



Mad Hatter's Afternoon G&Tea Event – Ty Hafan and Harbour Lights.



ty hafan

the hospice for children in Wales
yr hosbis i blant yng Nghymru





Overview of the Event

- This event will be taking place in Utopia in Swansea, on Saturday the 14th of May, starting at 4pm and ending at 7pm.
- The event will be a 'Mad Hatters Afternoon G&tea event', which is in partnership with Harbour Lights Gin to aid funding for the charity of Ty Hafan for children hospice care in Wales. “The lives may be short, however it is important that they are as rich and fulfilled as they can be.” (Baroness Rennie Fritchie DBE, Chair of the Ty Hafan Review Group - Thinking Together, Working Together, Ty Hafan Review, Final Report of the Review Group, NHS Wales, 21.12.2011.
- There will be auctions and raffles during the event, that include prizes from Hensol Castle, M-Bar Swansea and The Halfway Pub and restaurant and many more, who have kindly donated free prizes for the auction and raffle.

Auction/ Raffles Prizes



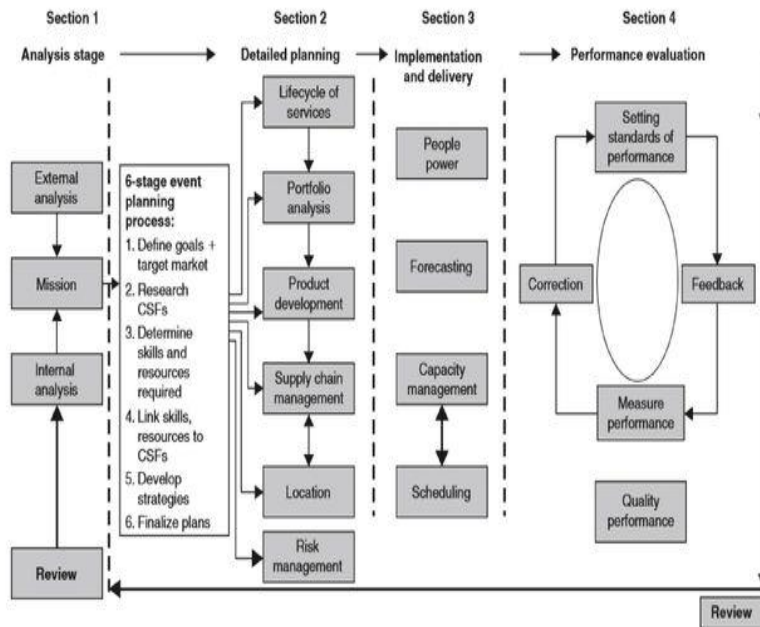


Event Planning

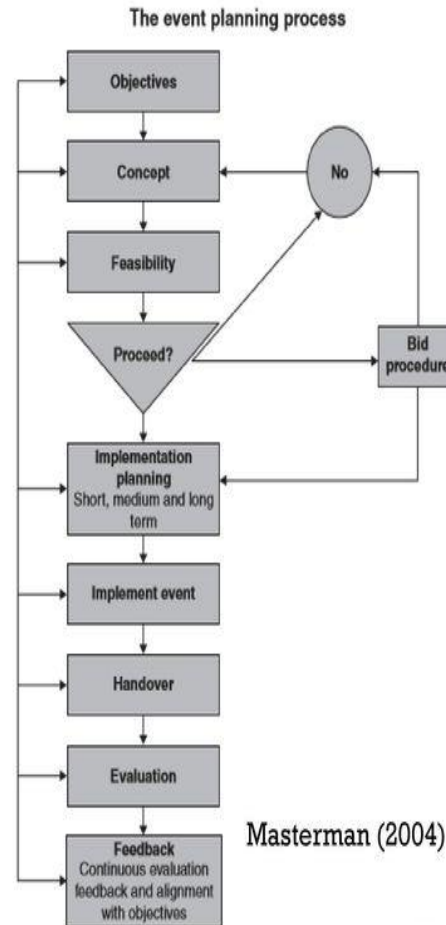
- When it came to event planning, all of us as a group discussed with Jessie, the event coordinator, what roles we were going to do and what each of our tasks was. By going in small groups, we started planning the event. 'Event Planning is about how to launch a special event successfully (timing, location, menu planning, transportation, décor, etc.)' (Allen, J., 2010).
- I was put into the set and design group, along with Shannon D, Nicole W, Emma H and Eden H. We set up a WhatsApp group, where we planned what decorations we needed and added this to a spreadsheet and made a list with all the prices. When we had the venue confirmed, we then looked at the layout and decided where we were going to place the decorations.
- When it came to planning, I think as a group we took too long to get a venue for this event, which resulted in us promoting our event last minute. We didn't leave enough time to gain interest for our event, resulting in our event being cancelled.
- In future, I think event planning needs to be done in advance and not last minute. Decorations need to be planned straight away; social media need to promote the event as soon as possible to gain an audience and as a team, we need to make sure we are offering realistic expectations to customers.

