

An event in which Wales will and can feasibility cost.

The place within Wales that could and can host a sporting event is Cardiff due to it being the capital city of Wales. Not only is Cardiff the capital of Wales but it also has the most arenas, which can host less than 20,000 people and this is the perfect number of people and spectators needed for weightlifting. Due to weightlifting not being a well-recognised event like other sports such as football it does not need that many spectators within a venue compared to a Champion's League match that Cardiff hosted in 2017.

Within Cardiff there are plans to build a new indoor arena ready to be constructed in 2024. The arena is to host 15,000 people in which is 8,000 more the Motorpoint arena which can hold 7,000 people. BBC (2021).

The event will be part of an annual weightlifting cycle in which will host 3 of the most notorious weightlifting competitions these include: para weightlifting, weightlifting and clean and jerk ready for qualifying participants for the Olympics, Paralympics, commonwealth games and British championships. British weightlifting (2021).

Objectives and concept

The events objectives are to bring and attract people from across the UK and abroad to come down to Wales to watch and support their nation in the competitions which can be both the commonwealth games and Olympics.

Not only will the event help attract more people into wales but there will also be a large variety of more jobs available during the competitions.

Weightlifting Wales has a mission in which is to inspire and take up the sport to develop health nurture champions. This is also concerning the whole person and develop them so if they have such a disadvantage, they will help them engage within the sport. Weightlifting Wales mirrors the image in which the well-being of future generations act (Wales) 2015. Weightlifting Wales (2019)

- Long term objectives
- Prevention of health problems
- Integrating with other sports
- Collaborating with other bodies, including educational institutions and health bodies
- Involving as wide a section of society as possible

Feasibility, strategic fit and potential impact

The feasibility for wales to host another huge event within the country is slowly becoming a location in which doesn't get overlooked now due to the country hosting many major events down the years. The Welsh Rugby Union desperately needed to attract regular events, whether sporting showpieces or concerts, to its newly built

Millennium Stadium to help pay off the redevelopment debt - or risk going out of business.

After the stadium was built for the 1999 Rugby World Cup, bosses of the £121m city centre arena offered the FA a cut-price deal to take football's famous FA Cup final out of England for the first time in 2001 - and the League Cup, Charity Shield Football League play-offs and rugby league's Challenge Cup soon followed to Cardiff. BBC News (2017).

So many sporting events have come into Wales including football, rugby, golf and the Iron Man to name a couple. However, the one event that hasn't been named or even recognised within Wales to have hosted is weightlifting and this creates a huge space in the market and help bring in more people as an event which hasn't been showcased within Wales will be shown.

Now weightlifting UK have showcased a strategic plan in how they want to produce and sustain customer attraction and help keep current members happy with how they look within the future.



British Weightlifting (2016)

The event will have a big economic impact within the Welsh capital and the people due to it being able to give 2,000 more jobs this is important as not only can it help create more jobs, but it can also help produce internships and other opportunities for sports students in different universities across the United Kingdom.

The potential impact of this strategic plan is to influence and attract more people to add weightlifting or weight training into peoples lives. With this they hope to achieve that the more people who participate in the sport the more potential of getting an athlete to help bring back medals.

Cost of the event and financing options

The cost of a weightlifting event can be expensive which is why on the British weightlifting website they help you get support and sponsored by selected organisations. These organisations include sport England, the national lottery and Eleiko, Eleiko will be a good partnership to get as these are an equipment organisation. Due to the event being in Wales it will be good to get financing from sport wales as well.

Market of the event and competitors

The market of this event will have a good foot hold on other events due to it not being a recognised competition within Wales and for it being one of the first it will bring in many weightlifting fans within the city of Cardiff and Wales as a country. The main competitors of this event is other sports and how big their fan bases are such as rugby and football but with the event being held during winter time. There wouldn't be much competition due to the sports calendars of others such as football and rugby they mostly play the big tournaments in summertime such as the Champions league and rugby world cup.

Strategic marketing overview

To retain and attract customers is to use the internet due to this generation always on phones or on other electronical devices. They can use the use of social media platforms such as Facebook, Instagram and twitter not to mention a website in which can be used to sell tickets and give more information about the event. Not only does social media help increase awareness of something but so does sponsorships and advertisements in other events such as football matches and rugby matches on the electronic boards.

Sport events are widely recognized as having considerable value in generating direct economic benefits through event tourism. There is also a widely held belief that media coverage of sport events will help countries to present themselves in favourable terms (Whitson & Macintosh, 1996), and will assist destinations in building a positive image that helps to generate future tourist demand (Faulkner et al., 2000). Brown, Chalip, Jago, and Mules (2002) conceptualized the role of events in destination branding and suggested that even organizers often seek media coverage to foster future destination visitation. The conclusions to a major sport and tourism conference (World Tourism Organization, 2001) noted: "major sporting events provide destinations with an unbeatable opportunity to project their tourism image" (p. 17). At that same conference, John Morse (Managing Director, Australian

Tourist Commission) boasted that hosting the 2000 Summer Olympic Games had advanced Australia's international brand by 10 years.

Using market segmentation, there are 4 different types of this these include geographical this is the part where we use Cardiff and Wales as a whole and use the fact, that there hasn't been a big event in Wales such as weightlifting another part is the demographic which includes gender, age and income this part includes a few more about a specific individual. This event will be for everyone and everyone and this will also be good for the event as we will want to include have everyone from different backgrounds. There will also be events for the older generation as well as this will have age groups and gender groups to have more participants and fans to come and watch.

Another part of the market segmentation is psychographic this part includes stuff such as what a person's hobbies are, interests and sexual orientation. This event will not be discriminatory due to it wanting everyone who wants to compete and come and watch which will also be a good market point due to it wanting everyone to come and compete and watch the event. Lastly, part of the market segmentation is the behavioural aspect this part includes actions taken on a website, spending habits and brand interactions this part will also be vital in attracting and retaining customers as we will want customers to spend money and want to come to an event in which they will enjoy as well.

The target market of this event is to those who love and aspire to weightlifting this will be a key part as people need to have a passion or enjoy watching participants lift, heavy weights and due to the UK winning more and more medals in the Olympics and home competitions this will also bring in more fans and due to the country becoming much better at the competition. We will be looking at ages such as 18-30 as a competitive section due to these ages being the peak years in strength and muscular endurance but we will also have other competitions to include other age groups to as this event will not be discriminatory towards age as well.

The marketing mix of the event

The marketing mix includes 4 aspects these include price, product, promotion and place. Investopedia (2020)

The event will be priced at £20 per ticket this is a good price due to the consumer will be able to watch all the events over the 3-4-day period of when the event is alive. The product is weightlifting it's not as big of a competition compared to a football match but for people like me or others that love the gym will have the willingness and excitement to watch an event such as this especially in Wales where there hasn't been many. To promote this event there will be a lot of use of social media and the internet with the website this will be. A good marketing strategy due to other events and competitions using this tactic especially with phones. The place will be the biggest marketing strategy to use because Wales is slowly becoming a venue where more sports and competitions are looking at as in recent history it has been the venue to use.

The specific tactics and objectives of the event

The tactics of this event promoting is to use the use of social media and using the sponsorships to help promote the event in their own sectors as well this will help bring in more brand exposure to those who will see it on the selected sites and competitions.

The objectives

Will make sure that there is a website

Maintain and increase customer use

Reach out to the community

Ensure fair prices for customers

Grow the organisation and increase the use of Wales as a venue

Sell and maintain a more sustainable and reliable product

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