

Planning and Managing Document

Live Event Project- BMTP-5021

Angelika Jasnos-2308967

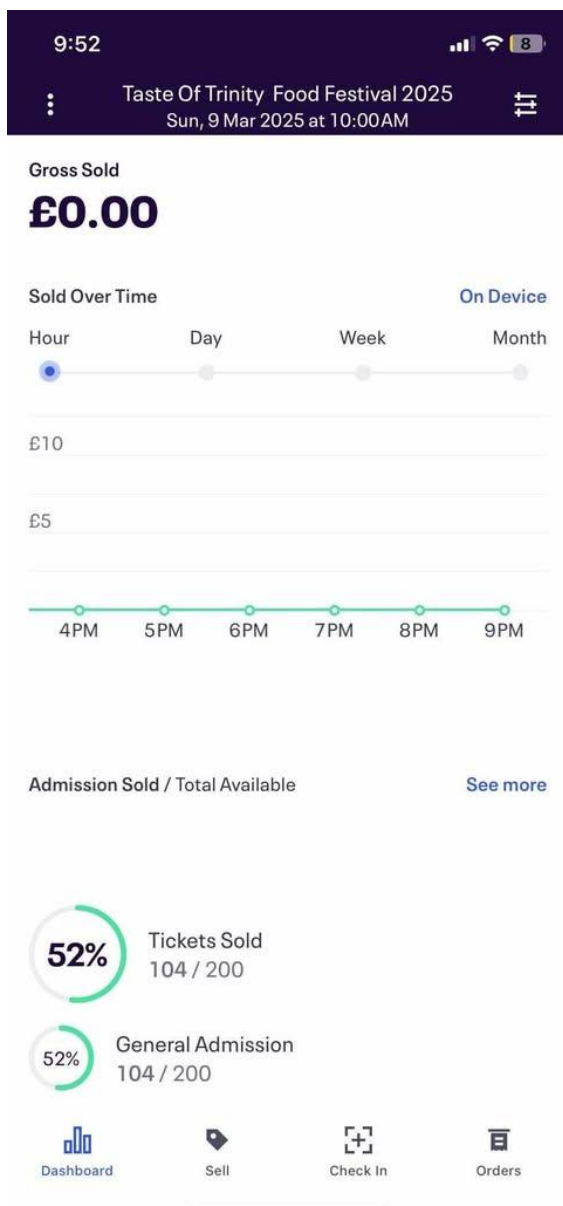
Lecturer- Deborah Jenkins

In a group with Demi, Ayda and Carys.

A Tasty of Trinity Food Festival takes place at Dylan Thomas Centre in Swansea on 9th March 2025. Set up for stall holders can be arranged on 8th March 2025.

Number registered attendees: 104 (at the moment- 04.03.2025)

Stall holders number: 15 (at the moment).



Preliminary timetable of the event:

8:30 - All stall holders and organizers will be ready to start setting up in the Dylan Thomas Center.

10:00- Doors will be open and guests will begin arriving. Tasters from the Trinity menu will begin being served.

14:30- Ruffle.

16:00- Doors will close, stall holders will clean their areas.

16:45- Stall holders begin to make their way out of the building.

After numerous discussions, we have carefully refined the event's goals, objectives, and overall structure to establish a clear and focused direction.

Goals:

- Highlight the university's vibrant and diverse international community by celebrating unique cultural traditions and cuisines, fostering their integration into the Swansea community.
- Provide stallholders with opportunities to showcase their products, ensuring they gain valuable exposure and increased visibility.
- Enhance attendees' experience by offering educational insights about a variety of dishes.

Objectives:

- Demonstrate the university's cultural diversity, encouraging attendees to explore and appreciate the richness of Swansea's multicultural community. This will broaden the community's understanding and introduce fresh perspectives that may have previously been overlooked.
- Support small businesses participating in the event by connecting them with new customers and providing them with a platform for exposure.
- Establish this event as a recurring tradition hosted by future students, with the hope of creating a legacy for the course.

Aims:

- Introduce Swansea to a variety of new flavours, showcasing not only the distinct tastes of international cuisines but also the benefits of using healthy and nutritious ingredients. This also aims to promote the value of healthy eating and its role in enhancing well-being.
- Leverage the knowledge and skills gained through the course to ensure the event's success. Beyond ensuring a seamless experience, we aim to inspire

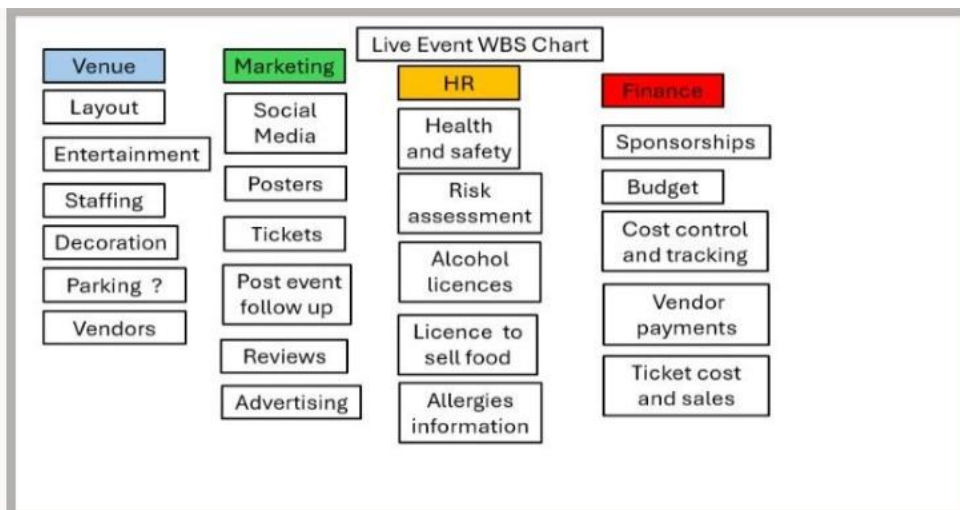
future students to take part in this event while educating attendees and demonstrating our individual expertise.

