

THE SOVEREIGN MASQUERADE BALL EVENT REVIEW

BMTP5021
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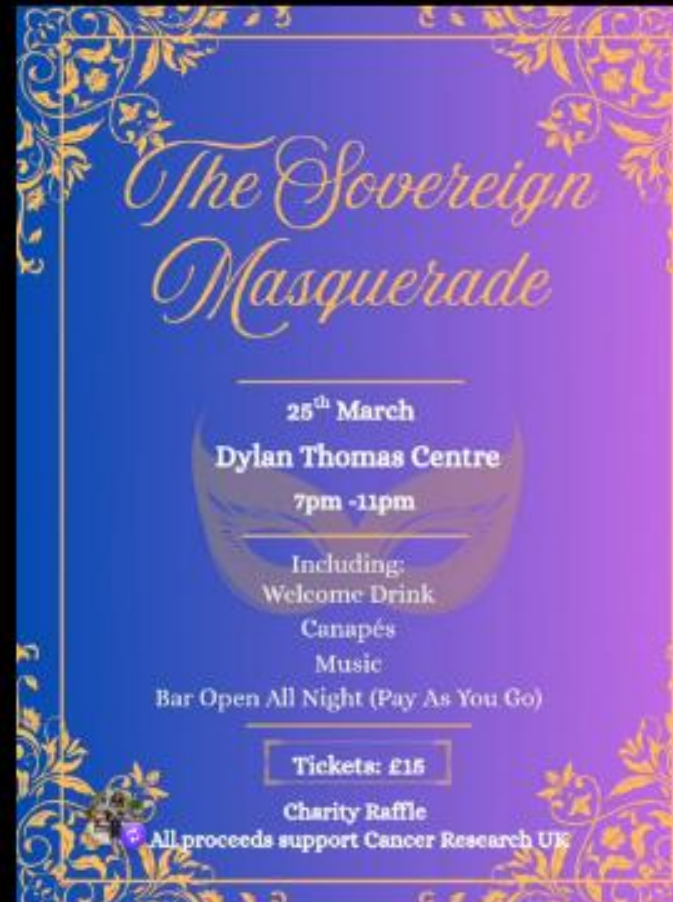
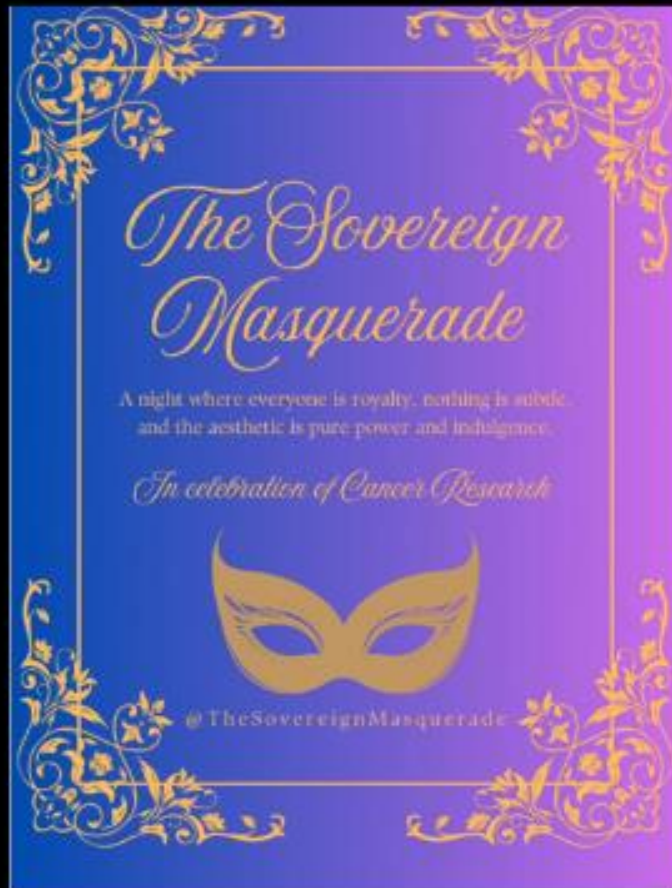
Karina - Responsibilities

