

Feasibility Plan for an International Meeting. Technology & Innovation

Iris P Barreiro Egoro

Student #: 2127100

**International Meetings Management for the Hotel Industry
(BMIH6007)**

Jemma Smith

Afro Brunch Agenda

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Slide 3

Welcome to the Afro Brunch Festival!!!

Afro Brunch is a cultural event where we want people to join us and celebrate the culture, the African culture.

Music is the international language that reach our souls and touches emotions that nobody else can. We want to bring music, art an innovation to create a vibrant and dynamic experience to our audience.

Some important points:

- **Acknowledge** new rhythms of the genre.
- **Discover** contemporary and traditional art and fashion in the culture.
- **Engage** with the technology and creativity of the culture.

Slide 4

Hosting a technology event at music event means bringing together the excitement of music with the latest in digital innovation. Bringing the fun of music and memories with your loved ones with the amazing technology can do to make it memorable.

- **Tech Showcase.**
- **Interactive Experiences.**
- **Tech Talks and Workshops.**
- **Hackathon and Challenges.**
- **Digital Integration.**
- **Partnerships.**

Slide 5

Why Brixton?

We think the perfect location for this event would be Brixton, London. With the history that surrounds the neighbourhood, it is already a plus for our event theme along with the people.

We are betting on Brixton for several reasons, and these are:

- **Rich Afro- Caribbean Heritage.** Afro Caribbean culture and heritage.
- **Cultural Diversity.** Multicultural atmosphere will attract different crowds.
- **Music Venues.** O2 Academy and Electric Brixton.
- **Market Row & Brixton Village.** The atmosphere, food stalls and diverse shops.
- **Community Engagement.** Very strong an activist community.

We believe that for these reasons, it is the perfect place to achieve our goal and be able to obtain a good result from it. Let's not forget that the amazing musician David Bowie was from there. He was married to the incredible model Iman Mohamed, from Somalia.

Slide 6

Setting objectives or goals create a dynamic and impactful event with this industry.

These objectives are:

- **Foster Innovation:** Propose new ideas and advancements.
- **Facilitate Collaboration:** Teamwork and partnerships.
- **Promote Cross– Disciplinary Exchange:** Share knowledge.
- **Showcase Cutting-Edge Technology:** Display latest innovations.
- **Enhance Attendee Experience:** ENJOYMENT provide the “HYPE” for the guest.
- **Global Reach:** Connect with international participants.
- **Educate and Inform:** Provide learning opportunities.
- **Drive Business Opportunities:** Create new routes of networking.
- **Inspire Creativity:** Be you!!
- **Promote Sustainability:** Support eco- friendly practices.

Slide 7

For our Afro Brunch Event, the target audience include:

- **Afro Fans:** Enthusiastic about the music and the sub genres. For example, Amapiano, kuduro, ndombolo etc...
- **African Diaspora:** African descent locally or internationally, interested in teaching other people about their culture, their roots.

- **Music lovers:** People willing to explore new rhythms and sounds.
- **Cultural Explorers:** Individuals interested in learning about the “Mother Continent.”
- **Dance Enthusiast:** Dance workshops and performances.
- **Community Members:** Groups and communities interested in sharing their knowledge and experiences on social events and activities.
- **Global Traveler:** Cultural experiences and atmosphere of an Afro festival.
- **Activist and Advocates:** Promoting diversity and social justice. Celebrate African culture and heritage.
- **Fashionistas:** New enthusiasts about African prints and people new fashion textiles patterns.
- **Foodies:** Traditional African dishes and explore the diverse flavours of African Cuisine.

By targeting these audience, we would create and celebrate Afro Culture and create connections in the community.

Slide 8

Our Afro Brunch Event would reflect the vibrant and diverse of the culture. Some of our ideas are:

- **Live Music:** Traditional musicians and bands.
- **Workshops:** African dance styles.
- **Fashion Show:** Designs and trends.
- **Artisan Market:** Jewelry, artwork etc...
- **Food Festival:** Diverse African flavours.
- **Panel Discussions and Talks:** Social issues, music, art, etc...

All those activities would engage our guest and will create an immerse celebration of the culture.