Goldblatt (2011) highlighted the importance of the event planning cycle, which includes concept development, feasibility, planning, implementation, and evaluation. This model ensures all aspects of the event are strategically planned and executed.

We structured the event process:

- Concept development: the idea of the food festival was created as part of our degree to engage the local community and promote different cuisines.
- Feasibility: A SWOT analysis was conducted over the meeting to evaluate potential vendors, venue capacity, and health and safety risk.
- Planning: We used WBS Chart and Gantt chart to create a project plan and assign task such as contacting stall holders or designing promotional materials.
- Implementation: The festival will include food tasters (Welsh, Turkish and Polish), stall holders (selling or demonstrating their products or services), raffle.

After identifying the key elements to guide the event, Carys, Angelika, and Ayda developed a Work Breakdown Structure (WBS). According to Project Manager (2022), the WBS presents a hierarchical framework of project activities, dividing the project into smaller, more manageable tasks. Our team implemented this structure by assigning individual tasks under each member's role, ensuring that responsibilities were evenly distributed among all group members.



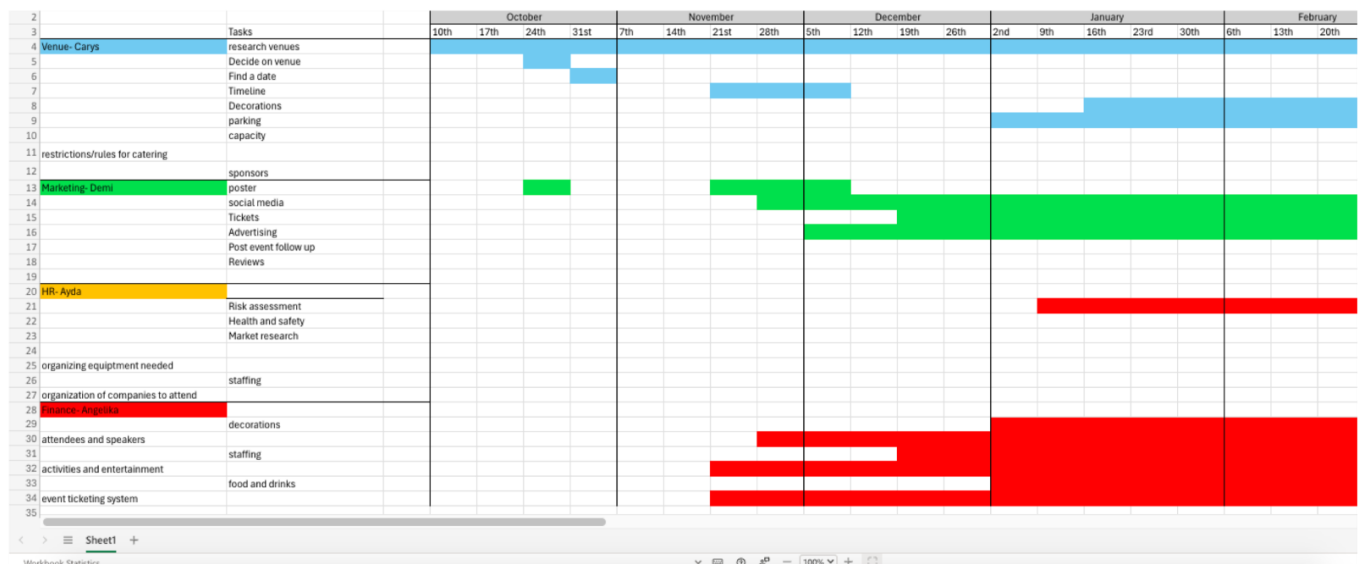
Once the roles and tasks were established, we put together a Gantt Chart showing a timeline for when tasks were to be completed.

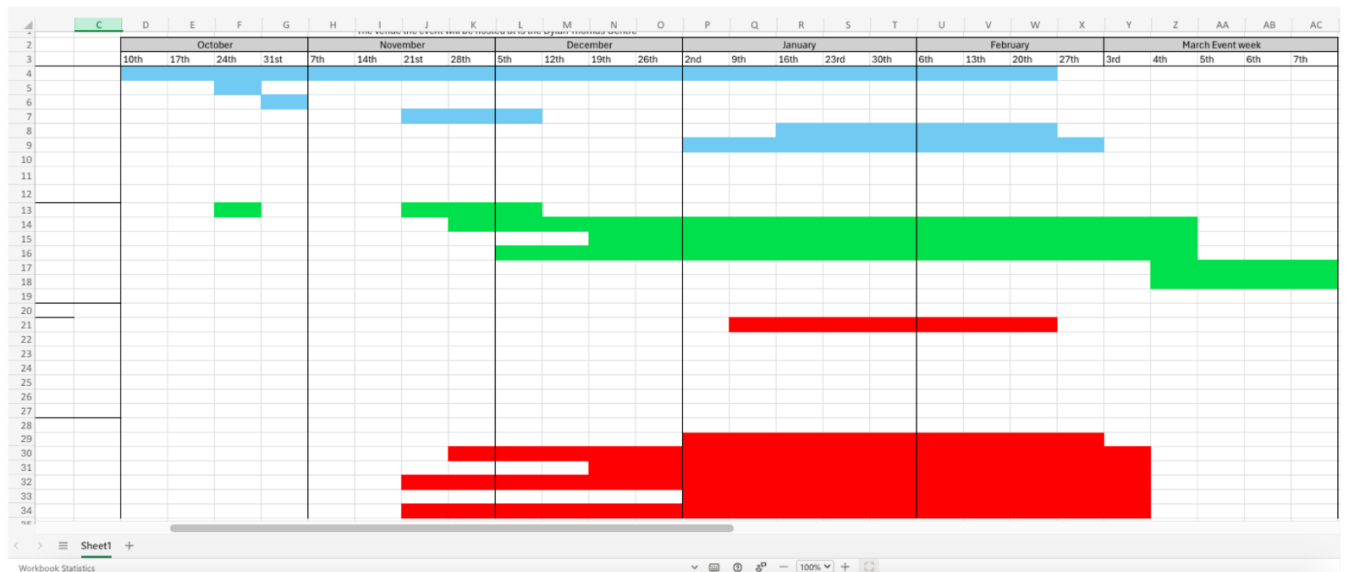
The chart included key task such as:

