



BMTP5018

Live Events Project

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EVENTS AND INTERNATIONAL FESTIVAL MANAGEMENT

CONTENTS PAGE

Page 1 – Contents Page

Page 2 – Event Planning Report

1. Mad Hatters G&T afternoon party
2. Planning of the event

Page 3 and 4 – Planning of the event

Page 4 – Aims and objectives

Page 5 – Market research

1. Project planning

Page 6 and 7 – Project Planning

Page 7 and 8 – Risk Management

Page 8 and 9 – Evaluation

Page 9 and 10 - Bibliography

Page 11 and 13 – Appendix

Event planning report

<u>Name of the Event</u>	<u>Mad Hatters afternoon G&T tea party</u>
<u>Time of the Event</u>	<u>4pm to 7pm</u>
<u>Location of Event</u>	<u>GNSQ</u>

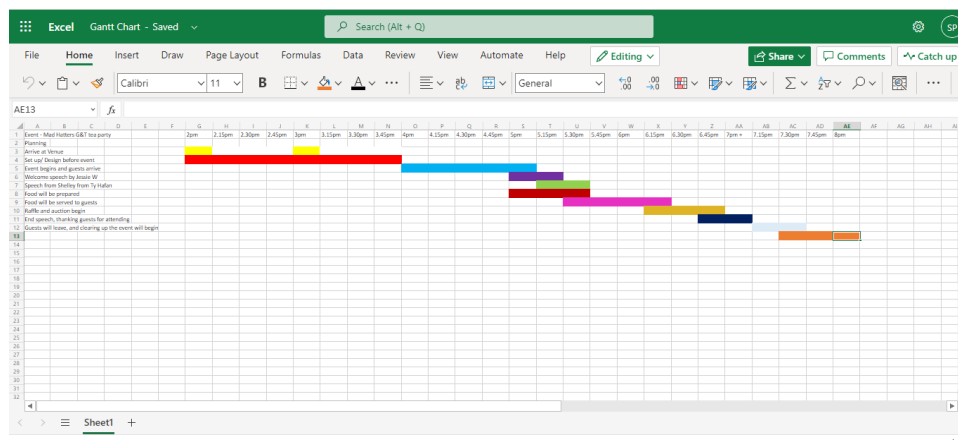
Mad Hatters afternoon G&T tea party

The event is based on the theme of Alice and Wonderland and is focused on being a Mad Hatters afternoon G&T tea party. The event will have alcohol involved based on gin, so will be most likely to be target marketed for adults who love to drink gin and the event is going to have a raffle to support the Ty Hafan charity for children's hospice. 'Ty Hafan aims to meet all of the needs of life-limited children, young people and their families, at every step of their difficult journeys' (Ty Hafan, 2022).

The event will have Harbour lights gin, served to the guests which any profit made will be going towards the fundraiser. The whole event will have entertainment, food and beverage, props for guests to feel like they are in Wonderland, and raffles and auctions being held for the fundraiser. The event is intended to be held on the 30th of March, depending on the venue's availability and the event will run from 4pm to 7pm as an estimated time. 'Strengths, weaknesses, opportunities and threats (SWOTs) analysis, its research base, applications, and its own strengths and weaknesses. The six-step process for conducting SWOT analysis is then described, followed by a discussion of factors critical for successful implementation' (Leigh, D., 2009).

Planning of the event

Staff will arrive before the time of the event from 2pm - 3pm, to help set up the venue. The 5 Ws (Goldblatt, 1997) helped with the planning of the event.

