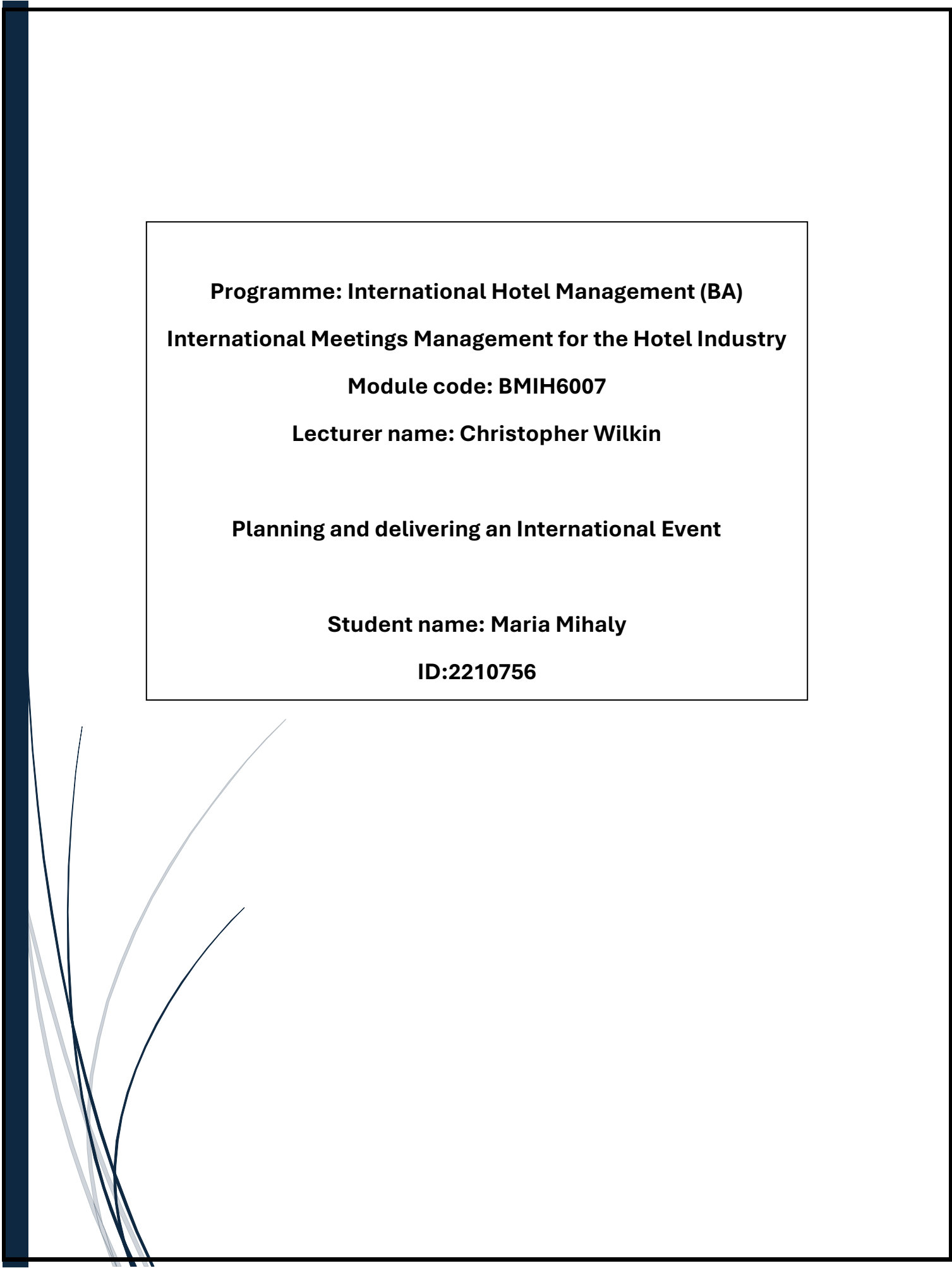




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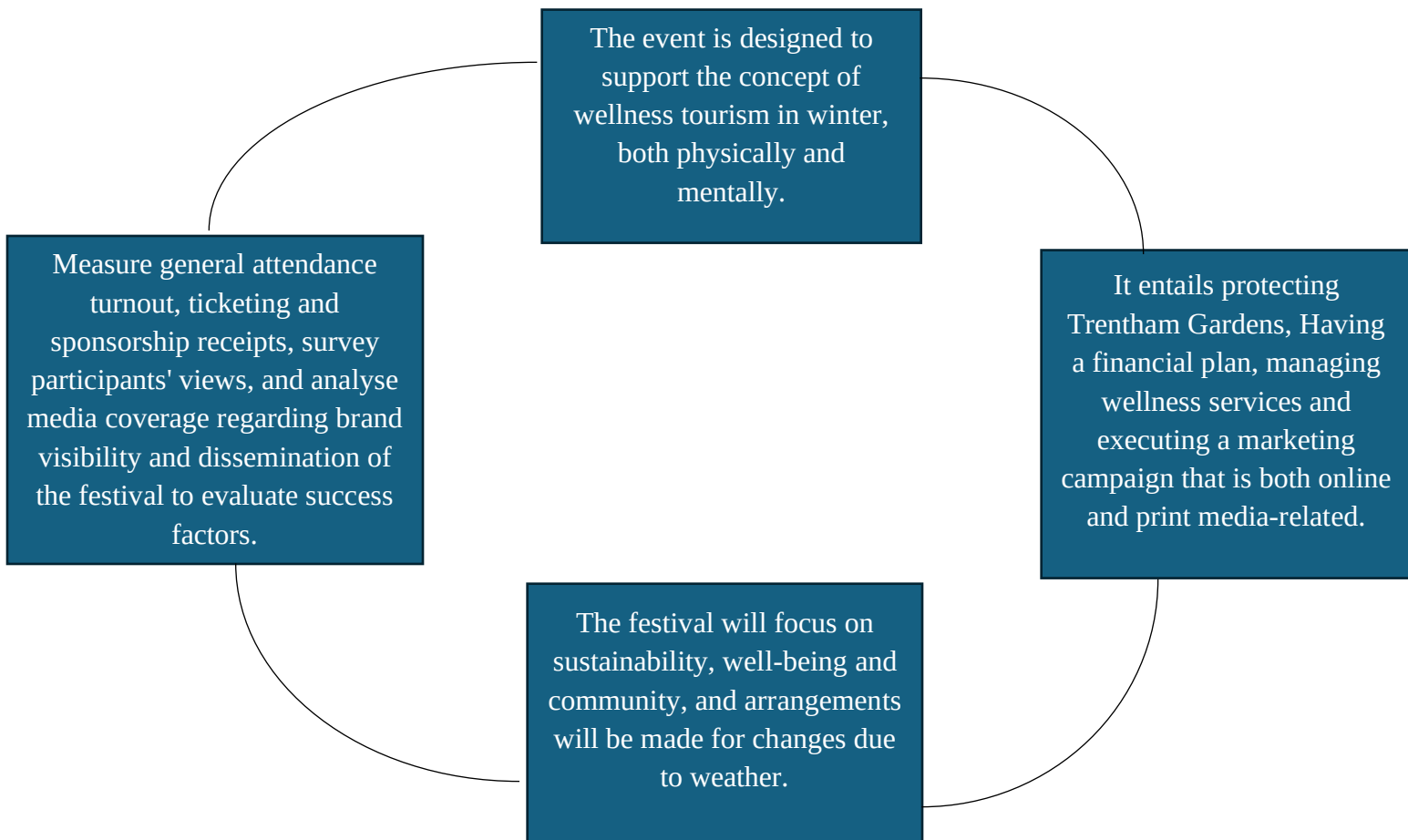
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Introduction

The Winter Wellness Festival, a unique outdoor event set in the picturesque Trentham Gardens in Stoke-on-Trent, is not your typical winter festival. From wellness workshops to exercise sessions, holistic treatments, and exhibitions featuring eco-friendly products, this festival is designed to pique the interest of attendees. Trentham Gardens is perfect during the winter as it is an indoor training ground but with an outdoor field which can be used when it is not snowing. This venue adds value to activities such as Yoga, aerobics, nature walks, and meditation (The Trentham Estate, 2021). The resort's planned festival targets satisfying the demand for health and wellness experiences that become especially popular in winter, when people make health-related resolutions for the new year. The ecological aspects revealed serve contemporary purpose and are interesting for the spontaneously healthy people, supporters of ecology, the locals, and tourists.

The event cycle

The Event Cycle means the processes of an event from planning to implementation to assessment (Sardelis, 2017). Common stages include concept and Feasibility (defining event goals, their practical possibility, and the audience it will be aimed at), planning and development (this is defined as developing a blueprint for delivery, promotion, costs, and personnel), execution (performing event activities, coordinating and executing event processes and the satisfaction of the attendees), and evaluation (this involves evaluating the success of the event, determining how many people came, how much money was made or spent, what people said about the event, and whether the media talked about it) (Sardelis, 2017). For the winter wellness festival, the phase aligns as follows.

