
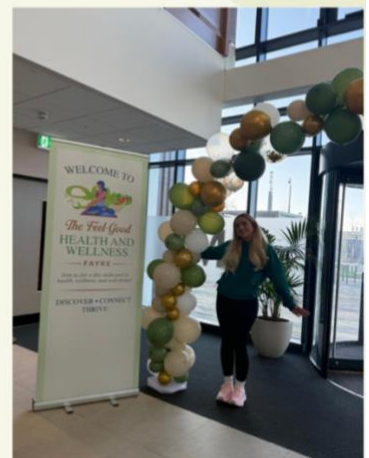


FIGURE E- INTERNAL COMMUNICATION WITH THE OPERATIONS AND CATERING DEPARTMENTS



SOPHIA'S ROLE'S ON THE DAY OF EVENT

- Managed entry by checking tickets and distributing raffle tickets
- Assisted with the raffle and prize draws
- Adapted quickly to an unplanned operations role
- Monitored vendor communications; rearranged tables and supported setup when two vendors cancelled last minute.
- Ensured all remaining vendors had necessary resources and support.
- Guided attendees to the immersive room and participated in demonstrations to support instructors.
- Contributed to the smooth, efficient, and organised running of all event activities



In terms of reflective analysis of my roles and responsibilities, my main focus during the planning and delivery of the Health and Wellbeing Fayre was marketing, promotions, and acting as Operations Manager within the Innovation Matrix (IM) building. I developed the event identity by creating the name “FeelGoodWellnessEvents”, setting up the Instagram page, and designing promotional materials such as posters and flyers to raise awareness (see Figures A). I also carried out market research to identify key target audiences, including students, UWTSD staff, and members of the public, while competitor analysis highlighted strong demand for wellbeing events in Swansea and helped position the fayre as inclusive and accessible.

As part of my marketing role, I contacted potential vendors and sponsorship partners, using an Excel spreadsheet to track responses and manage follow-ups efficiently (see Figure B). I secured sponsorship from the University’s Wellbeing Department, which covered key event materials and ensured there were no direct costs (see Figure C). I also worked with the Health and Wellbeing Team to promote the event via the HWB app and campus TV screens (see Figure D).

In my role as Operations Manager for the IM building, I coordinated logistics by liaising with catering and operations teams, completing required documentation, and supporting the event layout planning with the University’s Operations Manager (see Figure E). This ensured smooth organisation and effective delivery on the day.

Overall, this role strengthened my marketing, communication, and organisational skills, while highlighting the importance of time management and prioritisation when managing multiple responsibilities.

POSITIVES/NEGATIVES OF THE EVENT

Alyssa- The overall positive to this event was the success we had in bringing the community together which was an objective of ours as well as gaining the confidence and experience to hosting an event. A negative that I’ve taken away from this event experience is that communication wasn’t as strong as I’d have liked it to be, communication is the key to putting on a successful event.

Andrew- I believe the event held great experience and satisfaction the team, and sponsors, as it was many of their first times attending one. I do believe the event ran for too long, as the original plan was to end it at 2pm, which would have been the sweet spot, but it continued until 4pm, where sponsors had to leave before its conclusion.

Nia- The event ran smoothly with no complaints and no issues throughout the day. I would argue the event was too long, and we struggled with retaining guests (and vendors) through to 4pm, leading to me having to cancel Ian Standen’s yoga session.