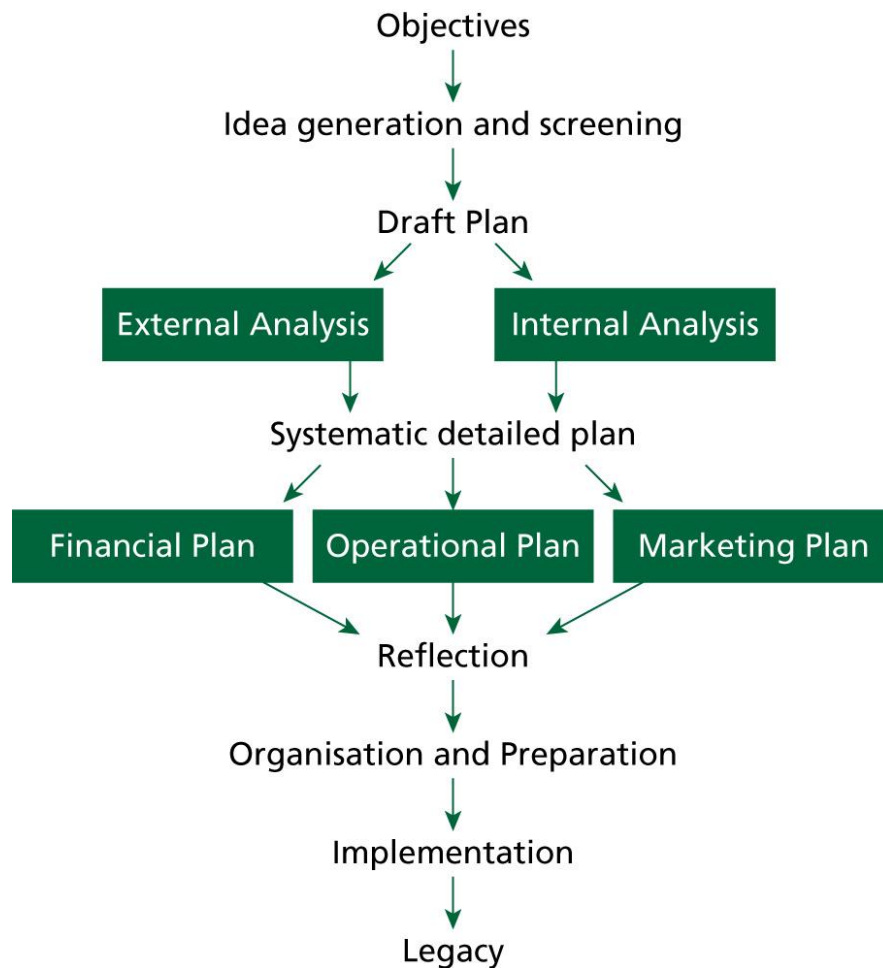


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'A Gantt chart is a popular type of bar chart that illustrates a project schedule. Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project' (Gantt, H., 2015).

<u>Time</u>	<u>Plan of Action</u>
4pm – 5pm	The event will start at 4pm, when guests will arrive and will be greeted by the entrance, where they can have photos taken. Then they will be shown to their tables and drinks will be served.
5pm – 5.30pm	A speech will be given, and a speech from Ty Hafan as it's the fundraiser. Guests can then engage with donating money to the fundraiser. Guests will be catered for, and guests can begin to get ready for food. Alice in Wonderland themed food and beverages.
5.30pm	Food will be served to guests.
6.15pm to 6:45pm	Raffle and Auction will begin, and prizes will be given out to guests before they leave. Goody bags for guests before they leave. Money will be counted throughout the event and have the last chance to donate to Ty Hafan.
6.45pm to 7pm	End speech to guests and say a big thank you to all guests who have attended. Guests can finish their drinks etc.
7:15pm to 7:30pm	Guests gradually leave the venue.
7.30pm to 8pm plus	Clear up, thank the staff and the venue for the hard work.



(Shone and Parry, 2010)

Aims and Objectives

The aims and objectives of the event are to raise money for the Ty Hafan fundraiser and to promote gin such as Harbour Lights, which will be sold for £5, for a mini bottle. 'Helps us understand that different goals will be set by event organisers, for the staging of different types of activity. This is important as it directs the event planner as to how to focus on the best way to set objectives, to plan and manage an event' (Carter, L., 2007).

<u>Aims and Objectives</u>
Promote the fundraiser and get donations from guests at the event and explain the good causes of the charity to guests.
Promote Harbour Lights at the event
Meet our guests' needs, make sure every guest is catered for and taken care of for their experience to be unique and special.
Promote UWTSO events and support students.
Gain an insight into running a fundraiser event.
Support local venues and make sure the event runs smoothly by planning efficiently and budgeting for the event.

Market Research

With the market research on the event, the questionnaire results show that females are more gin drinkers than males, with a percentage of 70.75% for females drinking gin, leaving a percentage of 20.25% for male gin drinkers. The most popular age that tends to drink gin is 18-24, with a percentage of 34.18%, leaving the second highest age category to be between 45-54, with a percentage of 21.52%. Based on this market research, the event is mostly going to be marketed for females aged 18 – 54 years and plus, but everyone is welcome to the event. There will be food and beverages also available for everyone, the event staff will make sure if any guests have dietary requirements or allergies, so they can cater for everyone. 'It is important to remain creative when conducting segmentation research, as many different ways to segment a market can exist. Five main bases are discussed: geographic, demographic, psychographic, behaviouristic and image' (Beane, T.P. and Ennis, D.M., 1987).

