Prifysgol Cymru
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Events Design & Production:

Cultural Settings Consideration
&
Events Industry Trends

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

Today's Aims

1. Analyse the staging of an event according to its constituent elements.
2. Demonstrate how these elements relate to each other and to the theme of the event.
3. **EMBOK** Model
4. Understand the safety elements of each aspect of staging.
5. Identify the relative importance of each aspect of staging.
6. Use the tools of staging.
7. The event experience
8. Events Industry Issues and Trends

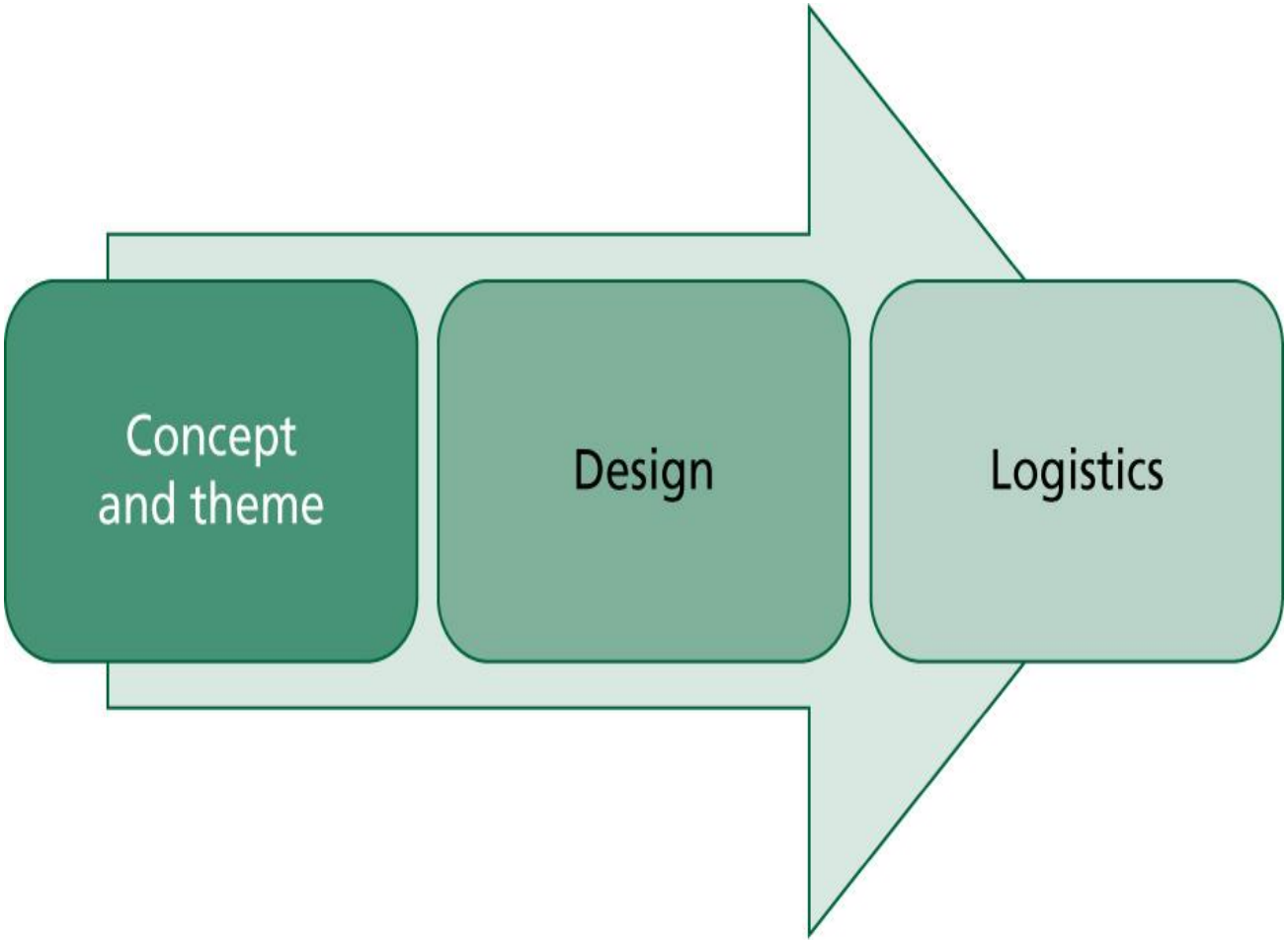


Figure 3.2 The three-stage event design model

Event Design

- The study of event design rests on three premises:
  - ✓All event environments are created
  - ✓All experiences within event environments are purposefully designed
  - ✓All stakeholders are the direct recipients of the designed experiences