**Event concept**

Event name: Winter Wellness Festival

Location: Trentham Gardens, Stoke-on-Trent

Date: 25 December 2024

The Winter Wellness Festival aims to provide a one-stop event where the participants get to exercise, learn, engage, shop and eat healthily, all in a festival environment during the winter. Some of the activities that will be provided for the participants include wellness preceding, environmental products and services showcasing and various fitness activities aimed at providing comfort, health and growth for the participants.



Figure 1: Infographic of the festival

Itinerary	
10:00 AM – 10:30 AM (Opening ceremony)	Opening remarks by the event hosts, organisers and sponsors of the event. Overview of event schedule and wellness objectives
10:30 AM – 12:00 PM (Yoga and Mediation sessions)	Outdoor (weather permitting) or Indoor sessions by professional trainers. Engage the participants in breathing and relaxation exercises first in the morning.
12:00 PM - 1:00 PM (Holistic wellness workshop)	Stress management, nutritional focus, and environmental conservation measures are some subjects offered.
1:00 PM – 2:00 PM (Lunch break)	Healthy, locally sourced food options are available on-site. Attendees can also network with each other and wellness experts.
2:00 PM – 3:30 PM (Nature walk and aerobics)	Nature is a guided nature walk in Trentham Gardens. The cardiovascular session is followed by fitness for winter season aerobics.
3:30 PM – 5:00 PM (Exhibitor booths and product demos)	Showcase of green and sustainable products and wellness businesses. Exhibitors can interact with the participants and the participants could use some products in the wellness exhibition.
5:00 PM – 5:30 PM (Closing remarks and future event announcements)	The event planners will brief the activities and day highlights. News of wellness fares and programs in the community.

Aims and objectives of the event

The overarching aim is to promote mental and physical well-being during winter by providing an educational and engaging festival that encourages sustainable and health-conscious practices.

1. Increase awareness of wellness practices.

- S: Providing wellness education through demonstrations and workshops.
- M: After the event, collect feedback from at least 80% of attendees on their awareness of wellness practices.
- A: Ensure that the workshops are informative and interactive.
- R: Focus aligns with the wellness theme of the festival
- T: Feedback collected within 24 hours after the event

2. Generating revenue from ticket sales and exhibitors

- S: Obtain ticket and exhibitor sales revenues to an estimate of £42,500.
- M: Monitor ticket and other organisational revenues and exhibitors' contributions to the established revenue milestones.
- A: Use online advertisement and community engagement for campaign sales.
- R: Revenue provides festival viability and future development opportunities.
- T: Target to be achieved by the end of the event day.

3. Enhance community engagement and sustainability awareness.

- S: Organise at least three environmental conservation activities during the event.
- M: Measuring attendee participation via a post-show survey for at least 70% approval ratings of sustainable measures.
- A: Engage local environmentally friendly retailers and companies for application.
- R: Aligns with festival focus about environment consciousness.
- T: Evaluation and response captured exactly one week after the event.

Event management

Skills required

Wellness instructors

Instructors will be present to assist the participants through yoga, meditation, aerobics, and nature walks procession. They should be certified fitness and wellness professionals able to coordinate group fitness activities and provide an encouraging environment to people attending general fitness programs (Bladen et al., 2022).

Holistic therapists

Some holistic health services to be conducted by holistic therapists include wellness seminars to sensitise the community to stress-handling techniques, proper dieting and living standards. They should have knowledge or experience in whole-body treatments, including mindfulness, food advice and lifestyle change support for the attendees (Jones, 2017).

Event coordinators

Event coordinators: Event coordinators work as schedulers of logistics and programs to enhance the flow and pleasure of the occasion for all the guests. In case of any incidents during an event, the event coordinators are trained to handle them effectively, ensuring the safety and comfort of all attendees.

Technical staff

The technical staff are specifically charged with the responsibility of installing and operating sound, picture and video equipment (Schwarz et al., 2016). They should be capable of managing outdoor event configurations, addressing any technical challenges, and guaranteeing the efficient operation of all digital interfaces and presentations to increase attendees' interactions.

