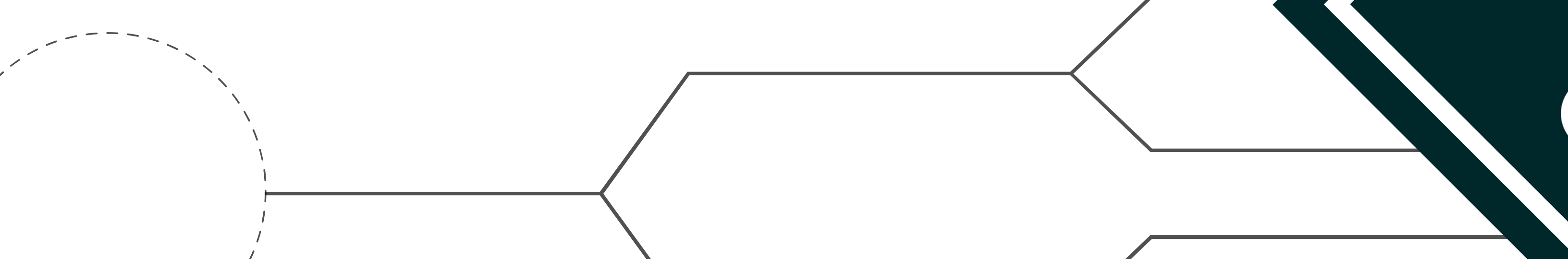




G+TEA **AFTERNOON TEA** **COMMUNITY EVENT**

By Sam Goodfield 200621



● | events

A bit about G+Tea afternoon tea

The Aims

G+Tea afternoon tea, was an event organised and created by Events and Hospitality students at UWTSD, with the aim to promote the Harbour Lights Gin brand, and raise awareness and donations for Ty Hafan.

About the Event

Running in the centre of Swansea hospitality and nightlife district, located in a newly opened cocktail bar, our event was a themed afternoon event, aimed at all generations, but primarily those that are more affluent and aged into the 45-65 age group (Rowell, 2020).

My Roles

01 Box Office

Creation of the online ticket platform, and holding page, including the creation of a brand for the ticket platform.

02 Security

Create, plan and impliment a security plan for the event to ensure licensing objectives are upheld.

03 Production

Investigate, plan and implement technical production for the event, including but not limited to PA systems.