Theming and Event Design

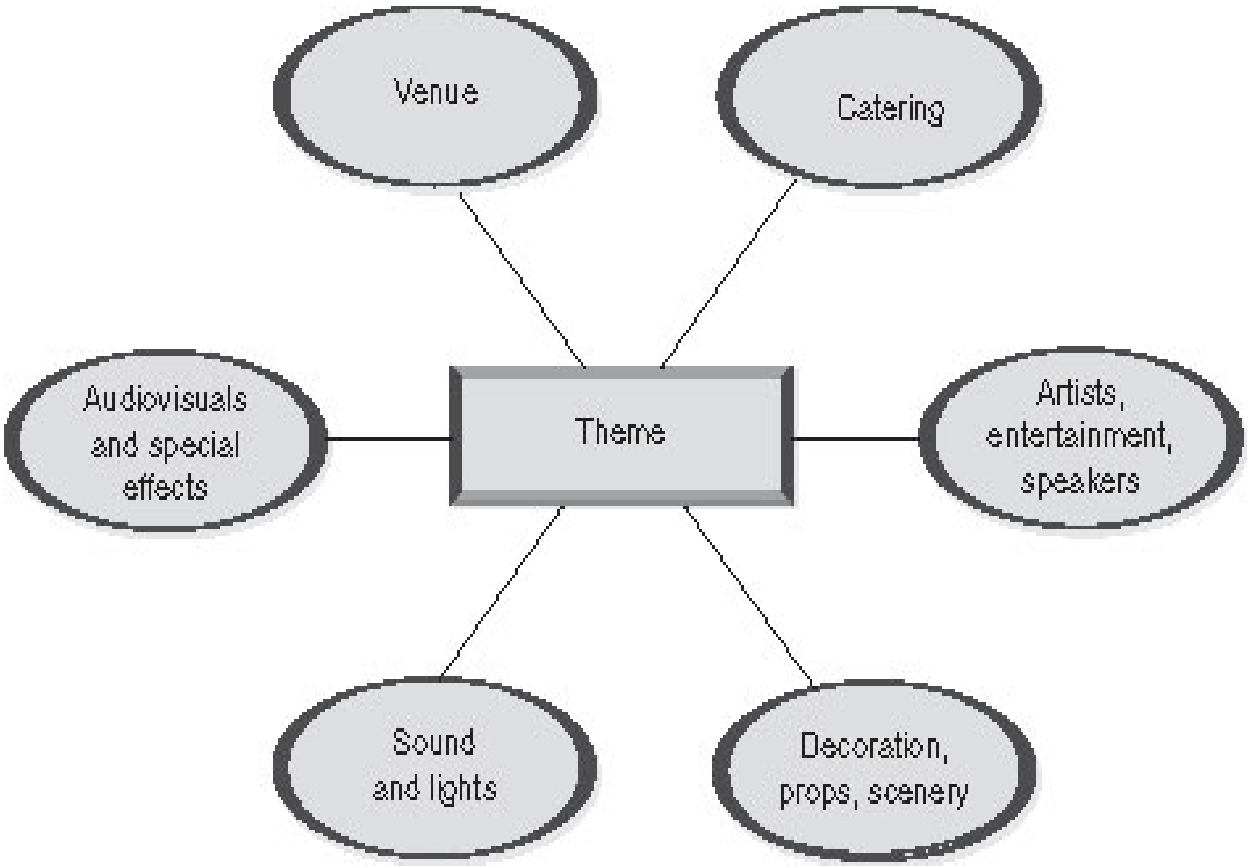