Event Planning

EVENT PLANNING MODELS

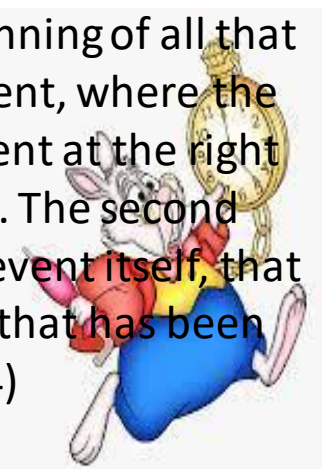


Turn, Norton and Wright (2006)



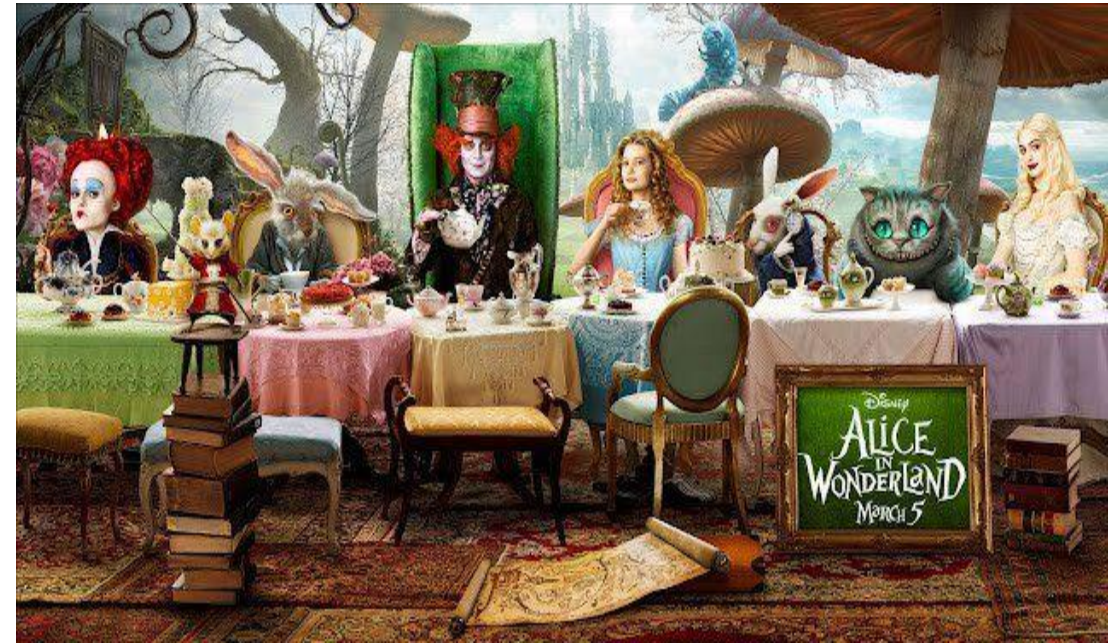
Masterman (2004)

