

Event Planning and Delivery Considerations for an International Meeting

Event Theme: Sustainability

<i>Student name</i>	Elena Roxana Chelaru
<i>Student ID number</i>	2118844
<i>Programme</i>	International Hotel Management (BA)
<i>Module</i>	International Meetings Management for the Hotel Industry
<i>Module code</i>	BMIH6007
<i>Tutor</i>	Philippa Fitzgerald

Table of Contents

Introduction.....	3
The Event Cycle	3
Event Concept	4
<i>Event Itinerary.....</i>	<i>5</i>
Aim and Objectives.....	6
<i>Aim</i>	<i>6</i>
<i>Objectives</i>	<i>6</i>
Event Operations	6
Industry Trends and Impacts	7
Event Budget	8
Cultural and Situational Considerations.....	10
Conclusion	12
References	13

Introduction

Eco Living Iberia is a prominent exhibition at IFEMA in Madrid that features eco-friendly products and solutions (IFEMA MADRID, 2024). This event was selected to illustrate the growing importance of addressing environmental conservation. An eco-friendly consumer and business exhibition is taking place in the Eco Living Iberia community development. Madrid will be significantly affected by its well-known environmentally friendly policies and initiatives (Espluga-Trenc et al., 2021). This report examines the intricate process of coordinating a significant international event to promote global economic sustainability, with a focus on Eco Living Iberia.

The Event Cycle

Event planners can derive significant advantages from the Event Cycle since it outlines the crucial stages for organising, implementing, and assessing an event (Fox et al., 2014). Various perspectives exist about the steps of initiation, preparation, implementation, assessment, and finalisation in this procedure. Convening a meeting was the best decision in the end.

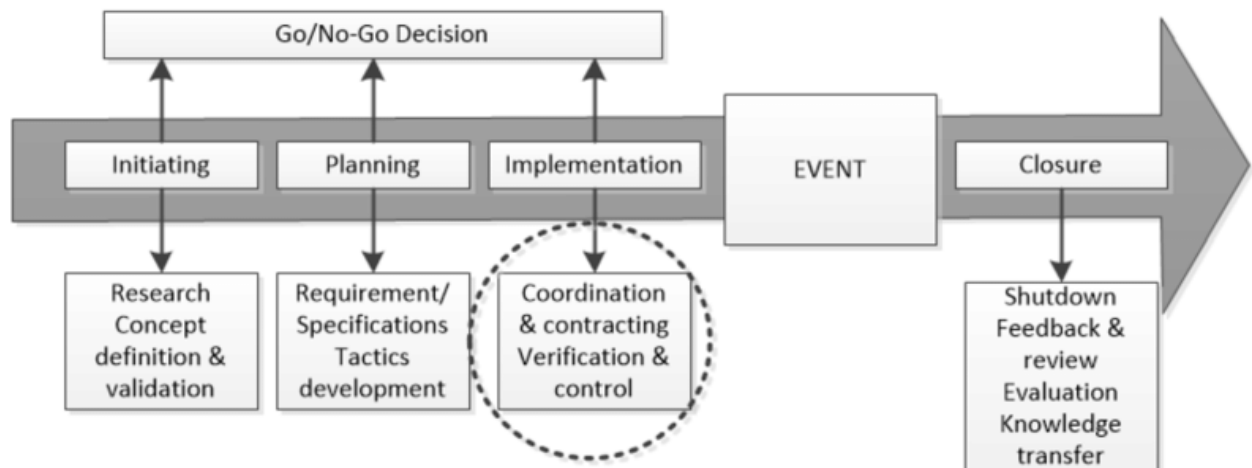


Figure 1: Event Cycle

Source: (O'Toole, 2011)