Ticket Sales

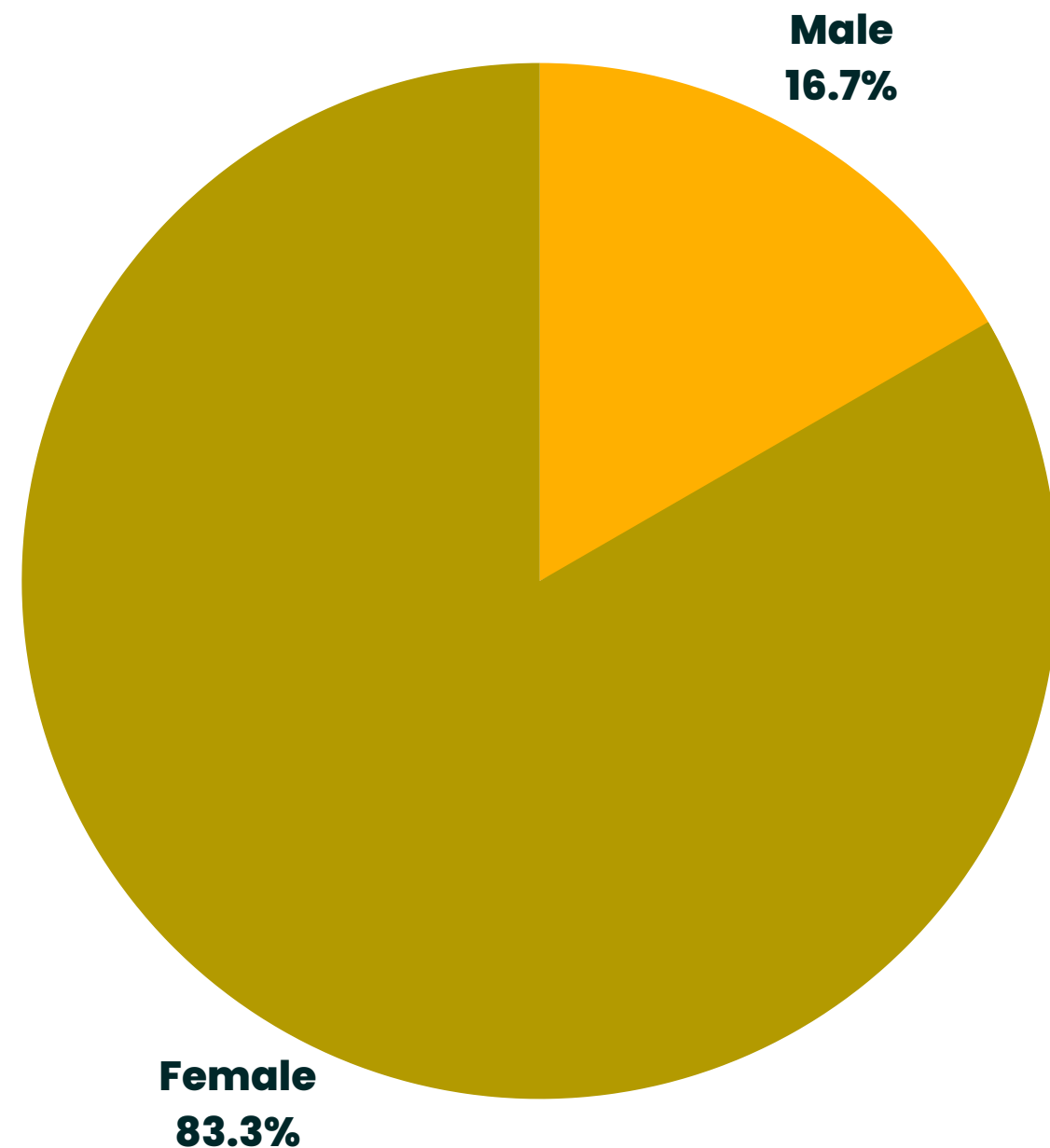
Hypothesis

Demographic

Ticket sales are likely to be sold to residents in and around the greater Swansea area, including locations such as Llanelli, Neath, Port Talbot and Mumbles. Following research, it's suggested-the majority of sales will be females, aged within the 45-65 age bracket (atomik research, n.d.).

It's also the authors opinion, the majority of tickets will be sold to friends and families of the organisers, due to the use of social media.

Actual Ticket Sales



Ticket Sales

Tickets were sold using Fixr as a SaaS platform, and promoted via a holding page. Fixr was chosen as a platform, as it is a known and trusted ticket platform, and provides an app-based ticket platform.

Sales on Paper

Sales and website visits were very low, a total of 11 tickets were sold, our target was 30.

Risk Management

Due to the nature of the event, it is the belief of the researcher, the event posed a relatively low risk. Research suggests a risk is how likely a hazard is to cause harm (Last, 2007).

The author created a Risk Assessment for the event, which included tangible and non tangible risks, such as, but not limited to trips and falls, licensing conditions and Fire. The assessment also included the responsible party, and any measures put in-place to reduce the risk.

Example:

Mel Bourke -On site first aid team

Sam Goodfield - SIA Door Staff

Use of "Nitenet" and 19 (Call Code for EMG Services) if required

Risk Assessment

Example

Ref	Hazard / Task / Activity Area of Concern	Persons at Risk	Existing Controls	Describe Any Further Controls / Actions Needed	Actions By Whom	Action By When
1	Underage Person entering the venue, and participating in the event	The underaged person, the venue and the licence holder	Security will check tickets at the entrance to the event, alongside checking all Valid ID's for people who look under the age of 23.	Servers may like to confirm age at time of serving	SG	When a guest enters the venue
2	Slips, trips and Falls	All personnel in the venue	All spillages should be cleaned up in a reasonable time, and wet floors should be marked using a yellow wet floor sign Any trip hazard should be clearly marked or secured using tape. Trip hazards should be minimised by using out of reach areas to run cables if possible.	All venue staff will have a responsibility to report any hazards to venue management or the appropriate person.	All Staff	On Going
3	Medical Incident	All Personal on Site / injured party	On site first aid team, and access to 91 on Nitenet.	Major incidents may require the attendance of EMT.	SG, MB	

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Crisis Management

Ticket sales were lower than anticipated, so a crisis management meeting was called, the meeting was called to try and prevent a crisis situation, and prepare the steps required if there is a crisis (Uriel Rosenthal, 1991).

We created a set of updated KPI's, that we would need to meet to prevent an event cancellation, including setting a low ticket sales limit, and actions we would take in the case we didn't meet the KPI's by a target time.

Discusses options included implementing a pay per click campaign, reducing the events size, and reducing running costs.

Crisis Management

Following the Crisis Management meeting, we all had set tasks. My tasks included, monitoring ticket sales and implementing a PPC campaign to increase traffic to the ticket holding site. Furthermore, we discussed actions that would be taken in the case of cancellation, and by who.