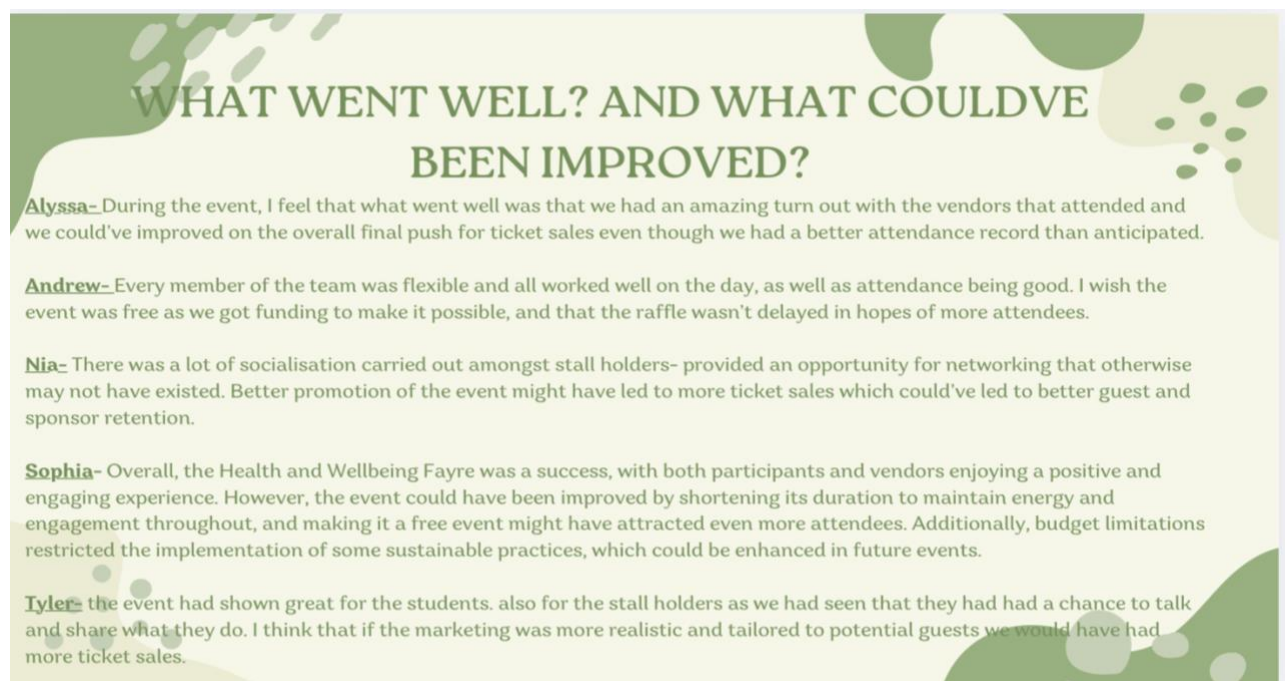
Sophia- One of the biggest successes of this event was how it brought the community together, achieving one of our main goals, while also providing us with valuable experience and boosting our confidence in organising events. However, a challenge I noticed was that communication could have been stronger, as effective communication is crucial for ensuring an event runs smoothly.

Tyler- the event was a success and did run smoothly, showing students that health and wellness is important. I personally think that the event was just a bit too long and should have been 10-2.



One of the key successes of this event was its ability to bring the community together, successfully achieving one of the main objectives while also providing valuable practical experience and increasing confidence in event planning and organisation. However, a notable challenge identified was communication, which could have been stronger, as effective communication is essential for ensuring the smooth delivery of an event.

Working as part of a group on this event was a valuable learning experience, although I took on additional responsibilities and multiple roles, which limited my ability to focus solely on marketing. Overall, the team collaborated effectively and managed to divide tasks appropriately; however, communication was occasionally inconsistent and could have been improved. In addition, low class attendance created further difficulties in maintaining coordination and consistent collaboration. Despite these challenges, the group demonstrated strong commitment, adaptability, and teamwork, which contributed significantly to the overall success of the event.



WHAT WENT WELL? AND WHAT COULDVE BEEN IMPROVED?

Alyssa- During the event, I feel that what went well was that we had an amazing turn out with the vendors that attended and we could've improved on the overall final push for ticket sales even though we had a better attendance record than anticipated.

Andrew- Every member of the team was flexible and all worked well on the day, as well as attendance being good. I wish the event was free as we got funding to make it possible, and that the raffle wasn't delayed in hopes of more attendees.

Nia- There was a lot of socialisation carried out amongst stall holders- provided an opportunity for networking that otherwise may not have existed. Better promotion of the event might have led to more ticket sales which could've led to better guest and sponsor retention.

Sophia- Overall, the Health and Wellbeing Fayre was a success, with both participants and vendors enjoying a positive and engaging experience. However, the event could have been improved by shortening its duration to maintain energy and engagement throughout, and making it a free event might have attracted even more attendees. Additionally, budget limitations restricted the implementation of some sustainable practices, which could be enhanced in future events.

Tyler- the event had shown great for the students. also for the stall holders as we had seen that they had had a chance to talk and share what they do. I think that if the marketing was more realistic and tailored to potential guests we would have had more ticket sales.

Overall, the Health and Wellbeing Fayre was a success, with both participants and vendors reporting a positive and engaging experience. However, several areas for improvement were identified. Shortening the duration of the event could help maintain energy levels and sustain engagement throughout. In addition, offering the event free of charge may have increased attendance and encouraged wider participation. Budget constraints also limited the implementation of certain sustainable practices; therefore, future events could benefit from improved funding or resource allocation to support more environmentally sustainable initiatives.

FEEDBACK ON GROUP WORK

Alyssa- Every member in this group has incredible and admirable qualities to bring to the table whether that be strength in one area and knowledge in another. And my opinion on the group work is that there seemed to be a bit of a divide within the group and with the lack of communication it caused unnecessary stress.

Andrew- Each member of the group fulfilled their roles responsibly and on time. Communication was not optimal and low class attendance made frequent meetings difficult. And I personally did not work well with communicating purely through group chats in place of meetings.

Nia- Easy to work with certain members, frustrating to work with others. Poor group communication, but strong collaborative efforts amongst certain members.