- 'Tum , Norton and Wright developed the event operations management model . This model contains various stages which assists events managers when organising their events. The stages included in the events operations management model are as followed , Analysis , Detailed planning , Implication & delivery and performance evaluation' (Bartleby.com, 2022).
- 'the importance of implementing financial planning and control at the feasibility stage by describing the process involved. The role of budgeting and targets is discussed as a key part of this process' (G Masterman, 2014).
- 'The first involves the pre-planning of all that is required to produce the event, where the aim is clearly to deliver an event at the right time and on the day required. The second stage is the execution of the event itself, that being the management of all that has been planned' (G Masterman, 2014)



Design/Set up!

- My role for this event, I was doing design and set up. Me and the team worked together to look for themed decorations. I ended up buying some Alice in Wonderland decorations off Amazon including selfie props and themed napkins. They had to be refunded due to event being cancelled. There were also ideas of DIY, to make the budget cheaper.
- If I could reflect on my work, I could have improved my communication in the group and planned more sooner on what decorations we needed, instead of doing it weeks before the event. I think this was due to the hesitation of not knowing when the actual event was taking place, and not knowing where the event was happening.
- 'The business event industry is facing challenging times. Due to the sustained economic crisis, not only the number of events but also revenues have dropped strongly over the last few years (NIDAP 2012)'.