Catering staff

Vendors will offer healthy, non-processed meals for the participants as a way of promoting wellness throughout the festival. It is important that they have background knowledge of catering, especially in events in which those who attend need healthy, nutritious foods. They must also be sensitive to diet and sanitation (Getz and Page, 2019).

Resources required

Resources	Requirement	Purpose
Venue and facilities	Trentham Gardens's indoor and outdoor spaces adapt to the weather with sufficient facilities for wellness activities.	To create a wellness environment that could support indoor and outdoor activities depending on the weather.
Audiovisual equipment	Overhead projectors, microphones, speakers and screens for the drama, workshops, presentations and closing addresses.	Improve people's interaction at events, enable precise messaging, and act as a backdrop to marketing collateral (Gaines et al., 2014).
Catering services	There are low-fat, low-sugar food options for all meals, snacks, and water and other bubbly drinking water.	Feed the guests healthy food to ensure they become healthier after they enjoy the festival.
Heating and shelter	Tents, heaters that are portable, and covers for other outdoor areas.	Ensure attendee comfort and continuity of activities despite winter weather conditions.
Marketing materials	Sales promotions flyers, banners and other items will be used on social media platforms (Larson, 2014).	To make the event more noticeable and attract more attendees, reach the audience by focusing on a healthy and environmentally friendly lifestyle.
Wellness supplies	Yoga mats, treatment kits, biodegradable products for samples, and wellness equipment.	Organise, support, and fully participate in the wellness events corresponding to the festival's environmentally friendly and healthy lifestyle theme.
Security and safety measures	Trained security personnel, first aid kits, and emergency protocols.	Secured the attendees, managed the crowd and was ready to handle any call that required our attention (Armanios et al., 2017).

Event budget

The Winter Wellness Festival's financial plan also comprehensively illustrates the provision of income and outcome. This event's implied and intended budget strategy is to achieve profitable but not over-the-top expenditures by strategically engaging various recurrent and other sources of earnings, cuts, and expenses (Dirani et al., 2020).

Ticket sales

Tickets cost £20 for entry and only £60 for full access, and the event should attract around 1000 people. This approach makes sense for attendees and will prove most profitable, as costs are high at this level.

Revenue goal: £35,000

Exhibitor fees

Businesses, normally manufacturers of health and beauty products or recyclable products, will have to pay between £300 and £800 for their booth. With approximately 15-20 participants, this income stream adds to the festival and generates revenue.

Revenue goal: £7,500

Sponsorships

Wellness brands and local businesses will sponsor the event to get funding for the project. Sponsorships will involve the following: company logos displayed on the event and they will be promoting the festival (Duchek, 2020).

Revenue goal: £10,000

Expenditure breakdown

1. Venue Rental: £8,000

Trentham Gardens has a rental fee for the facility and, additionally, depending on the weather choice of the clients between indoors and outdoors.

2. Catering: £5,000

This entails providing guests with healthy food and drink choices, as well as water recycling and purified water, in compliance with the wellness theme.

3. Marketing and Promotion: £4,000

Various strategies will be used to attract the target market, including digital and social media marketing through the local media. Promotional prints and banners will also enhance visibility (Madura et al., 2018).

4. Logistics and Equipment: £3,500

This encompasses renting and installing audiovisual equipment, cardiovascular machines, and heating to enhance participant comfort and interest.

5. Staffing and Security: £4,500

Those are costs incurred by wellness instructors, catering services, and security personnel, among others, to ensure that the event is coordinated, well-organised and interesting.

6. Contingency Fund: £2,000

A contingency buffer to allow the event to manage unforeseen conditions while incurring minimal fuss (Kaiser et al., 2015).

Total estimated costs: £27000

Total predicted revenue: £52,500

Net project income: £25,500

This budget looks forward to achieving a profitable result regarding the event's wellness and sustainability goals. Otherwise, if further details are needed, they can be added to the appendices.

Industry trends

The Winter Wellness Festival can be linked to several of the broad trends in the meetings and events industry that shape its model. To begin with, the festival is positioned as a wellness tourism offering, as the scholarly community has noted a rising consumer concern for their well-being.

Such demand is spelt through yoga, meditation, and holistic workshops, with participants looking forward to getting some healing (Kamble et al., 2018).

Sustainability is the other important trend facing the event. Due to increased awareness of environmental issues, the expected event should not be an exception to environmentally friendly plans (Santeramo et al., 2018). The flexibility of the Winter Wellness Festival makes it an environmentally appealing event, mainly because it involves choosing eco-friendly vendors and holding the event near nature.