Marketing

- Designing logo for event
- Creating an event page to post on Instagram
- Responsible for designing posters/flyers/posts
- Published content with descriptions
- Responsible for boosting views/(increase ticket sales),(using hashtags, tags)
- Distributing posters and flyers



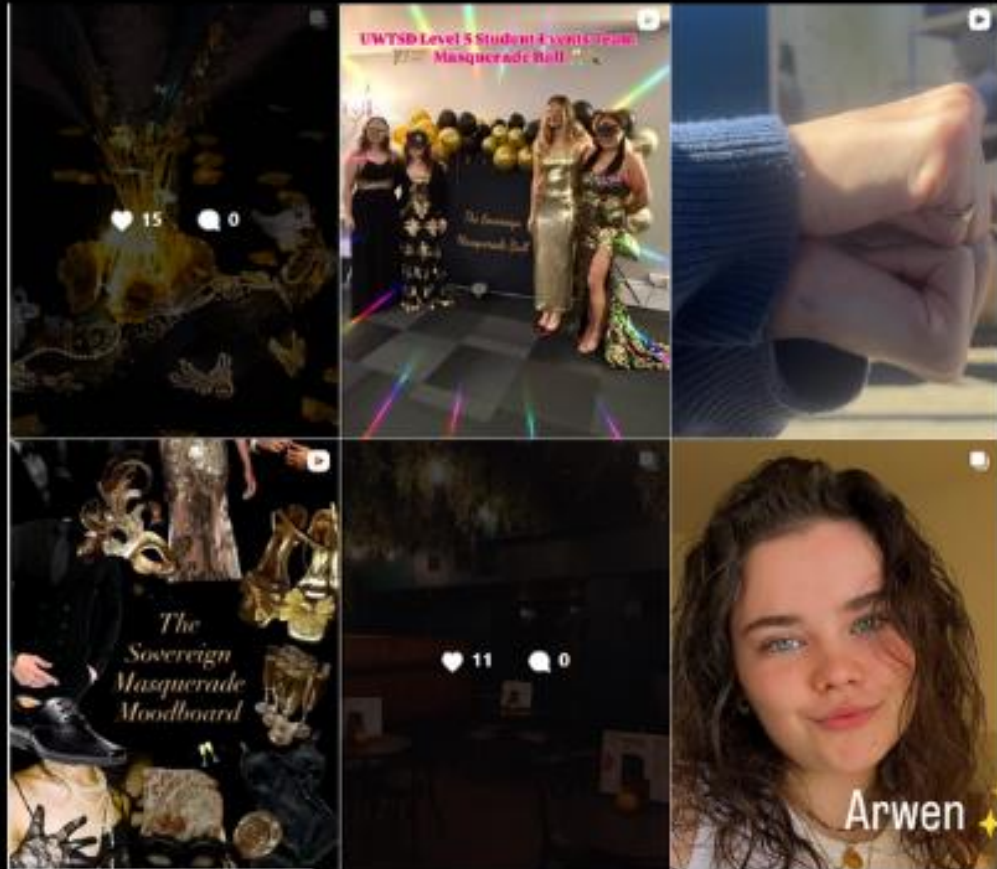
Social Media Content



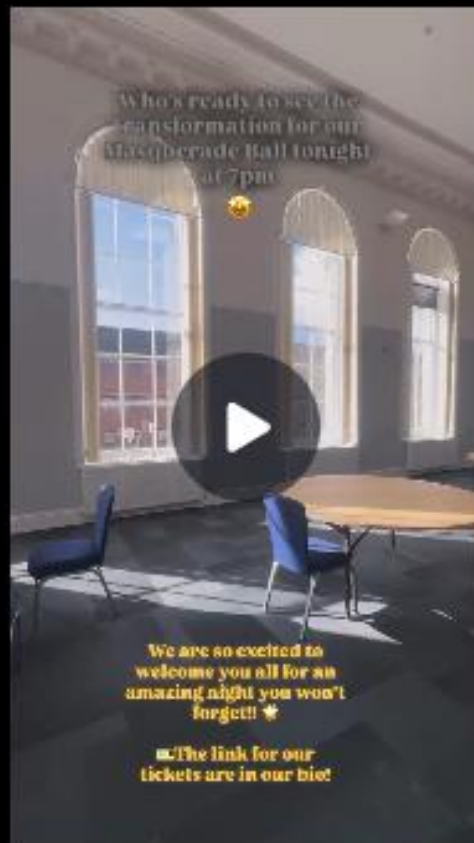
Social Media Content



Social Media Content



Social Media Content



Social Media Content



Karina - Responsibilities

Sponsorships

- Researching potential sponsors
- Calling, emailing and visiting potential sponsors, Cancer Research UK and Peppermint.
- Creating formal letters
- Collecting raffle prizes
- Proceeds donated to the charity.



Karina - Responsibilities

Partnership - Peppermint

- Confirmed booking with our after-party venue, Peppermint and effectively communicated the booking arrangements.
- Ensuring guests arrived safely at the after-party venue (Peppermint).

Photographer

- Arranged a photographer for the event.
- Collaborated with the photographer.
- Received professional photos taken by the photographer.

Peppermint
bar & kitchen

Your booking at Peppermint Swansea is coming
up



Post event survey

- Created a survey to receive feedback from guests.
- Published the survey.
- Analysed feedback.

Contactless payment system

- Set up a card payment system for raffle ticket purchases.

Karina



Leadership or teamwork responsibilities

- Communicated effectively to share updates.
- Assisted in setting up.
- Proactively addressed guest queries promptly and efficiently.
- Led marketing and communication with sponsors, charity, and collaborators.
- Contributed ideas to improve efficiency and strengthen event operations.
- Offered support to team members whenever necessary.

Belbin's Team Role Framework

Team worker (Belbin Role)

- Supportive & cooperative helping team members
- Perceptive
- Flexible and adaptable

Implementer

- Practical
- Reliable
- Efficient

Complete finisher