Reflective analysis – Event Planning/ Cancelled Event



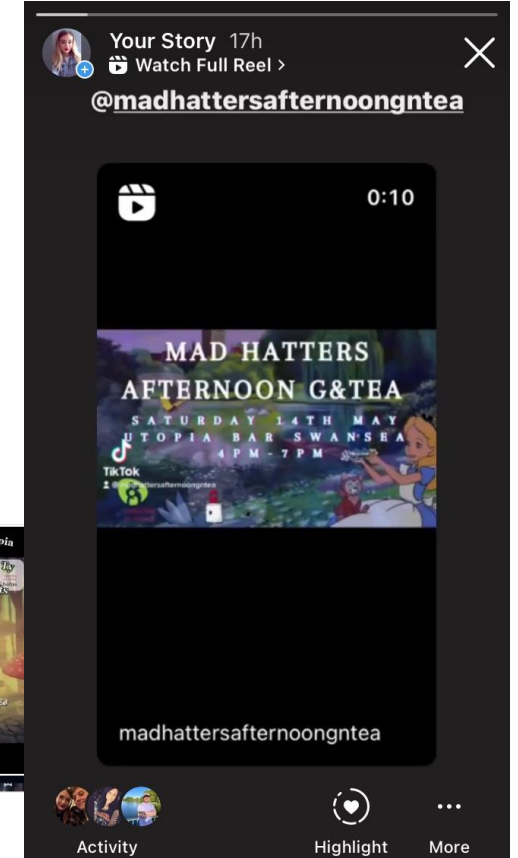
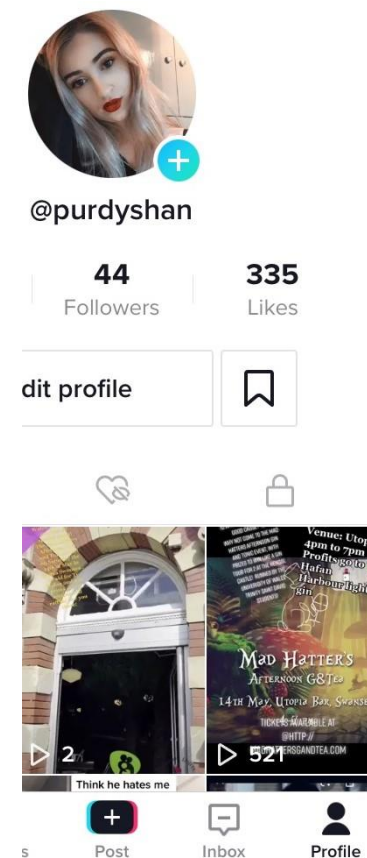
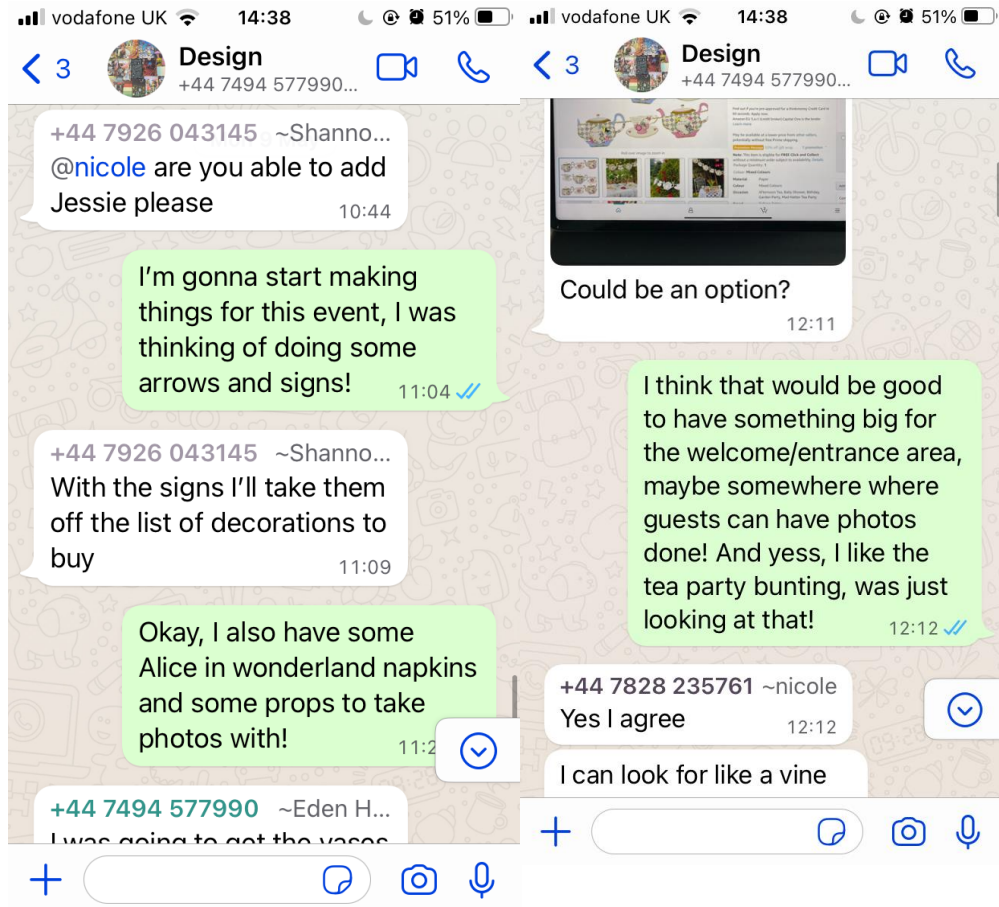
- In a conclusion to the event, I think the event would have been successful if planning was done in advance and marketing on social media was out there sooner. I think the event would have worked better in a different month, as everything has increased in price and most people are busy before summer. Not everyone could afford a ticket.
- I think the event, was an amazing idea and had a good beneficial purpose behind it, it's such a shame that it didn't get enough people buying tickets for it. A total of 11 tickets were sold and 5 tickets processing. I agreed with the whole group and felt it was best not to carry on with the event with that number of tickets sold.
- 'If an event can be financially underwritten as early as this, then there is every chance of its achieving its objectives. However, it is not apparent that all events can, do or indeed attempt to attain such a status before progressing' (G Masterman, 2014).



New Idea – Raffle/Auction for Ty Hafan.