It is also relevant that digital and hybrid engagement impact the project significantly in the modern world. Though the festival is face-to-face, public participation is promoted through online advertising. Regarding future editions, it is possible to hold a meeting that will include the part that will possess elements of its hybrid, broaden the access and facilitate the possibility of remote participation (Caporgno and Mathys, 2018).

Pandemic or no pandemic, health and safety issues have never taken a back seat as they play a significant role in today's and future success. Thus, the building organisers provide facilities such as sanitation stations and inclusive indoor and outdoor options that suggest their safety to celebrants. Finally, the event recognises possible economic risk factors since the tickets are available at different prices (Sodiq et al., 2019). Sales of sponsorships and exhibitor sponsorships also offer other sources of income other than ticket receipts. Most of these considerations align the Winter Wellness Festival with what is currently trending in the market today as a wellness-focused festival with a sustainable take. (Some of the other industry trends are discussed in Appendix 1).

Situational and cultural considerations

Several situational and cultural factors are essential for the Winter Wellness Festival's success. Through **PESTEL analysis**, it is examined how the external factors affect the event and why they are important to consider.

Political

Favourable policies about wellness, tourism, and sustainable development actions are areas the Winter Wellness Festival prefers because of local government endorsement. These policies may engage the grants or permits, which are essential for the achievement of the event's goals (Jamil, 2023). Nonetheless, there are health and safety requirements considerations, which are equally

paramount, especially given the new norm post-COVID-19. Positive political sentiment and cooperation from local authorities' favour improving festivals and people's participation.

Economical

Financial instability affects expenditure on extra and complementary services, including wellness events. To get around this, the festival has different ticket prices, which allows it to be more diverse because of financial issues. That's why sponsorships and exhibitor fees can be viewed as a more diversified source of income that makes the event independent of ticket sales (Richardson, 2024). Market environmental conditions also influence the marketing strategies, namely reaching segments that will spend on wellness experiences even in a poor economic state.

Social

Currently, there is a clear social demand for wellness and the preservation of the planet. Especially after the COVID-19 outbreak, many customers look for activities that are aligned with their health (Jamil, 2022). The Winter Wellness Festival is by these values, providing opportunities for yoga, meditation and many other holistic sessions that appeal to a health-orientated audience. Furthermore, the festival's timing in winter is more effective in tapping the New Year's resolution health consciousness, creating more social relevancy.

Technological

Technology is instrumental in marketing the festival and improving its delivery to the attendees. Social media and ads assist in finding people interested in health topics, and this service is considerate to the environment. The festival could also look at other interactive hybrid executants which enable the delivery of workshops through social media to increase reach and input. Onsite, similar to digital check-in systems or comprehensive audio/video systems for presentations make the attendee experience even better and add efficiency to workflow (Ferdinand, 2021).

Legal

Observing the law is a prerequisite when organising and staging a festival. This entails acquiring proper permits, meeting compliance for health issues, and developing strategies regarding vendors and sponsorship. Data privacy laws must also be observed, especially regarding digital marketing and ticketing solutions (Gregoric, 2014). Legal compliance minimises risks, and ideal operations are achieved to promote trust amongst the attendees and partners.

Environmental

Like many events and parties that have come before it, the Winter Wellness Festival takes the matter of sustainability into the contemporary, modern age. The event encourages an environmentally friendly setting by choosing an open space such as Trentham Gardens. The vendors you partner with, waste management and disposal systems, and ensuring the event uses recyclable products are ways the festival cares about the environment (Vardopoulos et al. 2021). As for the weather, winter is a problem, but there are always backup options and heaters to ensure the weather does not directly affect the comfort of an attendee.

SWOT analysis

For analysing the strengths, weaknesses, opportunities, and threats to the event, SWOT analysis is utilised below (the details of the points are presented in the Appendix 2)

S	W	O	T
Strong alignment with sustainability and wellness trends	Reliance on weather for outdoor activities	Expansion through virtual/hybrid options	Economic uncertainty
Idea venue and location	Economic sensitivity	Potential for future partnerships	Health and safety concerns
Diverse revenue streams			

Conclusion

To conclude, The Trentham Gardens' Winter Wellness Festival fulfils the new qualitative needs of health-conscious, sustainability-conscious audiences. Since it includes various environmental activities and is aligned with industry standards, the festival targets all groups of people, including well-being seekers and locals. As planned and financially secured from sales of tickets, sponsors, and exhibitor participation, the festival aims to be a value-adding experience for the attendees. Addressing wellness, sustainability and safety, the Winter Wellness Festival guarantees to become

a valuable and traditional event, which will help the community members to become healthier and more sustainable.