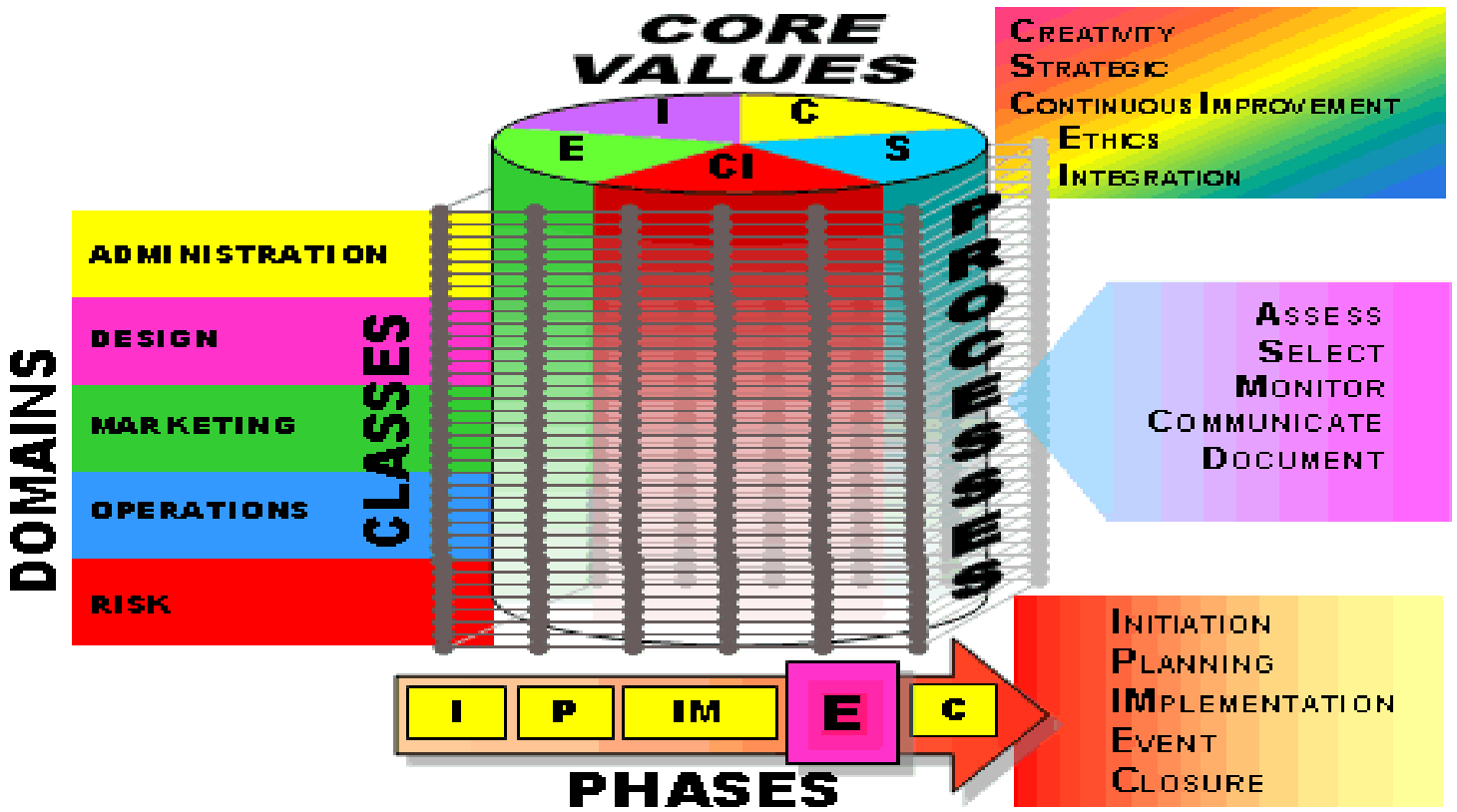
Figure 14.1 The elements of staging revolve around the theme