With the market selection, the capacity of the event is aimed to be between 100 – 130 guests, so as an estimate there will be around 22 tables in the venue. The event will be aimed at consumers who love gin and would like to take part in helping with Ty Hafan fundraising. The event is most likely to appeal to Generation Z but will be open to anyone who wants to attend the event. The event will end at 7pm, as it's not too late for anyone who needs to travel back. Entertainment will be available for everyone to make it a fun and enjoyable experience. As it's mostly aimed for consumers aged 18 plus and set in Swansea, the aim of the price of tickets will be around £25, which will include food and a drink, which is affordable for consumers around that age. The event will be promoted through social media with Facebook, Instagram and Tik Tok. 'Getz (1997, p251) believes 4 additional Ps come into play: Programming – elements of style, People –audience, host, guests and cast, Partnerships - the stakeholders, Packaging - and distribution of tickets'.

Project Planning

Working in a group of 11, there are specific roles that each person has that are communicated through a group chat where there is a discussion of the event and ideas.

<u>Job Roles</u>	<u>Who's responsibilities?</u>
Event Design/Set up	Shannon P/ Shannon D/ Nicole W, Emma H and Eden H.
Social Media / Set up	Chloe C and Mel B.
Raffle/ Set up	Sarah M.
Co-Ordinator	Jessie W.
Tech/ Security	Sam G.
Food & Bev/ Hospitality	Josh and Amanda.
Entertainment	Everyone.

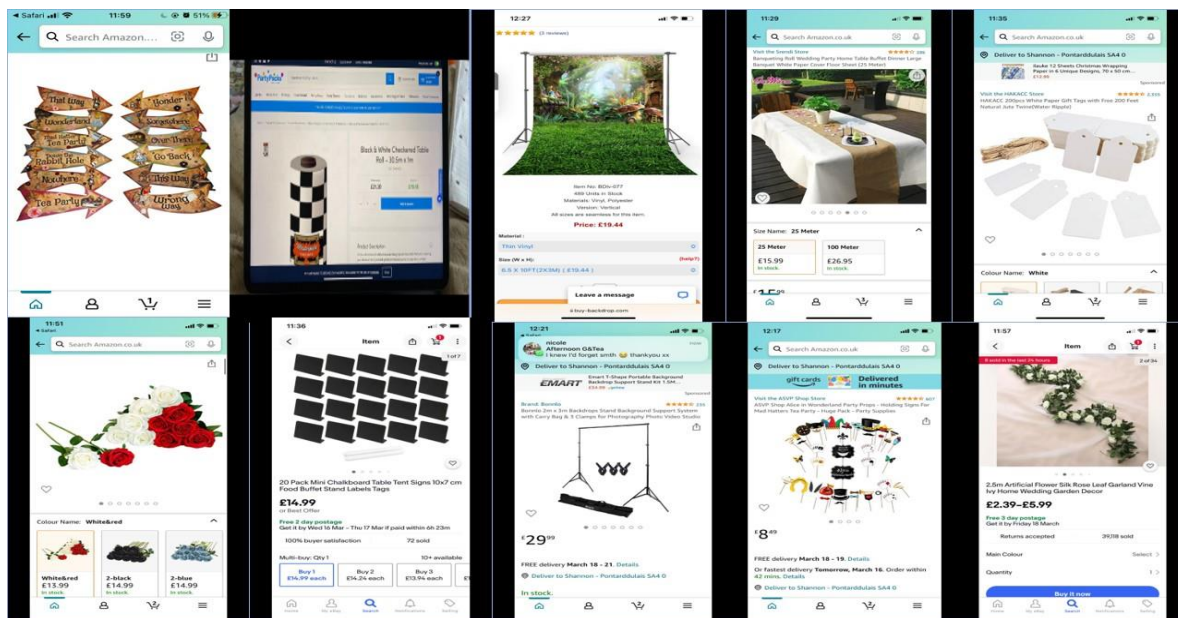
The focus on this project planning based on the job roles will be the event design and set-up. As a group, there is a spreadsheet showing prices for props that are needed for the Alice in Wonderland theme. The budget for props we aimed for is £300, so buying packs of props is cheaper to decorate the event with.

