

**INTERNATIONAL MEETINGS MANAGEMENT
FOR THE HOTEL INDUSTRY (BMIH6007)**

**ASSIGNMENT 1: FEASIBILITY PLAN FOR AN
INTERNATIONAL MEETING.**

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ASSIGNMENT 1

NAME

EVENT CONTENT AND CONCEPT

WINTER INNOVATION FESTIVAL

DoubleTree by Hilton Stoke-on-Trent

- ❖ TYPE: The occasion will be the DoubleTree by Hilton Stoke-on-Trent where both inside and outside facilities will be used to build the actual tent and provide the winter environment.
- ❖ LOCATION: A corporate event dedicated to winter and such topics as innovation and sustainable technologies; speakers, workshops, exhibitions, and winter sports.



- ❖ The main objective of the Winter Innovation Festival is to deliver the combination of business courses and the winter entertainment. This event will include opening and closing plenary sessions that will focus on sustainability and technology as well as sustainability and technology workshops that will address the business aspects.

MARKET FACTORS

Market demand and competition

Indeed, it is becoming more popular to synchronise business events with leisure. However, similar events held in the winter in England known as Winter Wonderland in London mostly center on recreation. **The Winter Innovation Festival is unique for corporate networking and learning.**

Marketing Activity: It will be advertised online, through businesses and industry contacts, local businesses, technology and sustainability companies and other firms.

TARGET MARKET

Technology industry, energy industry, hospitality industry, corporate and business clients who are pro-sustainability, client businesses.

OPERATIONAL FACTORS

❖ Venue Availability: This hotel has different meeting rooms and outdoor areas so it will be convenient for business meetings and winter sports. If conditions get worse and exposure becomes dangerous, individuals can go inside and switch the ambience, as there will be enough space for adjustments.

❖ Resource Requirements: Audiovisual for presentation, catering for snacks and meals, ice rink arrangement, provision for heating outdoors and coordinating the event and providing adequate security personnel.

FINANCIAL FACTORS

Ticket Sales and Pricing: Admission will be £40 for general entry for the whole event, while entry to special sessions and the VIP business networking lounges will cost £100.

Predicted Costs and Revenues: They include venue hire, equipment rental, food and beverages and publicity. Sources of income will be from ticket sales, sponsors and fees that will be charged to companies that partake in the exhibition.

Funding Sources: A part of this revenue will be funded by tech companies and sustainable brands as sponsors, ticket price also.

CASH FLOW PROJECTIONS

EXPECTED EXPENSES	
Venue rental	£10,000
Catering	£8000
Marketing and promotion	£5000
Logistics and equipment	£7000
Staffing and security	£4000
Contingency fund	£3000

Total expected income: £75000
Total expected expenses: £35000
Net cash flow: £38000

ADDITIONAL CONSIDERATIONS

- ❖ Weather Contingency Plan: Outdoor activities will therefore be conducted inside the hotel especially when the weather is not very good.
- ❖ Security Needs: A security personnel shall be needed for security purposes especially in control of crowds particularly during outdoor activities and control of entry.
- ❖ Converting Visitors to Regular Customers: From experience and follow-up marketing, the hotel wants the customer to come back for the other events that the citizens are holding in their hotel whether it is a corporate event or leisure event.

Actions	Week 1-2	Week 3-4	Month 2	Month 3	Month 4	Month 5 (event month)
Initial planning and concept						
Venue booking and logistics						
Sponsorship acquisition						
Marketing campaign						
Speaker and partner outreach						
Ticket sales						
Vendor and supplier contract						
Staff training and recruitment						
Event setup and final checks						
Event execution						
Post-event evaluation						

STAKEHOLDERS

- ❖ Event Organizers
- ❖ Local Authorities and Regulatory Bodies
- ❖ Sponsors
- ❖ Media and Press
- ❖ Attendees
- ❖ Partners and Collaborators
- ❖ Speakers and Presenters:
- ❖ Vendors and Suppliers:
- ❖ Hotel Staff and Event Personnel

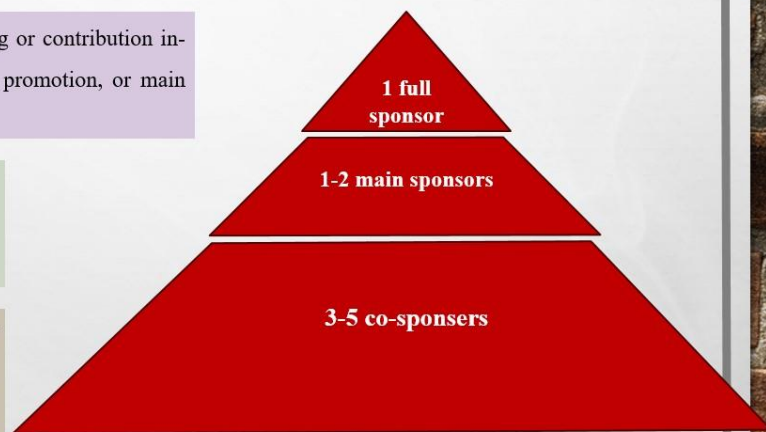


PYRAMID STRUCTURE OF SPONSORSHIPS

Contribution: Generates the greatest funding or contribution in-kind, including the expenses such as hall, promotion, or main speakers.

Moderate but not the complete sponsor, may support with funding the workshops, sessions, or technical assistance.

Campaign contributions or donations of items such as food for the campaign fundraising events or other phone, office or printing supplies.



EVENT EVALUATION

- ❖ Attendance and Participation: Compare registered attendees against target numbers.
- ❖ Financial Performance: Analyze revenue vs. budgeted costs for profitability.
- ❖ Sponsor and Attendee Satisfaction: Collect feedback through post-event surveys.
- ❖ Media and Social Media Impact: Evaluate the extent of coverage and online engagement.
- ❖ Business Impact: Track new partnerships or deals formed during the event.

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