Programming

- The event experience for the attendee and sponsor rests on the success of the program

- The program depends on:
  - Audience expectations
  - Constraints of the venue
  - The culture of the client and sponsors
  - The availability of elements of the staging
  - The logistics
  - The creative intent of the event team

EMBOK Model



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https://embok.org/index.php/embok-model-page

EMBOK Resources

- Event Management Body of Knowledge Project (embok.org)

ADMINISTRATION	DESIGN	MARKETING	OPERATIONS	RISK
Financial	Content	Marketing Plan	Attendees	Compliance
Human Resources	Theme	Materials	Communications	Decisions
Information	Program	Merchandise	Infrastructure	Emergency
Procurement	Environment	Promotion	Logistics	Health & Safety
Stakeholders	Production	Public Relations	Participants	Insurance
Systems	Entertainment	Sales	Site	Legal
Time	Catering	Sponsorship	Technical	Security

Design of Marketing

- This needs to be strategic and designed well in advance
- Supports sales of a product or service
- Outsources designed by creative agencies
- Traditional methods - brochures and flyers
- Website or Social media platform to promote the event and sell tickets at the same time
- Teasers are often used, social media and influencers
- Themed Tickets / Invites….

Planning Event 'Product' Experiences

- Events contain three elements:
  - The ***core*** service and benefits that the customer experiences
  - The ***tangible*** 'expected' product (e.g. venue)
  - The ***augmented*** product – what differentiates it from other events

- Interactions with people are also part of the product, so marketers need to:
  - Ensure visitor segments within audience are compatible
  - Ensure an ease of interaction at the event - networking

Cultural Influences On Design

- Cultural sensitivity required
- Cultural norms vary in different parts of the world,
- People who are open to different cultures are more likely to recollect and remember experiences (Kim and Jang, 2016)
- Although event concepts often have a global appeal, the way they are staged may differ, depending on the host country

Factors to Consider in Venue Selection

- Location
- Matching the venue with the theme of the event
- Matching the size of the venue to the size of the event
- Venue configuration, including sight lines and seating configuration
- History of events at that venue, including the venue's reputation
- Availability
- What the venue can provide
- Transport to, from and around the venue; parking
- Access for audience, equipment, performers, VIPs, staff and the disabled
- Toilets and other amenities
- Catering equipment and preferred caterers
- Power (amount available and outlets) and lights
- Communication, including telephone
- Climate, including microclimate and ventilation
- Emergency plans and exits

Design of the Venue and Environment

- The design of the event environment should allow for space and flow
- Understand the best use of the environment / Space
- Understanding demand patterns
- The site or venue should be designed to cope with peak traffic
- Crowd/audience prediction
- Consider traffic movement in Health & Safety risk assessments

Design Considerations for the Lay-Out of Meeting Rooms/Conference

- Work-stations/stands
- Props and décor
- VIP or 'Green' Rooms
- The event or cash office
- Merchandise points of sale
- Provision of disabled facilities
- Food stations or serving areas

Design Considerations for the Lay-Out of Meeting/Conference

- Staging and lecterns
- Security
- Waiting areas
- Signage or sign posts
- Queuing or waiting space
- Reception, foyer or main area

Audience and Guests

- Staging issues:
  - Position of entrances and exits
  - Arrival times – dump or trickle
  - Seating and site lines
  - Facilities

Factors to Consider in Stage Safety

- There must be a well-constructed stage done professionally by a company with adequate insurance.
- There must be clear, well-lit access points to the stage.
- All protrusions and steps should be secured and clearly marked.
- Equipment and boxes should be placed out of the way and well marked.
- There should be work lights that provide white lighting before and after the event.
- All electric cabling must be secured and tagged.
- A first-aid kit and other emergency equipment should be at hand.
- There must be clear guidelines on who is in charge during an emergency and an evacuation plan.
- A list of all relevant contact numbers should be made.