Eco Living Iberia promotes eco-friendly methods starting at the "Concept or Initiating" stage of a product's life cycle. Establishing the goal, target audience, and primary message of the event is an essential initial step in the planning process (Meredith, Mantel and Shafer, 2016). Every event that Eco Living Iberia organises is carefully organised ahead of time. Making the choice to go to IFEMA Madrid is an important part of this process (IFEMA MADRID, 2024). Furthermore, a timetable is now being created. A large number of people, including sponsors, exhibitors, and speakers, will sign contracts. Just as important as promoting the event to draw attendees is making sure the logistics go well. The Execution or Implementation phase sees the realisation of Eco Living Iberia. Since the ceremony was broadcast live online, everything has gone without a hitch. The ability of the operations staff to anticipate issues, swiftly devise innovative solutions, and guarantee client happiness will be crucial to the event's success (Fox et al., 2014). The success or failure of the event is determined by the post-event evaluation. They can survey attendees, vendors, and staff to learn more about the success or failure of the event. This phase has an impact on both the learning process and the preparation for later events. During the Closure phase, all financial and administrative activities related to the event are completed (Lockstone-Binney, Hanlon and Jago, 2020). Paying vendors, shutting accounts, and formally ending the event business are all part of this procedure. This is the perfect opportunity to express gratitude to everyone who helped make the event a success and to recognise the significance of their contributions.

Event Concept

- ❖ Visitors have the opportunity to examine exhibits that promote merchandise and services that promote consumption that is both morally and environmentally responsible. On this momentous occasion, which is brimming with splendour, one is also filled with optimism for the future of the global economy (Wickham, Donnelly and French, 2021). There, businesses that are concerned about the environment can exhibit their cutting-edge products.
- ❖ Because of the actions that they took, the wheels began to turn. During the time away from home, one has the opportunity to interact with fascinating people and to organise discussions and panels on environmentally friendly technology (Watson et al., 2008). Guests will have the opportunity to publicly acknowledge those individuals who have made

major contributions to environmentally conscious projects at the Sustainable Living Showcase, which is an interactive display (IFEMA MADRID, 2024).

- ❖ It will take place before to the main presentation and ceremony for awards. There will be a reception after the main programme where attendees can mingle and possibly exchange business cards (Quick, 2020). Eco Living Iberia acknowledged and expressed gratitude for the group's efforts to promote a civil society. In addition, each of participants has added the unique perspectives.

Event Itinerary

➤ 9.30 AM: The event's organisers provide an opening address to clarify the goal of the day-long eco-friendly living expo. The presentation showcases a leading expert in environmental sustainability and is thorough and captivating. The essay explores the importance of conferences such as Eco Living Iberia and the worldwide influence of environmentally conscious initiatives.
➤ 10:00 AM: Future sections will focus on sustainable agriculture, green energy, eco-friendly fashion, and related topics. The study will examine the present condition and possible future path of sustainability.
➤ 11 AM. to 12 PM: Enjoy a delightful, healthy, and environmentally friendly meal while mingling with like-minded individuals. Come have lunch with us at noon.
➤ 1:00 PM: there will be a display of eco-friendly innovations. Both well-established businesses and aspiring entrepreneurs can display their products in this gallery. Now all that is left is for the members to come up with new ways to harm the environment. We will be attending classes later today.
➤ 2:00 PM: The topics include making eco-friendly products, green home construction, eco-friendly business practices, and more. Topics like "Green Marketing Strategies," "Renewable Energy for Homes," "Zero-Waste Lifestyle," and "Sustainable Fashion" are relevant.
➤ 4:00 PM: Guests can listen directly from sustainability project workers about the measures taken by other businesses and municipalities to enhance their sustainability efforts.

➤ 5:30 PM: Join us for a panel discussion on the future of green living. Our company is hosting a roundtable discussion where leadership and sustainability experts will share their predictions for the company's future.
➤ 6:30 PM: Enjoy some downtime, socialise, and collaborate on business plans. Refreshments will be provided at the event, made with ingredients sourced sustainably and ethically.
➤ Throughout the year, Eco Marketplace invites NGOs and businesses to exhibit their eco-friendly products and services. Participatory zones feature a virtual reality exhibition on environmental preservation, a display of small eco-friendly homes, and innovation stations for recycling.

Aim and Objectives

Aim

The prior aim of this event is to achieve sustainability, it is crucial to encourage businesses and consumers to adopt eco-friendly products and practices.

Objectives

- To ensure that the majority of participants receive materials on sustainable living.
- To foster collaboration in the green products sector, plan more than one hundred B2B meetings.
- To feature more than 300 distinct, environmentally conscious products, one has the opportunity to expand the brand's reach worldwide.