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[48A54EACE9AD%7D&file=Mad%20Hatter%20Afternoon%20G%26T%20design.xlsx&wdOrigin=OFFICECO](https://www.officeco.co.uk/M-WEB.MAIN.REC&ct=1647345976746&action=default&mobileredirect=true&cid=eab9a25b-3470-4563-b518-532507245f2d)
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With project planning, a mood board was created to give ideas of what type of theme and props are needed for the event. As a group, research for props and prices was essential, out of the budget the total cost spent on props is £208.40, leaving us 91.60 spare if we need anything else for the event for final touches. 'In present times the event's planner function requires a higher level of strategic thinking than ever before. For effective and successful planning of an event, a good understanding of accounting and financial fundamentals are essential' (Janjusevic, J. and Mathur, S., 2021).



The plan of these props at the event is to have white tablecloths, decorated with roses to link in with the movie of Alice in Wonderland, and have checked tablecloth as a runner on the table to give that chess theme, then to have a flower garland decorated through the event with the Alice in Wonderland arrows placed on them. At the entrance of the venue, there will be an entrance sign leading up to a picture background and stand, where guests can have their photos taken before getting seated, where they can have dress-up props to hold so they can feel like a character from Alice in Wonderland. For this to work, staff will be required to attend the event earlier on the day and help set up the event and help run the event smoothly throughout the day by helping other staff members.

Risk Management Plan

For an event to be held, it is important for the venue to have a risk assessment in place, to make sure the event runs without any risks, keeping all the guests safe. 'Risk assessment and management was established as a scientific field some 30–40 years ago. Principles and methods were developed for how to conceptualize, assess and manage risk. These principles and methods still represent to a large extent the foundation of this field today, but many advances have been made, linked to both the theoretical platform and practical models and procedures' (Aven, T., 2016).

Event	Mad Hatters G&T afternoon party
Venue	GNSQ/ Utopia
Reason	To provide safety for all guests attending the event and to minimize risks.
Organiser	Jessie W and all UWTD students.

This assessment shows what hazards are most likely, and how we can prevent these from happening to help the safety of our staff and guests. This will be shown through the calculation of risk.

Probability (P)	Severity (S)	Calculation of Risk (R)	Action level
1. Very 2. Unlikely 3. Unlikely 4. Likely 5. Very Likely	1.Minor First Aid 2.Specified Injury 3.Single Death 4. Multi death/injury		Low – no Action Required Med – Justify review for each event day High – immediate action/further

Hazard	Consequences	Who's at risk?	P	S	Risk	Controls	P	S	Action Level
COVID 19 restrictions depending on if Wales removes them on the 28th of March. Guests catching covid.	Guests could catch Covid and become ill. Can spread the virus to vulnerable people.	Guests Staff	4	1 / 3 / 4	High	Make sure tables and chairs are spread out between guests. Use new clean glasses for drinks.	2	1	Low
Spills on the floor from drinks.	Guests might fall on the spilt drink if not cleaned up and injure themselves.	Guests Staff	4	2	High	Staff make sure if there are any spills, that it will be cleaned up straight away with a wet floor sign next to it.	2	1	Low
Hygiene of the venue and serving food and drinks.	Guests could become unwell if food hygiene isn't used correctly.	Guests	4	2	High	Staff are to make sure they have good hygiene and do clean as you go. Making sure they wash their hands and use correct cleaning equipment. Staff should not cross contaminate any food.	2	1	Low
Allergies and Dietary requirements	Guests could become seriously unwell if allergies and dietary requirements are not taken seriously.	Guests	4 / 5	3 / 4	High	Staff are to make sure that they ask every guest if they have any allergies or dietary requirements prior to the event to look for different alternatives.	2	1	Low
Heavy lifting	Staff could injure themselves if they don't know how to do heavy lifting safely and properly.	Staff	4	1 / 2	High	Staff should have training before working for the event for safety measures and a briefing on how to apply for this while working at the event.	2	1	Low
Broken glass	Guests and staff could injure themselves on broken glass.	Guests Staff	4	1 / 2	High	Staff should clean up broken glass straight away and use the right PPE equipment.	2	1	Low

Evaluation

“The need to learn about the environment surrounding the organisation and the intended outcomes of the event, to be aware of the unintended outcomes of the event, and to consider ways that management can improve it for the future” (Getz (2010).