Lights and Sound

- Two functions
  - Practical
  - Artistic
- Lighting design
- Lighting Plot
  - placement, type, focus, colours

- Audience members must clearly hear music, speeches and audio effects
- Many factors are considered in design
- The choice of size, type and location of sound speakers can affect audience's experience of the sound
- Schedule for set up – sound engineer
- Sound leakage/echo

Audio-visual and Special Effects

- An event producer is used when many different specialists are involved in the event
- A decision to use an AV company is based on:
  - How the audiovisual presentation fits in with the overall event design
  - The budget
  - The skills of the audiovisual company
- Special effects are used to attract attention, generate excitement and sustain interest
- Audiovisual and special effects technology is often pre-programmed

Props and Decoration

- Some events use scenery, stage properties (props) and decoration to make the audience feel they are in an imaginary world

- The way these stage elements are combined often reflects the personal style of the event company

Considerations When Catering for an Event

In-house or contracted out?
The advantage of in-house catering is the knowledge of the venue. The advantage of contract catering is that the event manager may have a special arrangement with the caterer that has been built up overtime; the event manager can choose all aspects of the catering; and the catering can be tendered out and a competitive bid sought.

Quality control factors to consider
- Appropriateness and enhancement of the event theme.
- Menu selection and design, including special diets and food displays.
- Quality of staff and supervision.
- Equipment, including style and quantity, and selection of in-house or hired.
- Cleanliness.
- Culturally appropriateness - a major consideration in a culturally diverse society.
- Staff to guest ratio.

Costs
- Are there any guarantees, including those against loss and breakage?
- What are the payment terms?
- Who is responsible for licences and permits: the caterer, the venue or event management?
- What deposits and up front fees are there?
- What is the per capita expenditure? Is each guest getting value commensurate with client's expenditure?

Waste management
- Must occur before, during and after the event.
- Must conforming to food hygiene and food safety regulations and environmental concerns.
- Must be appropriate to the event theme.

The Production Schedule

- Rehearsal
- Production meeting
- The production schedule is the master document for staging:
  - Run sheets and prompt sheets are created from this
  - Recording the event
- Load in/bump-in and load out/bump-out times

The Event Experience

- Event designers aim to create an experience

- Getz (2012) discusses two dimensions of experience:

  - **Cognitive,** influencing behaviour and physical activities;
  - **Affective**, focusing on feelings, preferences and personal values

- **Wow factor**

- A positive experience has benefits for the all stakeholders

3 Levels of Event Experience

The 3 levels of experience have been identified by Hover and Van Mierlo, (2006), and adapted from an Experience model by Van Gool and Van Wingaarden, (2005):

- *Basal Experiences* – an emotional reaction to a stimulus, but with insufficient impact to stay long in one's memory
- *Memorable Experiences* – the emotion created can be recalled at a later time
- *Transforming Experiences* – these emotions result in durable changes on an attitudinal or behavioural level

Audio Visual Event Showreel

Task - Break-Out Rooms / Groups

- Consider holding an event in a venue of your choice :
- Make comprehensive notes to explain what would you need to strategically plan in the following areas:

1. Design
2. Production
3. Attendee experience
4. Stakeholder value from staging the event

Room 1 - Large Meeting
Room 2 - Corporate Expo
Room 3 - Corporate Christmas party
Room 4 - Product Launch
Room 5 – Conference
Room 6 - Informal – Celebratory Event (Family / Social Gathering)

Event Settings Summary

- The staging of an event is wide ranging
- All events share common staging elements, including sound, lights, food and beverage, performers and special effects.
- All these elements need to create and enhance the event theme and overall event experience.
- The importance of each element depends on the type of event.
- To stage an event successfully several tools are used: the production schedule, the stage plan and the contact and responsibility list.

INDUSTRY TRENDS / ISSUES :

What about the consideration of Event industry "Issues and Trends"?

What level of impact do they have on the Design, Production and Delivery of events?

Discuss…

Focus: Event Technology Trends

- Hybrid and in-person events are making a triumphant return, powered by the latest event technologies and tools.

