



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

International meetings management Report Writing Workshop

Lecturer: Dr Emma Roberts

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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Assessments

Assignment Title: Planning and Delivering an Event

- 15-min presentation (50%)
- 2,500 word report (50%)
- Submission Date: The same date!
- 12th June 2023 by 23:59pm

Presentation: Deliver a 10-min presentation on your event (+ 5-min Q&A if needed)

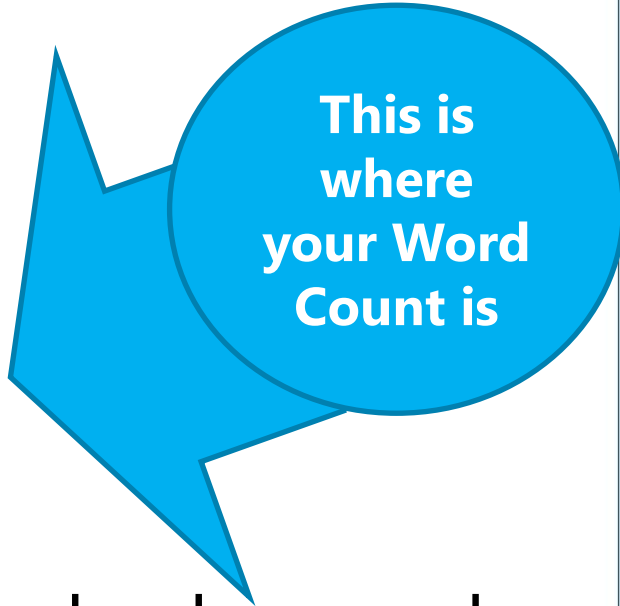
Report: Students will be required to write a 2500-word supporting paper as an academic **report** that delves further into the concepts presented in Assessment 1. All theories and concepts introduced during the presentation must be included, although supplementary ideas can also be introduced as examples of best or poor practice. The author is expected to introduce relevant current trends and updates within the events management space.

Within your report you must discuss:

- **The Event Cycle**
- **Event Research**
- **The Feasibility Study**
- **Event Operations – the practicalities**
- **Budgets**
- **Industry Trends or Cultural Considerations that were considered**

A suggested report structure

- Title Page
- Executive summary
- Table of Contents
- Introduction
- Analysis of issues and concepts
- Proposed Event details
- Appendix of any spreadsheets or background information



This is
where
your Word
Count is

Title page

Create a title page and include:

- Module name and code
- Report title
- Your name
- Date of submission

Choose the colour scheme, icons, font, and images carefully. They should give readers a rock-solid idea of what they're about to read.

Use clean, conservative fonts: Sans Serif fonts such as Times New Roman, Arial, Calibri.

Avoid handwritten or calligraphy-style fonts. Or any fonts that are hard to read.

You might brand your cover page template by using the case study logo, brand colours and font.

Executive summary (not included in word count)

- Write this section **after** you finish the rest of your report, sum up the issues, analysis and solutions included in the report.
- An executive summary is a short description of the contents of a report. It goes before the introduction in a typical report. It should include key facts and figures from your findings, plus any recommendations.
- Here's a test to make sure you're on the right track: show the executive summary to someone not involved in the project. Do they feel like they get an overview of the report and don't have to read further to understand it? If they feel confused or like they're missing information, you need to tweak your copy.

Executive summary (not included in word count)

- A brief outline of the proposed event
 - Key facts and figures of your analysis of your research.
 - Key facts and figures of how you will ensure a successful event.
 - Some carefully chosen picture to convey an impression of the event mood and style.
- (Keep it to one page, and use paragraphs)

Table of contents

- Complete this section after you finish the rest of your report.
- List each part of the report and the page number it's on

Main body

(2,500 words)

- Introduction that includes:
 - Rationale for the event.
 - Background to the theme and location or key businesses.
 - Industry Trends or Cultural Considerations that were considered
- Analysis of the issues and key concepts.
 - The Event Cycle and how you have used it.
 - All theories and concepts introduced during the presentation must be included,
 - Key elements of Feasibility
 - Results of any research
- Proposed Event
 - Budgets and any other financial projections
 - Operational details
 - Marketing plans

**Think about
your use of
images to
convey the feel
of the event**

**Use bullet points
where necessary
to keep short
and to the point.**

**Put any technical or
sample material in
the appendix**

List of References (not included within the word count)

- Refer to the Harvard Referencing guide on the Moodle page, and make sure that you have used credible sources.
- Sources such as Essays UK, Essay Online etc are not considered credible, and can bring doubt on your work as they also offer essay writing service so be careful.
- Credible sources are going to be industry specific websites, those of perhaps chosen hotels (as in their own website), some review sites, industry journals, textbooks, Media sources

Appendix (optional) not included in word count

Here you can add elements like:

- A spreadsheet or table of your financial projections.
- A detailed marketing plan
- Some sample leaflets or brochures or menus
- A sample conference working document