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APPENDICES

Appendix 1: Trends and impact

1. Wellness Tourism

Wellness tourism is increasing due to an increasing interest in activities and services that emphasise maintaining one's health. After COVID-19, people have shifted their focus to fitness and well-being activities that help them manage their stress levels (Kazakov and Oyner, 2021). The Winter Wellness Festival takes advantage of the popularity of wellness activities by hosting other movements such as yoga, meditation and whole-body workouts. These are specifically targeted at individuals who consider self-care and improving their health an important factor, hence creating the reason for attending the festival.

2. Sustainability and Ecological Responsibility

Over the past few years, stakeholders in the event industry have embraced the sustainable events agenda. The audience is well informed about the environmental impacts and also prefers environmentally conscious meetings. The Winter Wellness Festival has numerous 'greener' measures in its implementation. One's working with sustainably minded vendors, earth-friendly giveaways, and a wholly outdoor-oriented environment minimises this (Andreu et al., 2021). These initiatives are consistent with these stewards' self-views and establish the festival's environmental credentials.

4. Health and Safety Standards

There is growing concern about the health and safety of event patrons, especially during events that involve large groups of people. Higher Levels of hygiene are now required with arrangements that will require less contact and people. The safety measures adopted and put in place during the Winter Wellness Festival are as follows. This way, people can enjoy the event unhindered by the COVID-19 pandemic, mostly through the provision of sanitation stations, proper crowd management, and proper management of indoor and outdoor physical space (Luo et al., 2018). These provisions fulfil the attendee's expectations and bring the festival to par with today's safety standards.

5. Custom services or products and want to be treated individually.

Audiences or people in attendance today are searching for select and unusual experiences that will fit their personality. It has been realised that approaches aimed at personalising the experiences gained by the attendees significantly increase their satisfaction and loyalty (Andreu et al., 2021). The Winter Wellness Festival provides consumer engagement solutions that combine elements of the megatrend by offering a wide range of wellness activities. The festival's wellness categories encompass different genres, including yoga and meditation classes, art remixers, laughter yoga, vegan food festivals, vitality weeks, natural inner chi, and more. Such individual promotion serves to entice large crowds and, at the same time, ensure that every attendee feels content and busy during his stay.

6. Economic Uncertainty

The availability of funds controlled by market forces dictates each attendee's spending habits, requiring more careful expenditure. This trend affects ticket and event ticket and event attendance standards. Regarding the economic aspect, general admission tickets, VIP tickets, and group ticket prices will be available during the Winter Wellness Festival. One advantage of the chosen price positioning is that it makes the event available for purchase, while more expensive tickets increase ticket sales. In addition, there is a financial factor that the festival focuses mainly on sponsorship and exhibitor revenues as well, which makes it independent of ticket sales only.

Appendix 2: SWOT Analysis

Strengths

- The event is relevant to social norms of healthy living and taking care of the environment, which will target consumers interested in healthy lifestyles.
- Trentham Gardens includes a suitable environment that may be modified to improve the general well-being of the people and flexibility to accommodate the weather.
- Money from ticket sales, sponsorships and exhibitors generates This financial stability.

Weaknesses

- Adverse winter weather may affect turnout and limit some of the outside activities.
- Business recessions may slow down the funding for wellness events, directly influencing ticket selling and exhibition.

Opportunities

- The event should incorporate hybrid components to enhance accessibility and reach new people for live-streamed workshops.
- The connection with other wellness companies and organisations potentially advancing products and services could improve, as could sponsorship.

Threats

- Of course, there may be some financial barriers because individuals, organisations, firms, etc., always have to spend money to attend the event.
- Other health mandates in force or the new surge of pandemic measures can disrupt attendance and event operations.

Appendix 3: Innovation and Technological Integration

Blockchain Payment Trial: The festival will use blockchain-based payment for ticket sales, and even some of the transactions that occur at the festival. It should be noted that this innovation would simplify check payment, improve security, and make payment transparent and decentralized for all attendees interested in using crypto money. Automating event transactions with the blockchain also makes the Winter Wellness Festival a modern approach to an event and the future with sustainability and technology. Blockchain in general had advantages in being safe, fast and with transparent payments where the fees might be slashed. In the same regard, it may attract interested technical and eco-conscious show-goers who may perceive the blockchain facilities as transparent and a means of decentralization.