- What event technology trends can you think of?

Event Technology Trends

(Accelevents, 2020)

Technical Innovation

- One of the fastest growing changes in the industry is the *technological transformation*
- This has dramatically changed the way events have been executed and organised in recent years
- The growth of technology has impacted the way we plan, execute and market events
- Applications have changed the way people socialise and interact with each other
- This in turn has brought about a new level of diversity, enhancing how all stakeholders experience events today (Newlands, 2015)

Internet Connectivity

- Having sufficient *internet connectivity* has now become a major factor in the consumer buying decision process
- Venues cannot run the risk of getting adverse negative publicity or bad reviews or ratings on social media sites, such as TripAdvisor, on account of unsatisfactory internet access or connectivity
- Conference venues and hotels have had to finance the upgrade of their internet services to Broadband, with capacity for fibre optic speeds

Internet Connectivity

- Emergence of specifically designed computer software, often tailor-made, using digital media to deliver a service or product to the customer online
- Can be used for data collection, storage and the retrieval of documents
- Online technology of this sort has reshaped how events currently run and has streamlined a lot of crucial processes, making them far easier to deliver
- Booking engines and other similar event management software products are now being used by delegates to search, compare and book venues

Internet Connectivity

- Also to pay for function space, food and beverage provision, and group accommodation on the same portal (Smith, 2016)
- The emergence of the internet has also provided event companies with a much wider choice of suppliers, venues, real-time price setting, online registration and ticketing
- Sustainability
- Crowd control
- Both client and venue information is easier to access and store through online portals
- This has eliminated much of the time consuming paperwork that events can generate, thus reducing time and manpower

Smart Events

(Crystal Interactive, 2018)