- Vendor selection and booking
- Payment system setup
- Marketing and promotion timeline
- Health and safety preparation and risk assessment
- Decoration
- Food tasters

According to Larson and Gray (2020), Gantt charts are widely used in project management to visually map out task, deadlines, and dependencies. This method helps track progress and ensures that all activities are completed within the set timeframe.

For our event, we designed a Gantt chart divided into four categories, reflecting the individual roles within our team. Each category outlined the tasks to be completed, along with the corresponding time frame leading up to the event.





Target market

We identified our target market as primarily families with children and elderly individuals, but also for students reflecting the diverse demographics within the community. By engaging these groups, our event aims to promote inclusivity and raise awareness of the community's diversity, which may have previously been overlooked. This approach encourages greater community cohesion and fosters a sense of belonging among all attendees.

Carys connected with Bwyd Abertawe at the Green Economy Conference organized by 4thRegion. We reached out to the organization, hoping they would promote our event on their social media platforms. On the 6th of December 2024, the first release of our event poster was launched. Our aim was to attract potential companies interested in showcasing their products at the event.

Our next step in attracting more local companies was by finding them through several events held in Swansea. Ayda and Carys looked at Swansea Indoor Market, Swansea Food Mapping Project and Abergavenny Food Festival. From this they put together a list of these companies and produced emails to send to the companies, making them aware of our event with the option of attending. From contacting these local businesses, we had a few responses from individuals who were very interested in having a stall at the event.

Cheese crackers, chutneys, jellies	Black mountain smokery	Black Mountains Smokery Elvicta Estate Crickhowell Powys NP8 1DF	Telephone: 01873 811566 Email: admin@smoked-foods.co.uk About Black Mountains Smokery (smoked-foods.co.uk)		09.01.2025	
Jams and chutneys	Black mountain preserves	Tegfan, Wernfawr, Wernfawr, Hospital Rd, Brecon LD3 0DY, United Kingdom, Brecon LD3 0DY	www.blackmountainpreserves.com Contact 01874 711121 07740 026391 BMPreserves@gmail.com			
Cheese flavoured Italian,	The humble deli	440 / 436 Gower Road, Killay Swansea	The barber who opened a deli where you can buy sticky, toffee flavoured cheese - Wales Online		09.01.2025	

What they sell	Name of company	Address	Contact details	Contacted?	Email sent	Comments
Honey	Auryddraig	Aur Y Ddraig Ltd. Ty-Dorkin, Pontardulais Swansea SA4 8NP.	contact@auryddraig.com 07816133445 http://www.auryddraig.com		09.01.2025	
	The queen bee honey company	Pontypool.wales.uk	07904789299 Info@thequeenbeehoney.co.uk		09.01.2025	Email couldn't be delivered

Spanish Greek charcuterie meat		SA2 7AJ 01792 447503 Info@thehumblebarbershop.com				
Balsamic onions from Italy Spanish sun-dried tomatoes from Spain						
Olive s, soft cheeses	Olives and oils	28 Newton Road, The Mumble s, SA3 4AX Tel: 01792 366828	info@olivesandoils.co.uk Soft Cheese I Olives&Oils(O&O) olivesandoils.co.uk	✓	09.01. 2025	
Cheese	Caws Cenarth		CheeseShop@CawsCenarth.co.uk			
	Caws teifi cheese/		web-contact@teificheese.com			
	damhille distillery	Whisky	web-contact@damhille.co.uk			
Cold pressed	Pembroke shire gold	Pembro keshire Gold,	info@pembrokeshiregold.co.uk	✓	09.01. 2025	

Brownies Butter Truffles Hot chocolate	Gower cottage brownies	kate@gowercottagebrownies.co.uk , 01792 390011.	✓	09.01.2025	
	Gower fresh farm	Poundfald Farm, Three Crosses, Swansea SA4 3PB, United Kingdom https://gowerfreshchristmastrees.co.uk/ info@gowerfreshchristmastrees.co.uk	✓	09.01.2025	
Vegetarian vegan food	Parsnipship	The Parsnipship Penllwyngw ent, Saville Road Ogmore Vale, Bridgend CF32 7AX. The Parsnipship 200g Archives - The Parsnipship			
Mushrooms	Fungi folks	Monmouths hire 07824 833204	✓	09.01.2025 20.02.2025	

rapeseed oils		Park Farm Manorblor, Nr. Tenby, Pembrokeshire SA70 7SU				
	Fat bottom welshcakes	8 Lon Cowin Bancyfel in Carmarthen SA33 5NF	07974 037 007 fatbottomcakes@hotmail.com Home - Fat Bottom Welsh Cakes	✓	09.01.2025	Coming (payment link sent)
Japanese cooking sauce - 'samurai sauce'	Authentic Japanese Food sauces	Authentic Japanese Foods Ltd. Block C, Bay Studios Swansea SA1 8QB.	authenticjapanesefoods@gmail.com 07896745616 http://www.samuraisauce.co.uk	✓	09.01.2025	
Au vodka			Contact Us - Au Vodka			
Welsh wines and liqueurs non alcoholic too and mead	Cwm Deri		Cwm Deri Wines & Liqueurs: Elevate Your Taste with Authentic Welsh Craftsmanship. (cwm-deri.com) admin@cwm-deri.co.uk	✓	20.02.2025	Email from: mike@cwm-deri.co.uk Coming? Email again after 20 th Feb