- Thorough and conscientious
- Committed to refining and improving work to a high standard

what worked well

successful parts of the event

- The flow of service throughout the night and menu tailored to all dietary needs for guests - Arwen
- Strong communication between departments supported coordination - Eva
- The execution of the event was successful (decorations, music, hospitality, venue), with positive feedback from guests - Karina
- Built a positive working relationship with the singer, ensuring all arrangements were handled efficiently and contributing to a successful and enjoyable event experience.-Eden

what you personally did well

- scheduling, planning and execution for operations and catering and liaising with kitchen and bar staff - Arwen
- careful budgeting helped control overall event costs - Eva
- Set up a contactless payment system for raffle purchases to make transactions more convenient for guests. -Karina
- Adapted successfully fulfilled my role by coordinating closely with the singer and event team, ensuring all performance preparations and timings were managed efficiently.-Eden

positive outcomes

- More than expected attended with over 90% of attendees complimenting the event from start to finish

challenges faced

Arwen

- Unavailability from volunteers and organisers
- meeting deadlines (drinks reception)
- teamwork in regards to delivering and picking up decorations
- catering team set up day before event

Eva

- last-minute schedule changes or cancellations
- Limited time available for setup before guests arrived
- Managing payments while waiting for sponsorship or ticket income

Karina

- Internet during raffle when accepting money (caused a delay).
- Not having enough volunteers.
- Setting up on the day.
- Communication difficulty during the event.

Eden

- Going overtime for the raffle and welcome speech from the given time schedule set for singer/the event.
- Our playlist wasn't played long enough than what was planned.
- Confusion about the management of the raffle.