Event Operations

Eco Living Iberia, an exhibition of sustainable innovation, requires a large team of individuals with diverse backgrounds and expertise (IFEMA MADRID, 2024). A skilled project manager is essential for a smooth project completion since they are knowledgeable in all aspects of project management, including logistics, timetables, and stakeholder involvement (Getz and Page, 2016). Time management, vendor communication, and the incorporation of sustainability themes throughout all stages of planning and execution are essential skills for coordinating an event of this magnitude. Madrid will be significantly affected by its well-known environmentally friendly

policies and initiatives (Espluga-Trenc et al., 2021). This report examines the intricate process of coordinating a significant international event to promote global economic sustainability, with a focus on Eco Living Iberia.

The guiding idea of sustainability at Iberia requires a constant awareness of ecological news. The event can be promoted and held in line with eco-friendly values by incorporating sustainable caterer procurement, waste reduction measures, and a website that promotes the green mindset (Rodríguez et al., 2024). The eco-friendly IFEMA Madrid is a great choice because of its modern facilities that allow for sustainable event management. Some examples of these modern comforts include recycling bins and light bulbs that use less energy. One must possess exceptional communication and marketing skills if he or she desires a larger audience to view and participate in this event. Some public relations, online advertising, and social media engagement might help spread the message and keep stakeholders informed (O'Toole, 2011). Being key themes in all modes of communication, innovation and sustainability will ensure that the event's principal issue has far-reaching and significant effects. For inclusive event planning with virtual or hybrid components, technical skill is more important than ever before.

Advanced livestreaming technology, online platform monitoring, and interactive sessions offer remote involvement for persons unable to attend in person. Exceptional customer service involves promptly and astutely addressing the requirements of speakers, sponsors, and attendees (Rogers, 2013). There are committed to enhancing online registration and providing support throughout the event to ensure a positive experience for all participants. The essential materials of Eco Living Iberia are crucial for its existence. Efficient cooperation among employees, volunteers, event organisers, and technical support staff is crucial, along with an eco-friendly advertising approach (Ramely et al., 2022). There seek to collaborate with eco-conscious transportation and real estate firms to provide the members more sustainable choices. This would strengthen the event's dedication to environmental sustainability. Eco Living Iberia will utilise these materials to display the outcomes of environmentally aware event planning during their sustainability festival.

Industry Trends and Impacts

Multiple static and dynamic elements impact the meetings and events business. This encompasses client requirements, increasing environmental awareness, and technological advancements. There

is a growing trend of people participating in "green" activities to promote eco-friendliness and encourage others to reduce their environmental impact (Salama, 2021). Eco Living Iberia has consistently prioritised sustainability as a key element of its aim to spearhead and assist worldwide initiatives to address climate change.

In order to effectively control the spread of the COVID-19 pandemic, it is essential to employ strategies that combine online and offline approaches (Osorio et al., 2023). There is a possibility that presenting information in this manner will improve comprehension and make it easier to share. Through the provision of digital solutions for remote engagement, Eco Living Iberia makes it possible to capitalise on this trend and establish connections with a more extensive global audience.

In general, people tend to have a better time when they are attending events. There is a critical need for technological advancements such as artificial intelligence (AI) for environmentally friendly and individualised experiences and event navigation apps for smartphones (Grundner and Neuhofer, 2021). Using state-of-the-art technology, Eco Living Iberia highlights eco-innovations, engages guests, and streamlines procedures. This gathering is mostly focused on social and environmental issues (Henke, Moyano and Pagliara, 2023). Everyone here is invited to give their undivided attention to what is happening today. Eco Living Iberia intends to inspire individuals to live more sustainably using a variety of means, including workshops, live demonstrations, and interactive exhibitions. More and more event planners are thinking about the cultural and economic benefits that the host city may provide. The city of Madrid's economy, environment, and tourism will all benefit from the presence of Eco Living Iberia at this year's event. Sustainable practices are considerably more highly esteemed in Spanish culture.

Event Budget

For Eco Living Iberia's event budget to be spot on, all of the anticipated costs and revenues must be carefully balanced. Most of the event's budget will be funded by income generated from ticket sales, exhibitor fees, product sales, and sponsorships. Without these sources, financing technology infrastructure, venue lease, marketing, technical help, and operational logistics will be unattainable (Smith, 2012). Due to the costs, it is essential to plan ahead for the inclusion of eco-friendly

elements in the occasion. All necessary information for a cost-effective and enjoyable event is available here.