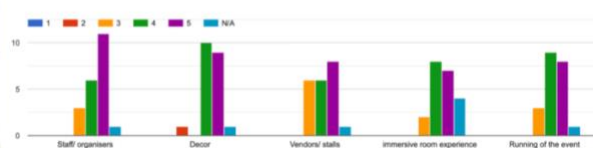
Sophia- Working as a group on this event was a valuable learning experience, although I ended up taking on more responsibility and multiple roles, which meant I couldn't focus solely on marketing. The team worked well overall, and we managed to divide tasks effectively, but communication could have been stronger at times. Low attendance in class also made coordination and collaboration more difficult. Despite these challenges, the group demonstrated commitment, adaptability, and teamwork, which contributed significantly to the event's overall success.

Tyler- everyone in this group were relatively easy to work with some more than others. The low communication from a few meant that there was a lot of miscommunication with regards to the planning of the event. otherwise the group had worked well to plan such an event.

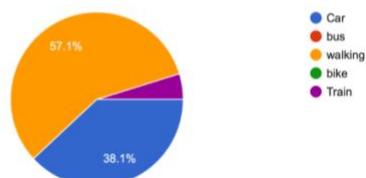
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SURVEY ANALYSIS

How satisfied were you with the logistics?

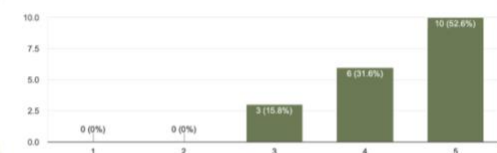


How did you attend the event today?
21 responses



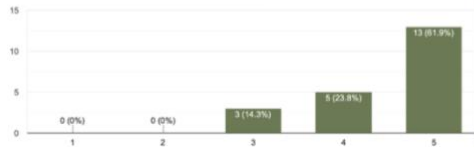
How satisfied were you with the immersive room sessions?

19 responses



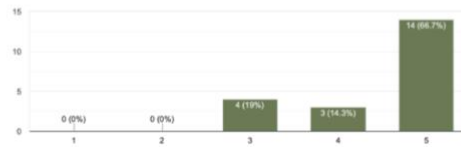
SURVEY ANALYSIS

How satisfied were you with the event?
21 responses



As shown on the graph above on average 60 percent of people were satisfied with our event rating at 5 out of 5, a further 23.8% of people rated our event as of 4 out of 5, lastly 14.3% of people rated our event at three out of 5 meaning that the majority of our guests were extremely satisfied with our event.

How relevant and helpful do you think it was for your health and wellbeing?
21 responses



With regards to how relevant and helpful our event was to our guests 66.7% of our guests rated out of five meaning that they found it helpful. 14% of people rated our event of four and then 19% of people voted our event as a 3 out of five. Meaning that there is definitely room for improvement.

Branch 🤗
Steve
Alyssa well done today
Nice seeing everyone
And meeting your friends.
[Redacted]
5:07

REVIEWS

Reviews for the event were generally positive- family and friends may have had a sense of bias when praising the event, but feedback from event participants was positive, too. Event stall holders often said they would be interested in part-taking in future events, and were thankful and grateful for the opportunity to come down and be involved in the event. Negative feedback from guests includes that certain immersive room presentations were questionable and they feel the event would've benefitted from leaving out these demonstrations- though this was verbal feedback.

Thank you for inviting me, it was a lovely event and you should be super proud of yourselves. You were all very welcoming and so helpful and I hope it was a great success for you.

I would love to be involved in future well-being events.

Joy and I really enjoyed yesterday's events and it was fantastic to meet such a fantastic group of students, university is very blessed to have you all!

You all did a fantastic job on putting the event together and we felt really welcome - and it was great to meet everybody, including those others attending with tables and stalls.

Please don't hesitate to reach out regarding future events, or if you would like us to speak at any of your lectures.

Regarding car parking, yes we did enter our number so we should've been covered.

Many thanks and have a great day!

Mark

Soph 🌟
So proud of you Alyssa 🌟 you smash anything you put your mind to. You all worked so hard and put on a brilliant event 🌟



CONCLUSION

The Health and Wellbeing Fayre was a success, achieving key objectives:

- Engaging participants and vendors
- Promoting community wellbeing
- Providing interactive and educational activities

Key learnings:

- Communication and coordination are essential
- Taking on multiple roles can affect focus on specific tasks
- Shorter events or free entry may increase participation
- Overall, the event provided valuable experience, strengthened teamwork, and created a positive impact on the university and local community.

The Health and Wellbeing Fayre was a successful event that achieved its key objectives by engaging participants and vendors, promoting community wellbeing, and providing interactive and educational activities for attendees. The event highlighted the importance of effective communication and coordination to ensure smooth planning and delivery, while also demonstrating that taking on multiple roles can affect focus and efficiency in specific tasks. Feedback and reflection suggested that shorter events or free entry could help increase participation in the future. Overall, the fayre provided valuable experience, strengthened teamwork and organisational skills, and created a positive impact on both the university and the local community.