Group work effectiveness

- Effective communication throughout the night
- Positive team collaboration
- Strengths in leadership
- Good personal skills in regards to guests
- Adaptability throughout the night in regards to challenges
- Managerial skills in taking responsibility

Lessons learnt

Arwen

- have trust in my team
- not everything goes to plan
- flexibility and problem-solving skills are important when dealing with unexpected challenges
- time management is essential to ensure setup and catering

Eva

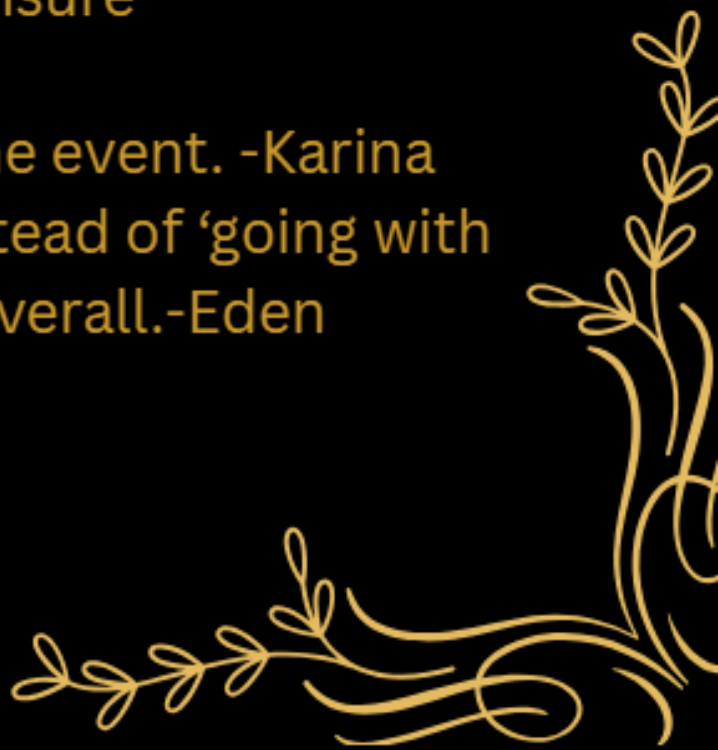
- Sponsorships and free services can significantly reduce event expenses
- Balancing creativity with practicality and safety is essential

Karina

- Improve leadership skills.
- Working in a new environment.
- Working under pressure.

Eden

- How important clear communication and regular updates when coordinating is.
- Understood how preparation beforehand can reduce stress and prevent problems on the day.



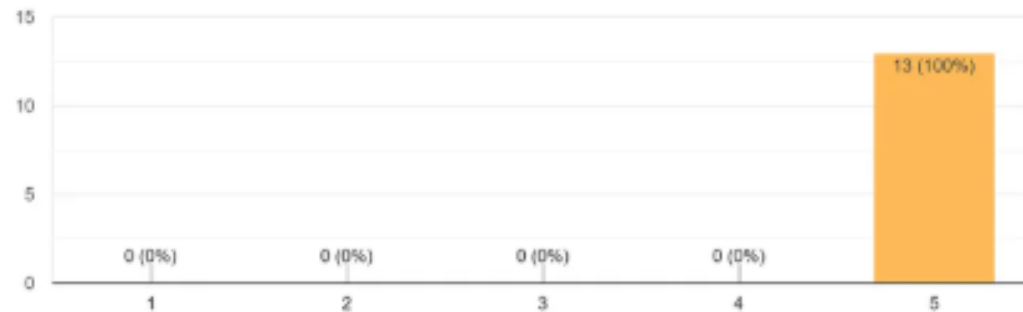
what would we do differently

- Have volunteers for raffle ticket selling instead of those running the event
- Eva
- A more collaborative approach from organisers will ensure responsibilities are shared more effectively - Arwen
- Increase the number of volunteers available during the event. -Karina
- Next time, have clearer backup plans for key roles instead of 'going with the flow' approach on the day to help reduce stress overall.-Eden

Post event survey RESULTS

How would you rate the overall look and feel of the event?

13 responses



What did you enjoy most about the event?

13 responses

Everything

The event itself and for the charity cause

i enjoy everything overall

I enjoyed the theme and the decorations, and the canapés.

I enjoyed the music and getting to interact with more people

Dancing

What could we improve for future events?

13 responses

Not sure.