		Organic Certified UK Cordyceps - The Fungi Folks Ben@thefungifolks.co.uk				
drinks	Welsh coffee co	The Roastery Unit 4 Kingswood Court Ogmore Road Ewenny CF35 5BP The Welsh Coffee Company - Our Story 07900 011244 sales@welshcoffee.com	✓		09.01.2025	
Gin	Toca vida gin	Hensol castle info@tocavida.co.uk Contact Us - Toca Vida Gin	✓		09.01.2025	
Gin rum vodka	Three oaks distillery	Three Oaks Distillery ExCAL House Capel Hendre Industrial	✓		09.01.2025	Coming (payment link sent)

		Estate Capel Hendre Ammanford Carmarthenshire SA18 3SJ Premium Spirits Three Oaks Distillery Wales (thethreeoaksdistillery.com) info@thethreeoaksdistillery.com 01269831606			
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Gower gin company	info@thegowergincompany.wales	✓	20.02.2025	
Quarry bees	Dave@quarrybees.co.uk	✓	20.02.2025	
Alice in welsh cake land	alice.inwelshcakesland@gmail.com	✓	20.02.2025	Email couldn't be delivered
Pembrokeshire fudge	Pembrokeshirefudge@gmail.com	✓	20.02.2025	
Lily wen welsh cakes	Liliwenwelshcakes@gmail.com	✓	20.02.2025	
Four little welsh bakers	fourlittlewelshbakers@gmail.com	✓	20.02.2025	

Cwtch and crumb bakery	Cwtchandcrumb@gmail.com	✓	20.02.2025	Unable to attend -wedding
Celyn welshcakes	celynwelshcakes@gmail.com	✓	20.02.2025	
Pen y waun farm shop	Penywaunfarm@hotmail.com	✓	20.02.2025	
Good carma foods Nut based cheese alternatives	Charlotte@goodcarmafoods.com	✓	20.02.2025	Coming
Pemborshire sea salt co	Info@pembrokeshireseasalt.co.uk	✓	20.02.2025	
A bit of a pickle	Info@abitofapickle.com	✓	20.02.2025	Coming (payment link sent)
Mumbles pate company	V_u@hotmail.co.uk	✓	20.02.2025	EMAIL again after 1 st Feb- funeral
Penylan preserves	Clare@penylanpreserves.co.uk	✓	20.02.2025	
New quay honey farm	Info@thehoneyfarm.co.uk	✓	20.02.2025	
Crafty dog preserves Cymru	Info@crafty-dog-cymru.co.uk	✓	20.02.2025	
Nanna Assunta liqueurs	Nonna.assunta@hotmail.com	✓	20.02.2025	
Brecon brewing	Team@breconbrewing.co.uk	✓	20.02.2025	
Ty caws	Hello@tycaws.com	✓	20.02.2025	
Cheriton wood wine- gower	Cheritonwoodwines@yahoo.co.uk	✓	20.02.2025	Email couldn't be delivered
Little mill natural products –	Sales@littlemillnp.co.uk	✓	20.02.2025	

jams chutneys, bara brith , honey beeswax soaps				
Mel gilgwynn- honey sustainable, plastic free	Contact@bees.wales	✓	20.02.2025	Unable to attend
Maggies african twist- african bottles sauces, spices and gifts	Maggie@maggiesafrican twist.com	Email not found ✓	25.01.2025	
The dell vineyard	Hello@thedellvineyard.co.uk	✓	20.02.2025	Email couldn't be delivered
S and A honey- honey mustard glaze honey bbq sauce	Email? Sandahoney.co.uk	✓	20.02.2025	coming
Love deli gin	Info@lovedelhigin.com	✓	20.02.2025	
Love corn	Hello@lovecorn.com	✓	20.02.2025	
Ty nant water	Info@tynant.com	✓	20.02.2025	
Hive mind mead	Hey@hivemindmead.com	✓	20.02.2025	
Mountain produce	Chris@mountainproduce. co.uk	✓	20.02.2025	
Velfrey vineyard	Info@velfrey.com	✓	20.02.2025	Coming (payment link sent)
Cariad gin	Hello@clwydianrangedistil lery.co.uk	✓	20.02.2025	
Golden road gin	Philip@goldenroadgin.co. uk	✓	20.02.2025	Unable to attend
Shir gar butter	Packing@gowerviewfoods. co.uk	✓	20.02.2025	
Celtic wines	Info@celticwines.com	✓	20.02.2025	