In the case of cancellation, my roles included:

- Update the ticket site
- Send a pre-written message to ticket holders
- Refund tickets through Fixr

Event Cancellation

A Joint decision was made to cancel the event in light of low ticket sales making the event financially un-viable. and the cancellation plan created during crisis management was implemented. The first step, suspending ticket sales, and implementing a message on the ticket site, following contacting Fixr to explore our refund options, notifying ticket holders and finally issueing the ticket refunds.

An example of the email sent to ticket holders can be seen in appendix 1 (to the right)



Dear <<First Name>>

It is with regret to inform you that our Mad Hatters Afternoon G&Tea event at Utopia on Saturday the 14th of May in Swansea, has been cancelled due to unforeseen circumstances. We had to make the difficult decision to cancel our event and we are all very disheartened by this decision.

We're in the process of refunding tickets

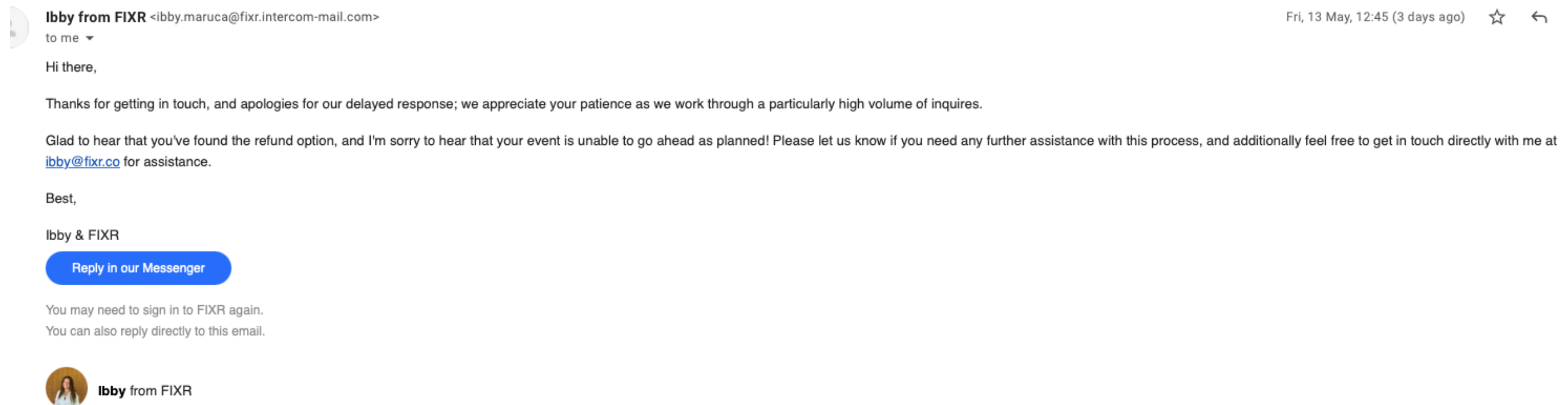
In some better news, to still support the charity we have decided to raise money for Ty Hafan Childrens Hospice by holding an online auction. Therefore, if you would still like to take part in winning these amazing gifts, please see the link below.

[Support Ty Hafan](#)

Should you have any questions, please don't hesitate to [contact us](#). We thank you in advance for your patience and understanding, and we hope in the future we can run an event like this again.

Event Cancellation

Here is an email reply from Fixr, following an email asking for assistance on how to refund tickets (Appendix 2)



Evaluation

While its unfortunate that the event had to be cancelled, research suggests, consumer behaviour has changed since the C-19 Pandemic, any many people have less disposable income (Deloitte, 2021). I personally believe, that as a group, we made the best of a bad situation, and making the decision to cancel was a learning curve, we all learnt something creating this event. From a customer experience point of view, I personally believe we did a good job with notifying customers and issuing refunds through the various channels.

I personally believe many people were put off buying tickets, due to the rising cost of living. Research suggests inflation has hit 7%, with a forecast for it to hit 9% by Q4 (Francis-Devine et al., 2022). Additionally, the style of event, had a very nish market.

I think next time, we should market tickets well in advance of the event, and allow walk-in's, as I believe that many would be inquisitive to such an event and walk in, maybe offer a buffet style food, instead of a set Afternoon tea menu.

Analysis of my role

My role was primarily linked to ticket sales and compliance, with additional roles on the day of the event, including but not limited to Production and an SIA Door Staff role.

I believe my role of ticket sales admin, creation of the holding page and compliance planning went well overall. The website received some good feedback from the team.

Additionally, i believe that due to past experience, the role of SIA Door Staff would've gone well on the day alongside the technical production role.

Website

The website page created can be found here:
<https://access.wearedot.co/mad-hatters-afternoon-gtea-2/>

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