



Feasibility plan for an International Meeting

Technology and Innovation within hospitality sector

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Presentation Date:
08/05/2024

Corporate event

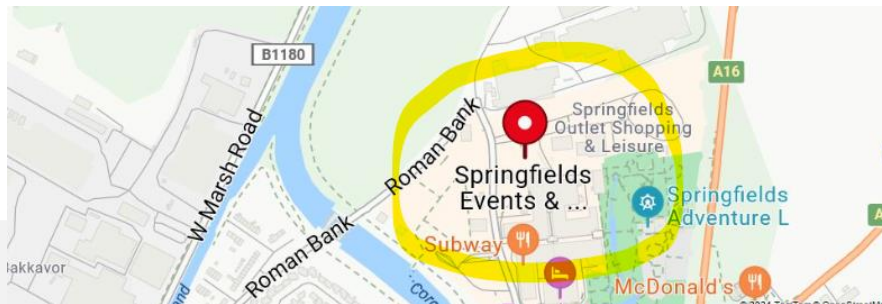
Date: 20th July 2024

Location: Springfield Events in Spalding

Attendees': 500 guests,

Purpose and Objectives:

- Aim to assess the success and profitability of the international conference "Technology and Innovation within the Hospitality Sector“
- To showcase innovative technologies and solutions transforming the hospitality sector.
- To inspire collaboration and partnerships between hospitality businesses and technology providers.
- To provide a platform for discussions on challenges and opportunities in adopting technology in the hospitality sector.



The COVID-19 pandemic has significantly influenced event planning for the future, aiming to maintain health security recommendations established during the pandemic.



Market Factors:



- Target market: Hospitality professionals, technology companies specializing in hospitality solutions, tech developers and investors.



- Demand: As AI reshapes industries and business operations, IT and business leaders must adopt a strategic approach.



- Benefits to guests: Staying updated with tech trends can give hotels a competitive edge.



- Cost savings: Implementing energy-efficient systems and smart technology can significantly reduce costs.



- Data Insights: Analyzing data helps hotels understand guest preferences and optimise their services.



- Sustainability: Technologies like renewable energy sources help run operations in an eco-friendly manner, attracting environmentally conscious visitors.



Operational Factors:

- The event will take place at Springfields Events & Conference Centre, Spalding, Lincolnshire.
- The venue is suitable for conferences up to 700 delegates.
- Event staff will need skills in event management, technology integration, marketing, logistics, and customer service.
- Resources will include audiovisual equipment, internet connectivity, catering services, seating arrangements, parking facilities, and security.



Address: Camelgate, Spalding PE12 6ET.



Stakeholders:

- Hotel Owners and General Managers
- Chief Information Officers (CIOs)
- Chief Marketing Officers (CMOs)
- Chief Sustainability Officers (CSOs)
- VPs of Technology or Guest Technology

Financial Factors:

CONFERENCE PLANNING WORKSHEET

EVENT TITLE	"Technology and Innovation within the Hospitality Sector"
PROJECTED NUMBER OF ATTENDEES	500
DATE(S)	20th July 2024
LOCATION	Springfield Events

PROJECTED SUBTOTAL	£60,000.00
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membership fees	£50,000.00	
comission from sells resulted from the event	£50,000.00	aproximate
revenue	£70,000.00	
Total Revenue	£170,000.00	
Profit	£110,000.00	

CATEGORY	PROJECTED SUBTOTAL	COMMENTS
Venue SUBTOTALS	£25,000.00	
Location Rental	£10,000.00	or the event space, including main hall and breakout rooms
Equipment Rental	£2,000.00	for state-of-the-art sound systems, projectors, and screens.
Wi-Fi	£1,000.00	for high-speed internet access for all attendees
Venue Tech Support	£10,000.00	for state-of-the-art sound systems, projectors, and screens.
Security	£2,000.00	
Food / Beverage SUBTOTALS	£10,000.00	
Catering	£10,000.00	food and beverage, and additional staff required
Event Programming SUBTOTALS	£0.00	
Speakers		£0 as will be sponsors providing these
Presentation Graphics		£0 as will be sponsors providing these
Event Documentation SUBTOTALS	£1,000.00	
Videographer	£1,000.00	
Attendee / Guest Services SUBTOTALS	£7,000.00	
Transportation	£2,000.00	
Accommodation	£5,000.00	
Communications SUBTOTALS	£1,000.00	
Event Materials	£1,000.00	
Advertising SUBTOTALS	£2,000.00	
Online	£2,000.00	
Sponsors SUBTOTALS	£1,000.00	
Thank You Gifts	£1,000.00	
Logistics SUBTOTALS	£3,000.00	
Insurance	£3,000.00	for event liability insurance
Other SUBTOTALS	£10,000.00	
Contingency expenses	£10,000.00	set aside for unexpected expenses
Add a footer		

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Financial Factors:

- The event will not result in a 'loss' and is estimated to reach a minimum of £110 000 in gross profit.
- The venue will be reserved as far in advance as possible.
- Sponsors will create content for the event's channels to maximize brand recognition.
- Packages for speakers and organisers include travel, honorariums, and accommodation booked in advance at a proxy hotel.

the most appropriate accommodation option in Spalding for this event is:

-Woodlands Hotel: An Edwardian hotel with a charming patio garden, located just a 10-minute walk from Spalding center. It offers free parking, free Wi-Fi, and rooms equipped with tea and coffee making facilities.

Contact Information

The Woodlands Hotel
80 Pinchbeck Road
Spalding
Lincolnshire
PE11 1QF
Tel: 01775 769933





SWOT Analysis:

- Strengths: Distinct theme, impressive speaker lineup, demonstration of state-of-the-art technology.
 - Weaknesses: reliance on sponsors heavily and the possibility of technological malfunctions.
 - Opportunities: establishing connections, forming alliances with brands, exhibiting new ideas.
 - Threats: Competition, technology obsolescence, and unanticipated world events are all potential dangers.
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- Steps to be followed include on-site support, technical requirements, and a contingency fund.

Event Sponsors:

- ClockPMS: Offers reservation systems, event management solutions, and restaurant POS systems.
- ALICE: Known for effective communication across departments and excellent guest experiences.
- Quore Cleanings Plus: Tailor-made for housekeeping departments, offering real-time room updates, inspections, department-wide reporting, and on-demand maintenance request tracking.
- GuestRevu: Helps analyze digital reputation, survey guests, and monitor reviews on platforms like TripAdvisor.
- HelloShift: empowering hotel employees and streamlined website chat systems.
- Hotel Effectiveness: Monitors wages paid versus wages owed, overtime, and customizable labor guidelines.
- Beekeeper: Provides a safe and secure way for employees to communicate, shift calendars, streamlined work off requests, and employee engagement analytics.

Network Technology

Automation

Algorithm

Problem Solving

In Conclusion, through this feasibility study it has been tried to ensure that all aspects of the business are covered.

The information given is adequate for the management team to have a good foundation for effective strategic planning and for outside parties to make wise investments. As we start our event journey, we do expect a fruitful ride.





Thank You

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