Slide 9

Bringing different cultures to this type of events holds significant importance by sporting uniques to the event, networking opportunities, exchange of ideas, embrace other coutures, showing empathy and inspiration.

With this we would cover important keys to a successful event.

These are:

- Diversity of Perspectives.
- Global Networking.
- Cultural Exchange.
- Cultural Innovation.
- Promotion of Understanding and Tolerance.
- Enhanced Creativity.

Slide 10

GANTT CHART

Afro Brunch

JaneehEvents, Ltd.

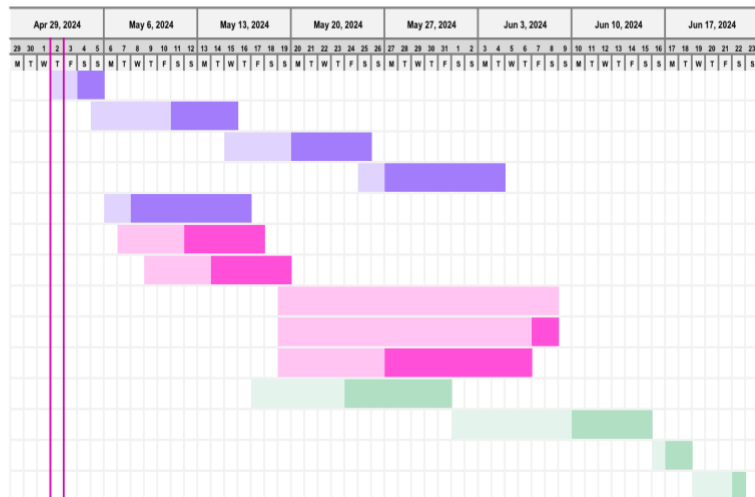
Project lead

Project start: Thu, 5/2/2024

Display week: 1

SIMPLE GANTT CHART by Vertex42.com
https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html

TASK	ASSIGNED TO	PROGRESS	START	END
Event Objectives	Marta DJuan	50%	5/2/24	5/5/24
Secure Event Venue	Geral Cisneros	60%	5/5/24	5/15/24
Hire Event Staff	Kathie Kronert	50%	5/15/24	5/25/24
Event Budget	Leonardo Humberto	25%	5/25/24	6/4/24
Develop Event Marketing Plan	Celso Barreiro	25%	5/6/24	5/16/24
Book Perform & Artist	Ariana Barreiro	50%	5/7/24	5/17/24
Design Event Layout	Pilar Nsang	50%	5/9/24	5/19/24
Secure Vendors & Suppliers	Celso Álvarez	100%	5/19/24	6/8/24
Promote Ticket Sales	Akill Allen	95%	5/19/24	6/8/24
Coordinate Volunteer Recruitment	Damiano X-Ray	45%	5/19/24	6/6/24
Finalise Event Schedule	David Sánchez	50%	5/17/24	5/31/24
Set Up Event Infrastructure	Lalla Cherif	60%	6/1/24	6/15/24
Conduct Event	Oums Cherif	50%	6/16/24	6/18/24
Evaluate Event Success	Cameron Polanco	75%	6/19/24	6/22/24



This chart it will help us organise, calculate how long our project would take and plan the order of the event. It's a good tool for planning and scheduling.

Slide 11

Income & Expenditure Report	Column1	Column2	Column3
Item	Expenditure (£)	Income (£)	
Ticket Sales		25,000	
Sponsorships		18,000	
F&B Sale		8000	
Merchandise Sale		4000	
Total Income		55,000	
Venue Rental	8,000		
Artist fees	12,800		
Event Staff	5,500		
Marketing	3000		
Equipment Rental	2,800		
Miscellaneous Expenses	2000		
Total Expenses		34,100	
Net Income		20,900	

Our T table.

This report outline the expected income and expenditure for the Afro event, including major sources of income tickets, sponsorship etc. also, includes major expenses like venue rental, artist fees. We will calculate the net income (Exp – Inc).

It is important for us, so we know the profit of our event and if is profitable for us for future events.

Our T table show us a Net Income of **£20,900** so it would be profitable for us to create the event.

Thanks

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