Evan evans brewary	Info@evan-evans.com	✓	20.02.2025	
nutchi	nutchi@thepasnipship.co.uk	✓	20.02.2025	Email couldn't be delivered
Fferaris coffee roasters	Info@ferrariscoffee.co.uk	✓	20.02.2025	
Tidy tea	Info@tidytea.com	✓	20.02.2025	
Root zero	Hello@rootzero.co.uk	✓	20.02.2025	
Williams brothers cider	Williamsbrotherscider@gmail.com	✓	20.02.2025	
Ewenique spirits	Eweniquespirits@gmail.com	✓	20.02.2025	
Spirit of wales distillery	Info@spiritofwales.com	✓	20.02.2025	Coming (payment link sent)
Cradoc's savory biscuits	Info@cradocs.co.uk	✓	20.02.2025	Unable to attend
Leaf and petal	Info@leafandpetal.co.uk	✓	20.02.2025	Unable to attend
The cocohut curry company	Thecocohutcurrycompany@gmail.com	✓	20.02.2025	Unable to attend
Gower preserves	nicola@gowerpreserves.co.uk	✓	20.02.2025	
Afal y graig welsh artisan cider and perry	Afalygraig@gmail.com	✓	20.02.2025	

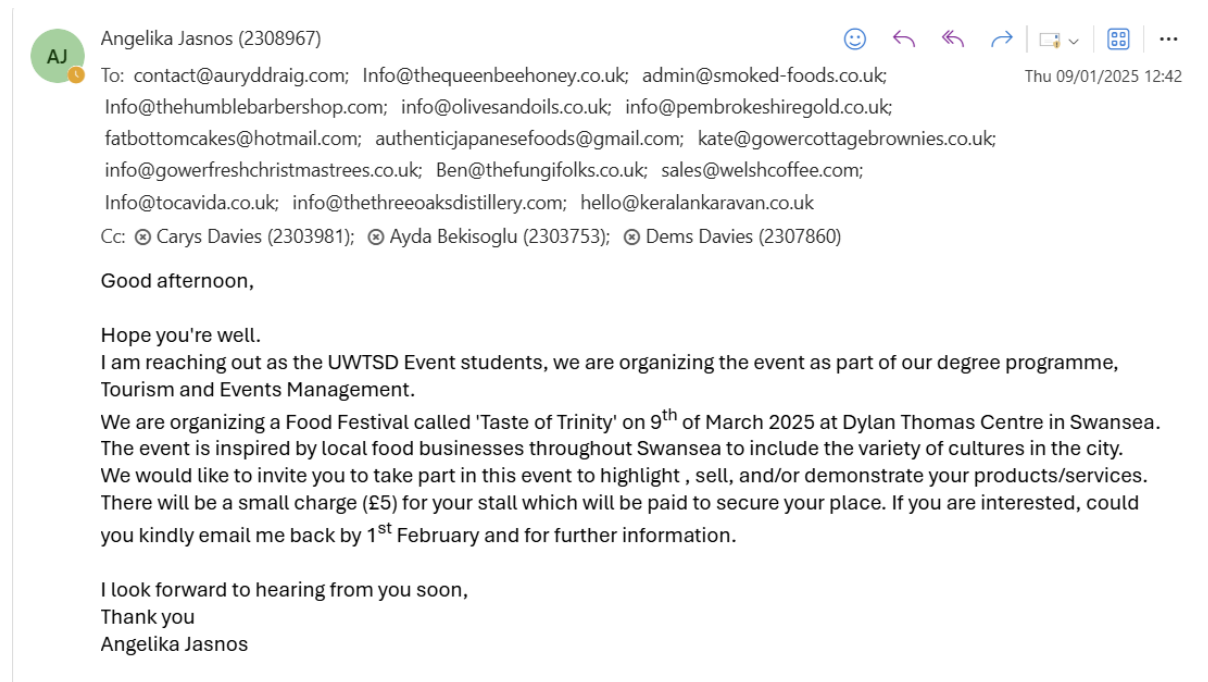
21 jan added

Pembrokeshire chilly farm	Info@pembrokeshirefarm.com	✓	23.01.2025	Email not working
Mrs olives	anjali.thomas@btinternet.com	✓	23.01.2025	
Little black hen	alison@littleblackhen.com	✓	23.01.2025	
Portuguese natas tarts	no69brazilianfood@gmail.com	✓	23.01.2025	
Distill and fill- ready to drink cocktails	orders@distillandfill.com	✓	23.01.2025	Can't come
Welsh brew tea	Info@welshbrewtea.com	✓	23.01.2025	
Red dragon fungi1	reddragonfungi@gmail.com	✓	23.01.2025	
Snowdonia cheese company	info@snowdonia-cheese.co.uk	✓	23.01.2025	
Ffynnon wen farm sheep's milk cheese	harriet.cooke@icloud.com	✓	23.01.2025	
p.s caws	p.s._@hotmail.co.uk	✓	23.01.2025	
Farmers food at home	Sales@farmersfoodathome.co.uk	✓	23.01.2025	

Payment link sent:

- sammy@mitchell.cymru
- gogginiscuisine@gmail.com
- tastylocalcakes@outlook.com

I sent an email to potential stallholders to inquire about their interest in participating in our event, providing them with key details such as the event's purpose, date, and location. This communication aimed to establish initial contact, gauge their interest, and encourage local businesses to get involved, helping to create a diverse range of stalls that would appeal to our target audience.



Marketing

Next, we began to focus on creating posters for the public, to make sure individuals knew of the event that we are hosting.

According to Kotler (2021), marketing involves understanding customer needs and creating value through tailored communication and offerings. In the context of event marketing, Kotler's 4Ps (Product, Price, Place, and Promotion) can be applied to ensure the event's success.

- **Product:** The event itself is the product, which needs to be designed to meet the interests and needs of the target audience. The event offers a range of food stalls showcasing international cuisines.
- **Price:** Setting an appropriate price for stall holders to attract businesses. Free entry for attendees.
- **Place:** The event's location needs to be accessible and appealing to potential customers, which is Dylan Thomas Centre for our event. It is a central location accessible to the public.
- **Promotion:** Kotler emphasizes that promotion (which includes advertising, social media, public relations, etc.) plays a key role in generating awareness

and attracting attendees. Effective promotional strategies are essential to creating trust and encouraging word-of-mouth marketing. A combination of Instagram, Facebook groups, and Canva-designed posters were used to promote the event online and in local community spaces.