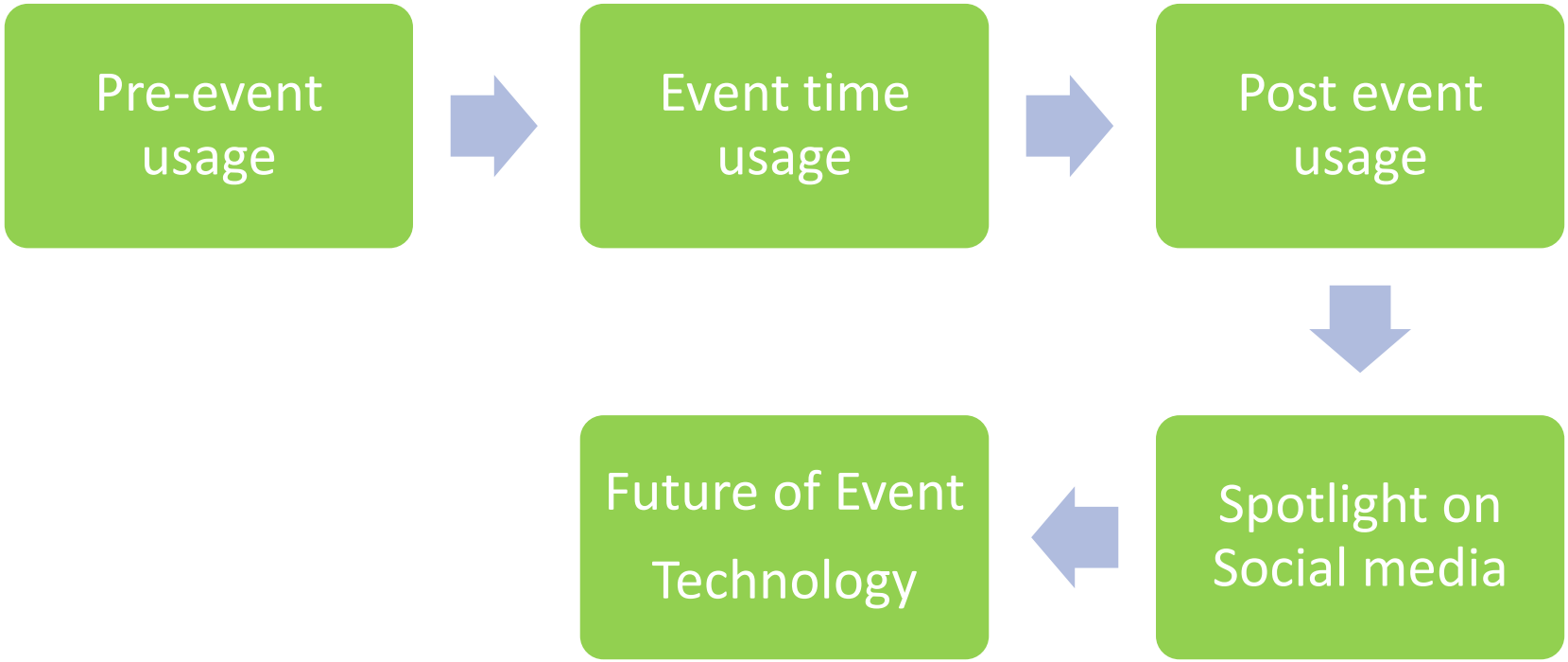
Holograms

(Panasonic North America, 2018)

ABBA Voyage – The band that isn't there

KBN Next Media, 2021)

Growth of Technology in Events



Overview of social media

- Marketing
- Event build-up and wind-down through viral videos, shared stories, twitter hash tags etc.
- Easy to share quality audio visual event content as teasers
- Promotional and advertising campaigns
- Lead generation and interest in event
- Targeted ad campaigns can be used on almost every social media site
- Facebook has 2.98 billion monthly active users globally (as of 2023)
- YouTube has 2.1 billion monthly active users (as of 2023)
- Other social media platforms… ?

Smartphones and Applications (apps)

- Meeting planners are using apps and finding them beneficial to both organisers and attendees

- Being able to communicate with other delegates using smartphones and tablets to access applications has become an essential event planning tool

- This allows delegates to join up with people with similar interests, or to chat about key topics

Smartphones and Applications (apps)

- A study by Eventbrite (2019) found that 73% of music fans support a mobile phone ban at gigs — but when we asked what their sharing habits were, the results told a different story.

- The age of the smartphone is actually altering the experience of events — and the events themselves.

- Increasingly, people will use phones at live events for convenience, engagement, marketing, and even — counterintuitively — disconnecting

Blockchain Technology

- The blockchain is a chain of information including the transaction information with a timestamp that cannot be altered once it is recorded.

- Needs crypto-currency

- How can this be used in events?
  - Selling event tickets
  - Identity management
  - Secured transactions

Ethereum Technology (*safer use of technology for transactions*).

Adds to blockchain capabilities to create smart contracts.

Benefits:

- Elimination of ticket duplication and counterfeit tickets
- Elimination of scalpers
- Completely centralised ticket sales
- Uniform resale and refund system
- Potential lower costs

- What technology might you incorporate into your MICE event planning and delivery phases?

Give Examples….

Event Technology Trends – Usage..

- Live Streaming/Hybrid Events
- Drones
- Touch Screens
- Promotion
- Projection Mapping
- Augmented Reality
- Gamification
- Wearable Technology
- Chatbots
- 3D Printing
- Apps
- Cashless Payment
- Interactive Mirrors
- Virtual Reality
- Facial Recognition
- Driverless Cars
- Risk/Health
- Blockchain and Ethereum

Hybrid Events

- The event industry has adapted to a form of event delivery that's been around for a few years.
- As a result of the pandemic hybrid events will now define the future of events as we know it.
- Restrictions on indoor capacities and resistance to travel or mix with others
- Viable option to continue organising conferences, concerts, expos, festivals, award ceremonies…

Hybrid Events

- The new normal has uncovered a number of issues for the event industry, from restrictions to hesitations.

- Hybrid events have become the norm and can expand participation while reducing the risk

- Budgeting a hybrid event? - this webinar explains organisers should budget and price their hybrid events:

Webinar: How to Budget & Price Your Hybrid Event | PCMA

(Please watch in your own time if you are using a hybrid event)

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