Category	Estimated Income	Estimated Expenditure
Ticket Sales	£150,000	-
Exhibitor Fees	£100,000	-
Sponsorships	£200,000	-
Grants	£50,000	-
Merchandise Sales	£20,000	-
Total Income	£520,000	
Venue Rental	-	£80,000
Technology	-	£40,000
Marketing	-	£60,000
Operational Costs	-	£70,000
Speaker/Staff Fees	-	£100,000
Catering	-	£50,000
Transportation	-	£20,000
Event Insurance	-	£10,000
Sustainability	-	£30,000
Miscellaneous	-	£20,000
Total Expenditure		£480,000
Net Income		£40,000

Table 1: Event Budget

Source: Self-made

Eco Living Iberia aims to generate a net income of £40,000 in the fourth quarter by subtracting £480,000 in expenses from £520,000 in revenue. Optimally allocating the remaining monies could support more sustainability projects or future events. The IFEMA Madrid venue, along with effective marketing strategies and extensive technology assistance, results in a substantial cost for a hybrid framework (IFEMA MADRID, 2024). The event showcases its commitment to the environment through its support of sustainability initiatives. Both the food distribution and waste

management sectors need to strictly adhere to these guidelines. The grant will enable Eco Living Iberia to maintain operations and achieve its goal of promoting sustainable living.

Cultural and Situational Considerations

Eco Living Iberia is pleased to host tourists from throughout the globe and it is the duty to observe their diverse cultural customs. Consider cultural norms, language barriers, and dietary restrictions. The prior aim is to create an inclusive environment for all guests by offering culturally sensitive cuisine, employing a varied workforce, and maintaining an appealing ambiance. Eco Living Iberia is pleased with the increasing environmental consciousness among individuals. Signs of the trend include the growing focus on individual environmental accountability and the demand for enhanced sustainability (Gulak-Lipka and Jagielski, 2020). According to Warrick (2017), increasing the summit's impact and influence can be accomplished by aligning its cultural goals with the sustainability goals of the global community. Along with an approach to advertising that is friendly to the environment, it is essential to have effective collaboration among employees, volunteers, event organisers, and technical support staff (Ramely et al., 2022). In order to provide the members with more environmentally friendly options, they are looking to form partnerships with environmentally conscious real estate and transportation companies. Important aspects include the socioeconomic standing of individuals as well as the state of the economy on a global scale at the present time (Raihan, 2023). Boost attendance by providing virtual participation options, scholarships, and flexible pricing structures. Financial constraints hinder the adoption of this approach to tackle the urgent sustainability issue.



Figure 2: Spanish Cultural Condition area

Source: (Evason, 2018)

After the epidemic, many people were afraid of getting COVID-19. Eco Living Iberia adopted revised health protocols and virtual interaction in response to the issue. Strictly following this strategy will ensure that the intended participants of the event will attend. Technology's importance in modern affairs is growing, necessitating all actors to have the required resources (Uralovich et al., 2023). This report suggests that those living in rural areas may feel the effects of the digital divide more strongly. Using user-friendly and tech-supportive platforms can improve the accessibility of the event. With increasing concern about the Earth's condition, the event's focus on sustainability is highly pertinent. Eco Living Iberia aims to focus on sustainable agriculture, renewable energy, and environmentally responsible consumption. An efficiently planned event will draw a bigger crowd and guarantee a broader dissemination of the message.

Conclusion

Eco Living Iberia ends by demonstrating how environmental education, community service, and green problem-solving can unite individuals for a more promising future. This conference establishes a benchmark for next sustainable events through meticulous planning, steadfast commitment to the event process, and efficient resource management. Eco Living Iberia consistently creates captivating, pertinent, and innovative content on contemporary economic and cultural matters. The main goal of the event is to inspire participants to embrace more sustainable lives and integrate these principles into their daily routines. Hence, the enjoyable ambiance is anticipated to persist much beyond the conclusion of the party.