No specifics, possibly consider more food options

Nothing

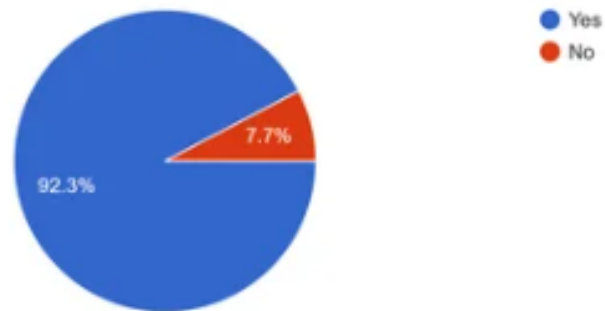
Not much

I think you all did very well nothing comes to mind

N/A

Was the raffle engaging and enjoyable?

13 responses



What did you enjoy most about the event?

13 responses

The singer was really good

The raffle

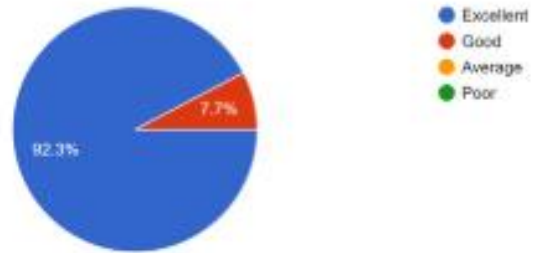
The whole atmosphere was very good

Everything! I loved the food and the staff was sure to serve me plenty of vegetarian options once they spotted that I loved them. I was very happy with the free cans of water offered as I was the one driving to the event and back, parking was accessible and free, organizers were very friendly and welcoming, singer was impressive, his voice was very nice, all the decorations were on point for the event and the raffle was very fun, I won for the first time in my life, not once but twice. I'm happy the money goes to a good cause and everyone seemed to have fun.

Post event survey RESULTS

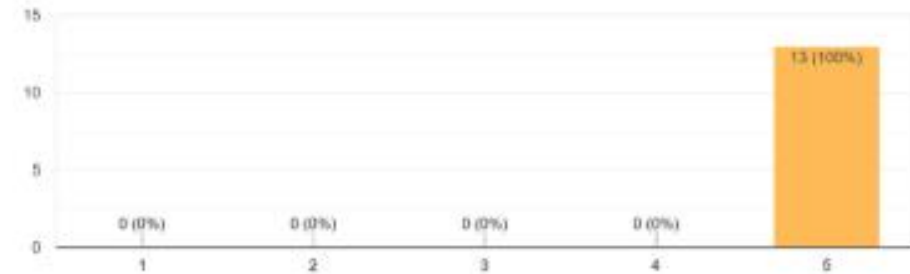
How would you rate your overall experience?

13 responses



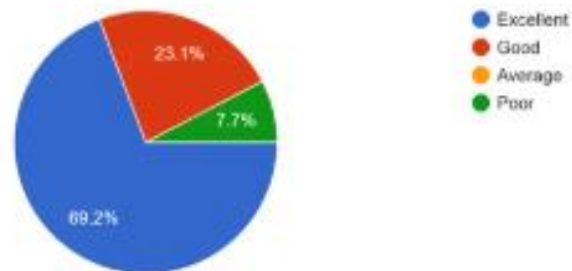
How would you rate the service (staff friendliness, helpfulness)?

13 responses



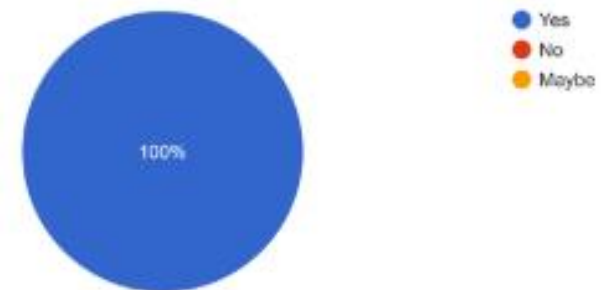
How would you rate the welcome drinks?

13 responses



Would you attend another event like this?

13 responses



References

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