For this event, we are expecting to raise enough money for the Ty Hafan fundraiser, and we are hoping that this event will be successful and will promote charity and Harbour Lights gin. The theme of the event is an exciting experience, and we are hoping to get all 22 tables filled. This will help students gain an insight into running an event and how it all comes together, by planning efficiently, we are hoping that the event will run smoothly on the day. This event is affordable, which we are hoping will attract our target market to buy tickets for this event. As individuals that are working for this event, using Belbin team roles, working as a group to get this event organised has been efficient as everyone has used different skills that they are experienced in forming a strong event. **‘Belbin (1981, 1993a)** In an attempt to provide an exhaustive assessment of construct validity in light of the conflicting evidence so far produced. Role theory is used to contextualize the origins of the model. The psychometric properties of the Team Role Self-Perception Inventory used to assess a person's likely behaviour in a team are examined along with 43 empirical studies that have tested theoretical associations between team roles and other cognitive or behavioral traits’ (Aritzeta, A., Swailes, S. and Senior, B., 2007).

Aspect	Satisfactory	Requires attention	Comments
• Timing of the event • Venue • Ticketing and entry • Staging • Performance standard • Staffing levels and performance of duties • Crowd control • Security • Communications • Information and signage • Transport • Parking • Catering facilities • Toilets • First-aid • Lost children • Sponsor's acknowledgement • Hosting arrangements • Advertising • Publicity • Media liaison			

2005)

(Tum, Norton and Wright,

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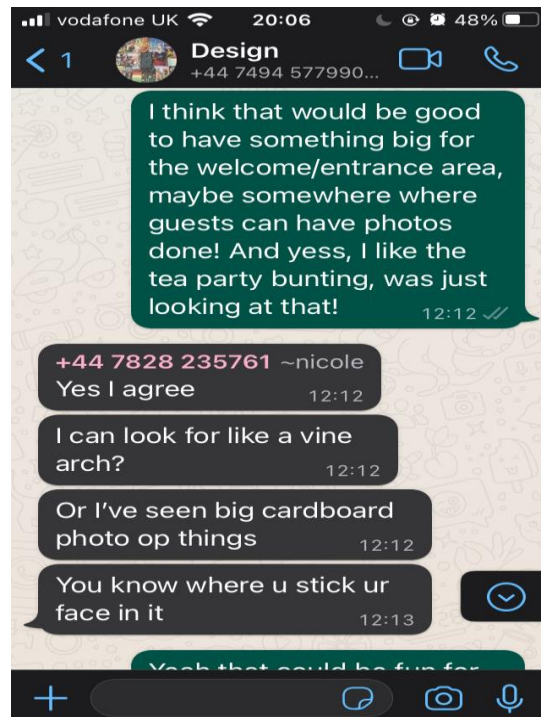
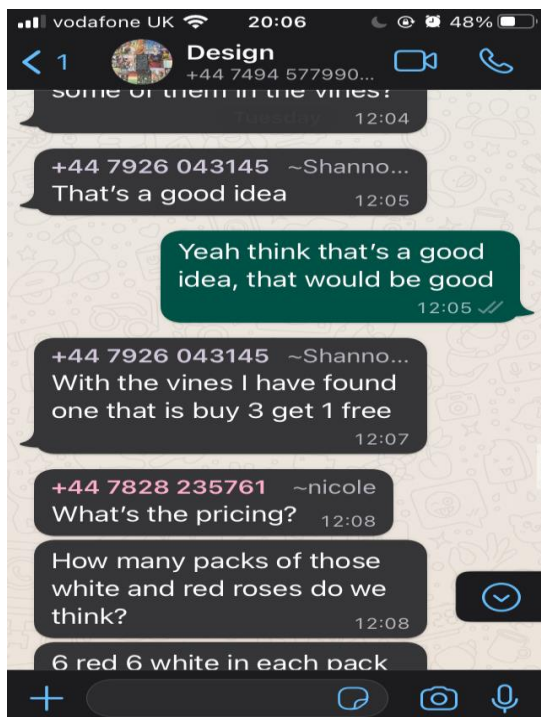
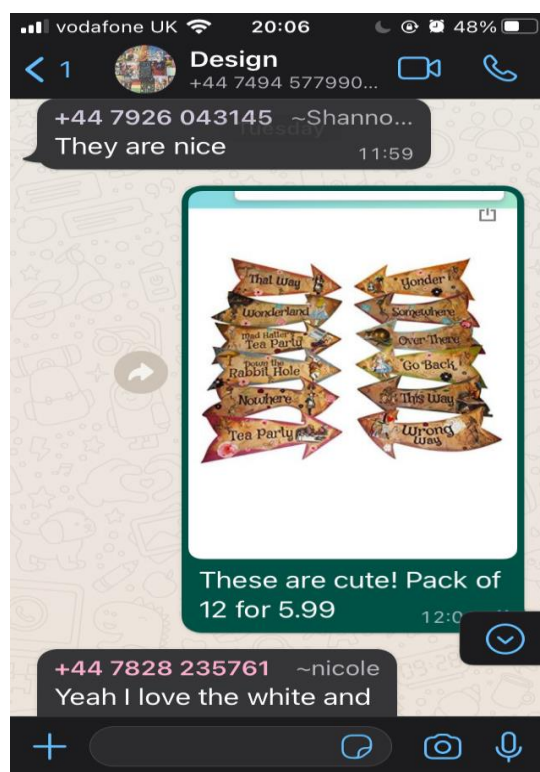
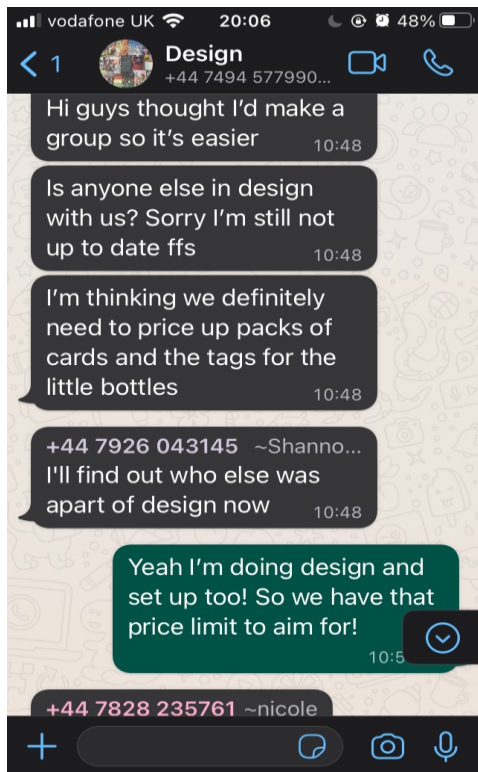
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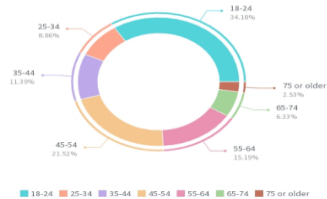
Appendix