References

- Espluga-Trenc, J., Calvet-Mir, L., López-García, D., Di Masso, M., Pomar, A. and Tendero, G. (2021) Local agri-food systems as a cultural heritage strategy to recover the sustainability of local communities. Insights from the spanish case. *Sustainability*, 13(11), p.6068.
- Evason, N. (2018) *Spanish Culture - Core Concepts*. [online] Cultural Atlas. Available at: <https://culturalatlas.sbs.com.au/spanish-culture/spanish-culture-core-concepts> [Accessed 20 Feb. 2024].
- Fox, D., Gouthro, M.B., Morakabati, Y. and Brackstone, J. (2014) *Doing events research : from theory to practice*. London: Routledge, Taylor & Francis Group.
- Getz, D. and Page, S. (2016) *Event studies: theory, research and policy for planned events*. 3rd Edition. Routledge: Oxford.
- Grundner, L. and Neuhofer, B. (2021) The bright and dark sides of artificial intelligence: A futures perspective on tourist destination experiences. *Journal of Destination Marketing & Management*, 19, p.100511.
- Gulak-Lipka, P.A.T.R.Y.C.J.A. and Jagielski, M.I.C.H.A.Ł. (2020) Incorporating sustainability into mega-event management as means of providing economic, social and environmental legacy: a comparative analysis. *Journal of Physical Education and Sport*, 20(5), pp.2859-2866.
- Henke, I., Moyano, A., and Pagliara, F. (2023) Influence of high-speed rail on the decentralisation of events from big metropolitan areas to smaller intermediate cities. *Socio-Economic Planning Sciences*, 85, 101453.
- IFEMA MADRID (2024) Ecoliving Iberia 2024: *Ifema Madrid, 2024 | IFEMA MADRID*. Available at: <https://www.ifema.es/eco-living-iberia> (Accessed: 20 February 2024).
- Lockstone-Binney, L., Hanlon, C. and Jago, L. (2020) Staffing for successful events: Having the right skills in the right place at the right time. In *The Routledge handbook of events* (pp. 427-441). Routledge.
- Meredith, J.R., Mantel, S.J. and Shafer, S.M. (2016) *Project management : a managerial approach*. 9th ed. Hoboken: J. Wiley & Sons, Cop.

O'Toole, W. (2011) *Events feasibility and development: from strategy to operations*. Oxford : Elsevier.

Osorio, P., Cadarso, M. Á., Tobarra, M. Á., and García-Alaminos, Á. (2023) Carbon footprint of tourism in Spain: Covid-19 impact and a look forward to recovery. *Structural Change and Economic Dynamics*, 65, 303-318.

Quick, L (2020) *Managing Events Real Challenges, Real Outcomes*. London: Sage.

Raihan, A. (2023) A review of the global climate change impacts, adaptation strategies, and mitigation options in the socio-economic and environmental sectors. *Journal of Environmental Science and Economics*, 2(3), 36-58.

Ramely, A., Talib, M.F.A., Radha, J.Z.R.R.R. and Mokhtar, M.F. (2022) Green event practices: Understanding the adaptation of event organisers through a systematic review. *Malaysian Journal of Sustainable Environment*, 9(1), pp.119-140.

Rodríguez, F., Escalera, L., Reguera, B., Nogueira, E., Bode, A., Ruiz-Villarreal, M., Rossignoli, A.E., Ben-Gigirey, B., Rey, V. and Fraga, S. (2024) Red tides in the Galician rías: historical overview, ecological impact, and future monitoring strategies. *Environmental Science: Processes & Impacts*, 26(1), pp.16-34.

Rogers, T. (2013) *Conferences and conventions: a global industry*. 3rd Edition. Oxford: Routledge.

Salama, M. (2021) *Event project management : principles, technology and innovation*. Oxford: Goodfellow Publishers, Limited.

Smith, A. (2012) *Events and urban regeneration: the strategic use of events to revitalise cities*. Oxford: Routledge.

Uralovich, K.S., Toshmamatovich, T.U., Kubayevich, K.F., Sapaev, I.B., Saylaubaevna, S.S., Beknazarova, Z.F. and Khurramov, A. (2023) A primary factor in sustainable development and environmental sustainability is environmental education. *Caspian Journal of Environmental Sciences*, 21(4), pp.965-975.

Warrick, D. D. (2017) What leaders need to know about organizational culture. *Business Horizons*, 60(3), 395-404.

Watson, R.T., Boudreau, M.C., Chen, A. and Huber, M. (2008) Green IS: Building sustainable business practices. *Information systems*, 17, pp. 1-17.

Wickham, M., Donnelly, T. and French, L. (2021) Strategic sustainability management in the event sector. *Event Management*, 25(3), pp.279-296.