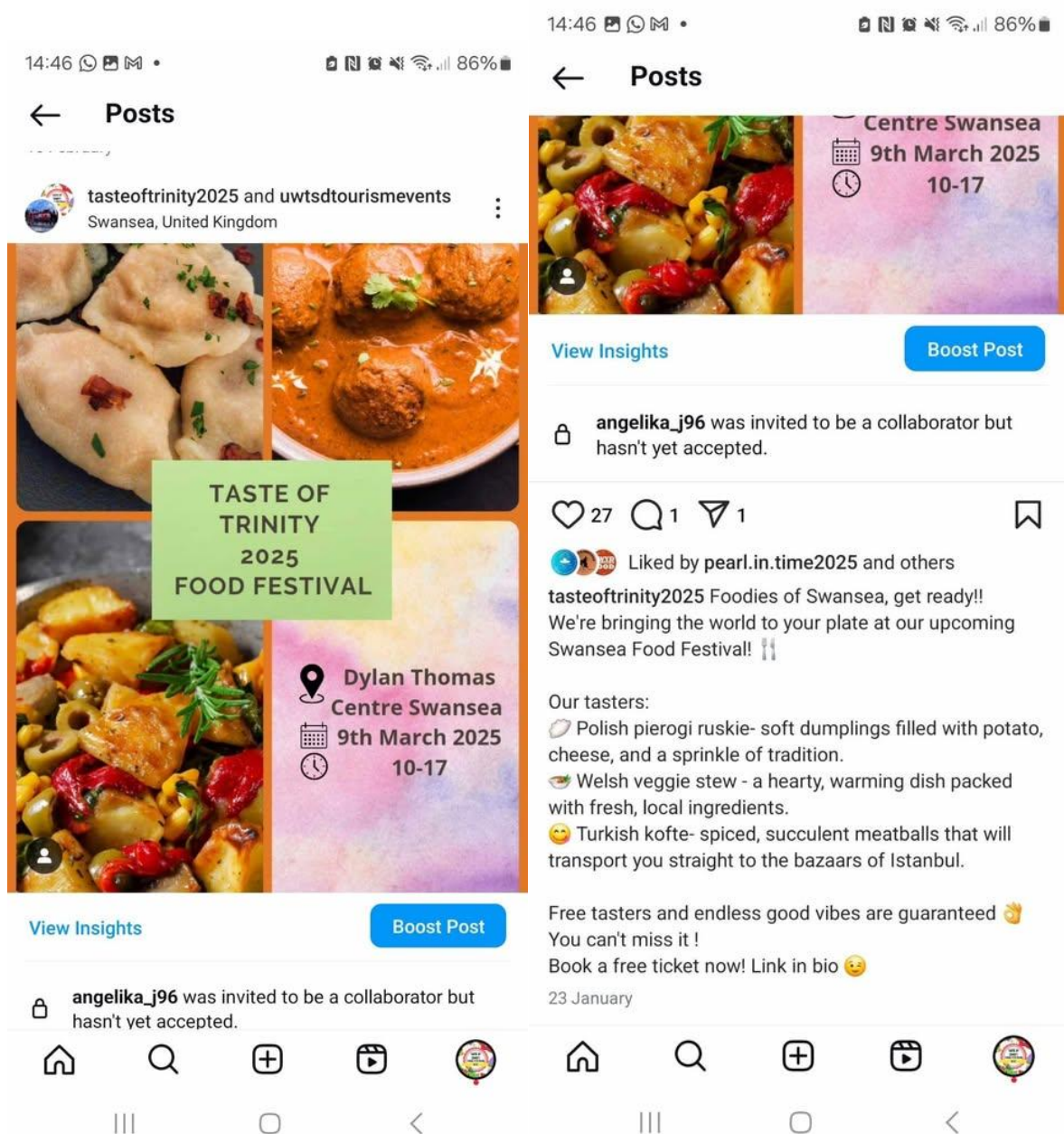
First, we put together an Instagram account under the name tasteoftrinity2025, updating the account with new content every week. Our next marketing step was to display posters in popular locations such as coffee shops, restaurants, markets and care homes to ensure we connect with a broader audience who may be interested in attending our event.



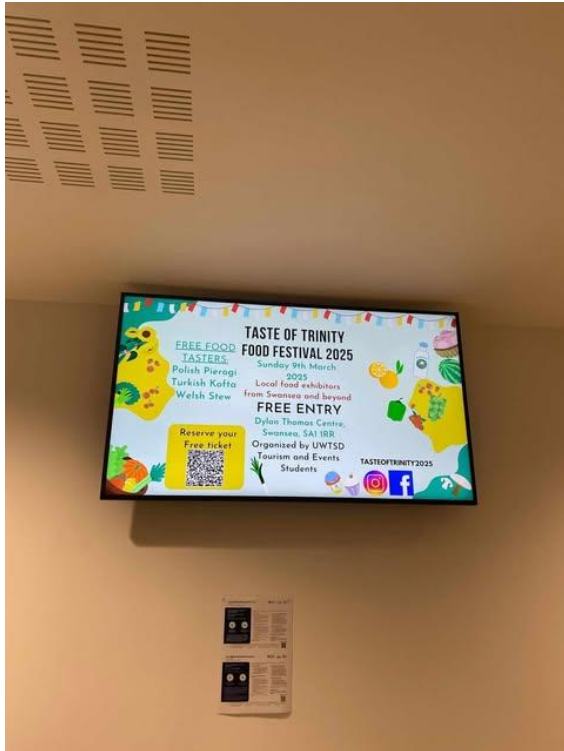
This poster indeed fulfils several marketing criteria to attract and engage its target audience. Here's a brief evaluation:

- **Colourful and Vibrant:** The use of bright and varied colours grabs attention. This is especially effective in a festival setting where the goal is to create a lively and inviting atmosphere.
- **Illustrations:** The various illustrations of fruits, vegetables, and food items create visual interest and convey the theme of the event clearly.
- **Event Details:** The important information—date, time, location, and key attractions (food tasters, guest speakers, local exhibitors)—is prominently displayed and easy to read.
- **Free Entry and Ticket Reservation:** Highlighting that the entry is free and providing a QR code for easy ticket reservation can increase attendance and
- **Theme Consistency:** The food illustrations and the overall design align perfectly with the theme of a food festival, making it immediately clear what the event is about.
- **Engagement Elements:** Mentioning guest speakers and local food exhibitors adds value and credibility to the event, enticing food enthusiasts.





As part of the marketing, our poster is displayed on monitors throughout UWTSD university. This helps to promote the event around students, teachers and all uni visitors.



Carys created an Eventbrite link for people to register. The event is open also for walk-ins, the number of participants is for our needs. There must be at least 50 people there for the event to take place, this is also information on how many people we should expect and for how many to make food tasters.

<https://www.eventbrite.com/e/taste-of-trinity-food-festival-2025-tickets-1216415153469?aff=oddtcreator>

While enhancing our marketing efforts, we met with the Gastronomy lecturers at the Dylan Thomas Centre on January 14th, 2025, to discuss the dishes the Gastronomy students have agreed to prepare for our event. We were advised to contact Edward Morgan at Castell Howell for ingredients, Barny from Square Food Foundation for culinary insights, and Alex Cook regarding the opportunity to have a stall at our event. While we have not received responses from Alex or Barny, Edward Morgan responded positively and is happy to provide the necessary ingredients.

A clear outline of expected expenditure and income to include consideration of the resources required for event.

This event will require various resources:

- Tables and chairs
- multiple power sockets and extension cords
- plates and utensils
- internet access.
- car park for stall holders

- presentation projector

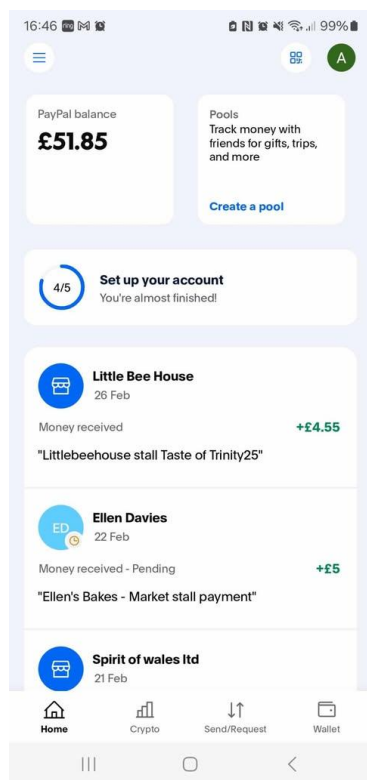
These resources are specially tailored to meet the needs of the business attendees and guest attendees.

To ensure guest satisfaction, we must clearly communicate menu ingredients to address potential allergic reactions. The Gastronomy lecturers and students have graciously agreed to support our event by contributing to the creation of international dishes. In this collaboration, students will receive placement hours in lieu of hourly payment for their involvement. Once all dishes are prepared, students will have the opportunity to stay and participate in the event, gaining valuable insights into business operations and engaging with various speakers. We will require two to three gastronomy students to assist with serving the dishes and helping with the clean-up once the food service is completed. This provides them with a comprehensive experience in both culinary preparation and event logistics.

In this event, I am responsible for managing the finances.

Bowdin et. al. (2012) emphasizes the importance of budgeting and financial planning in the event management, including payment system to generate revenue and manage expenses.

One of my key responsibilities was setting up a PayPal account to facilitate smooth and secure financial transactions. Additionally, I sent payment links to stall holders, ensuring that all payments are collected efficiently. By handling these financial aspects, I help maintain the financial integrity of the event and contribute to its overall success.



AJ

Angelika Jasnos (2308967)

To: Ben Creamer <fatbottomcakes@hotmail.com>

Fri 28/02/2025 12:53

Good afternoon Ben,
I hope you're well.
I am writing to ask if you're still interested to have a stall at our event food festival ?
The event will be at Dylan Thomas Centre in Swansea on 9th March 2025.
There is a small fee £5 to secure a table.
Please let me know if you are still interested and if you have any questions.

Hope hearing from you soon
Thanks
Angelika

...

Reply

Forward

Followed up:

AJ

Angelika Jasnos (2308967)

To: sammy@mitchell.cymru

Wed 05/02/2025 12:25

Cc: Ayda Bekisoglu (2303753); Carys Davies (2303981); Dems Davies (2307860); +1 other

Bcc: southwales@chocshop.co.uk; Info@velfrey.com; Info@abitofapickle.com; +9 others

Good afternoon,
Hope you are well.
Thank you for interest in our event Food Festival 'Taste of Trinity' 2025.
Are you still able to make it?...
As the space is limited and reserving fast, I would ask you to secure a table as soon as possible , there is a small fee £5.

Please return a confirmation of your support and payment

here are the PayPal details
email: angelikajasnos0@gmail.com or phone number 07553372999.

If you have any questions please contact me.

Regards
Angelika Jasnos

Taste of Trinity Food Festival 2025-STALL OPPORTUNITY

Good morning Paul, Hope you're well and feeling better. I am writing to ask if you are still inter...