QUESTION 65 | MULTIPLE CHOICE

Please state your age

Answered: 79 Skipped: 0



ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
18-24	27	34.18%
25-34	7	8.86%
35-44	9	11.39%
45-54	17	21.52%
55-64	12	15.19%
65-74	5	6.33%
75 or older	2	2.53%

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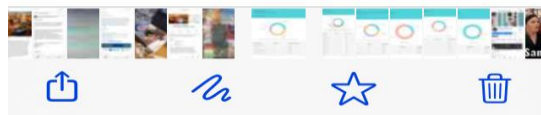
QUESTION 66 | MULTIPLE CHOICE

How often do you drink Gin?

Answered: 79 Skipped: 0



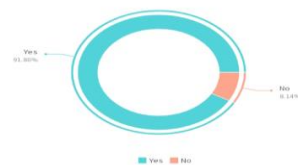
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Once or Twice a week	31	39.24%
Every Day	2	2.53%
Less than once a Month	13	16.46%
Once or Twice a month	33	41.77%



QUESTION 67 | YES OR NO

Do you drink Gin?

Answered: 79 Skipped: 0



ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	79	91.86%
No	7	8.14%

QUESTION 68 | MULTIPLE CHOICE

Whats your Gender

Answered: 79 Skipped: 0

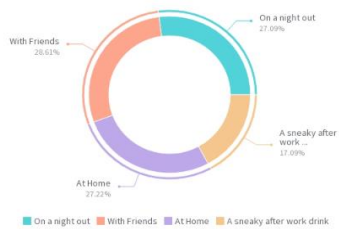


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Male	16	20.25%
Female	63	79.75%

QUESTION 04 | RANK ORDER

Please drag the boxes below into when you prefer / least prefer to drink Gin

Answered: 79 Skipped: 0



ANSWER CHOICES ↕	AVERAGE ↕	RESPONSE PERCENTAGE ↕
On a night out	53.50	27.09%
With Friends	56.50	28.61%
At Home	53.75	27.22%
A sneaky after work drink	33.75	17.09%