Mon 10/02/2025 10:57

AJ

Angelika Jasnos (2308967)

To: sophie@velfrey.com

Fri 28/02/2025 12:49

Good afternoon Sophie,
I hope you're well.
I am writing to ask if you're still interested in our event Taste of Trinity Food Festival?
The event will be held in Dylan Thomas Centre in Swansea on 9th March 2025.
Let me know if you're still interested to have a stall at the event and if you have some questions.

Hope hearing from you soon
Thanks
Angelika

...

Finance expenses:

- venue-no costs
- food ingredients
- decorations (banner, ballons etc.)
- marketing (printing posters etc.)

On 19th Feb I put the posters for attendees in Llanelli town. In the context of Kotler's Marketing Mix, the use of posters as a promotion tool serves to raise awareness and generate interest in the organized event. By strategically placing posters in high-traffic areas, the promotional activity aims to capture attention and communicate key information such as the event's date, location, and purpose. This method supports the overall marketing strategy by informing the target audience, stimulating interest, and encouraging attendance, ultimately contributing to the event's success.





Me, Ayda and Carys attended the food show in Llanelli to get more stall holders. After the event we sent an email to people who seemed to be interested.

FOOD FESTIVAL TASTE OF TRINITY



Angelika Jasnos (2308967)

To: info@welshbrewtea.com

Thu 20/02/2025 13:00

Cc: 📧 Ayda Bekisoglu (2303753); 📧 Carys Davies (2303981); 📧 Dems Davies (2307860); +1 other

Good afternoon Alan,

It was lovely to meet you yesterday at the food show in Llanelli. The trade opportunity is still open if you can make it.

The event is called "Taste of Trinity" and will take place at Dylan Thomas Centre in Swansea on 9th March 2025. There is small fee (£5) to secure the table.

All stall holders will have great opportunity to showcase and sell their products/services.

Let me know if you're still interested.

Best wishes

Angelika Jasnos

↩ Reply

↩ Reply all

➡ Forward

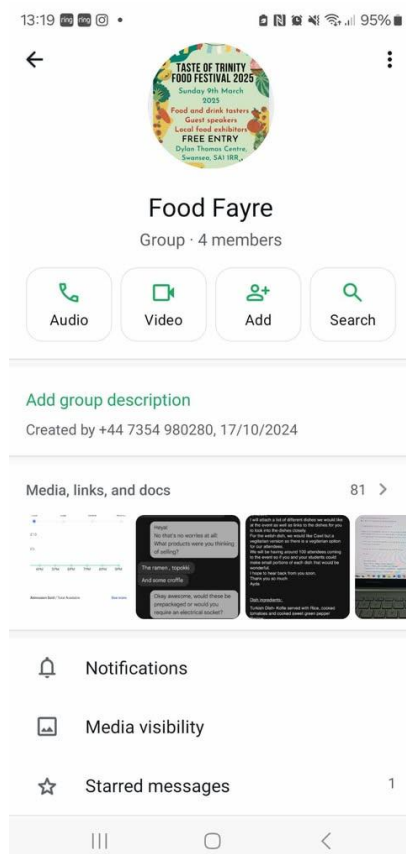
Throughout the entire preparation for this event, we made numerous efforts to secure guest speakers to discuss nutrition and healthy living. Unfortunately, we did not have much success in this area. Instead of guest speakers we will put up presentation about nutrition and healthy lifestyle along with stall holders details which attended the event.

Raffle

Two weeks before the event, I purchased a hamper basket to be used for the raffle. To make it more appealing, I also prepared balloons and sourced some of the items to put into the hamper from the food show in Llanelli. Carys managed to get more prizes for this raffle such as: Heatherton golf pass for a family, Manor Park pass, Llanelli wetland and Plantasia pass. This preparation added an extra touch of excitement and ensured the raffle would be a memorable part of our event. By implementing a free raffle, we aim to create a more engaging environment that not only entertains attendees but also encourages greater participation, thereby enhancing the overall success of the event.

Communication

To streamline communication for our event, we created a WhatsApp group. This platform allows us to efficiently share updates, coordinate tasks, and ensure everyone involved remains well-informed and connected. The group has proven invaluable for quick exchanges, addressing concerns in real-time, and fostering a sense of community among the participants and organizers. By leveraging WhatsApp, we can ensure smooth and effective communication throughout the event planning and execution process.



Effective communication plays a fundamental role in the planning and execution of events, as it ensures that all team members, stakeholders, and external organizations are aligned throughout the process. According to McManus, Verni, and Rouse (2015), clear and consistent communication within event planning helps to coordinate tasks, delegate responsibilities, and manage expectations, ultimately contributing to the overall success of the event. Establishing open communication channels fosters collaboration among team members and enables the efficient sharing of information, which is essential when working under tight deadlines.

Sponsorship

We secured sponsorship from Castell Howell, who generously provided £100 worth of ingredients to support food tasters at our event. The samples will represent a variety of traditional cuisines from Wales, Turkey, and Poland, reflecting the diverse cultural backgrounds within the community. This sponsorship significantly enhanced the quality of our event by offering attendees the chance to experience a range of international flavours. As highlighted by Bowdin et al. (2011), sponsorship not only provides essential resources but also helps to enhance the event's reputation by aligning it with well-established brands. This collaboration supports the event's aim to celebrate cultural diversity while promoting community engagement.

Charity

We decided to donate the money which was left to a charity after the event. By offering the remaining resources or funds to charity after the event, we aim to create a positive social impact while promoting the values of social responsibility. Integrating charitable elements into events helps build a stronger sense of community and encourages participants to feel more connected to the cause.

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