- As it was best to cancel our event, we all still wanted to raise money for Ty Hafan. In a result of this, we will be doing an online auction and raffle for Ty Hafan, offering the donations that we received for our afternoon G&tea event.
- To buy a raffle ticket, we have set up a Ty Hafan giving page, to which people donate money too. One raffle ticket is £1, and anyone can donate however much money they want. They will have more chance of winning a prize with the more money they donate.
- This will take place on the 22nd of May, on a Sunday, as most people will be able to join. The time remains from 4 pm to 7 pm.
- 'Fundraising events therefore provide a means for charities to broaden their donor bases beyond those whose only motivation to support the charity is their fundamental belief in the particular charity's cause' (Webber, D, 2004).

Evidence



22 h ·

1 d · Swansea · 

MAD HATTER'S
AFTERNOON G&Tea

Small icons in the top right corner: a person with a speech bubble, a green leaf, and a person with a speech bubble.

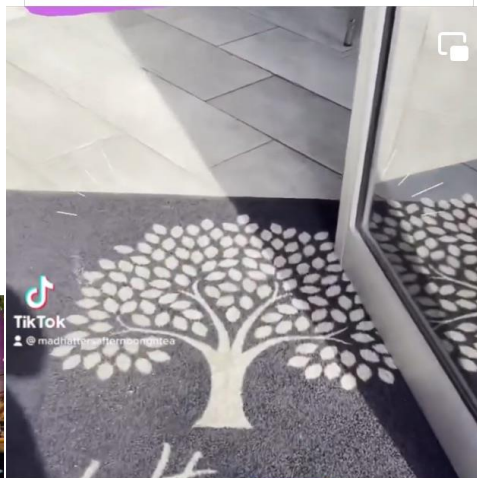


30 Apr ·



30 Apr · 🌐

Come and check out swans... [See more](#)



2 May ·



22 Apr · 🌐

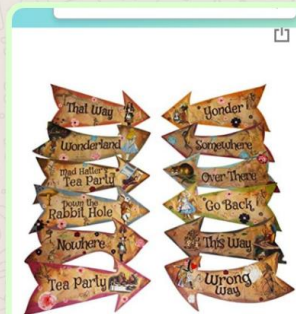


+44 7494 577990...

11:58

They are nice

11:59



These are cute! Pack of 12 for 5.99

t  Share

4 d ·

4 d • 

 It's time to book your tic... [See more](#)



Return request approved

The seller has approved your return request.



ASVP Shop Alice in Wonderland Party Props - Holding Signs For Mad...

Qty: 1

Sold By: ASVP Shop

Contact Provider

£8.49



Alice in Wonderland Party Supplies - Huge 40 Napkins Pack - Vintage...

Qty: 1

Sold By: ASVP Shop

£6.99

your rerund will be processed when we receive your item.

ARE YOU FROM SWANSEA, LOOKING FOR A FUN EVENT TO ATTEND TOO AND IS FOR A GOOD CAUSE?

WHY NOT COME TO THE MAD HATTERS AFTERNOON GIN AND TONIC EVENT, WITH PRIZES TO WIN LIKE A GIN TOUR FOR 2 AT THE HENSOL CASTLE! RUNNED BY THE UNIVERSITY OF WALES TRINITY SAINT DAVID STUDENTS!

Search

Saturday 14th May

Venue: Utopia

4pm to 7pm

Profits go to Ty Hafan Harbour lights gin





6



3

purdyshan

<http://madhattersgandtea.com>

TICKETS AVAILABLE AT

Last chance to buy tickets - Tuesday - 10t...

MADHATTERSGANDTEA.COM

Add comment...

@

😊

Bibliography

- Images
- Alice in Wonderland, 2022. [image] Available at <https://www.buyagift.co.uk/adventure/days-out/alice-in-wonderland-vr-escape-room-for-two-at-meetspacevr-br-10196804.aspx> [Accessed 14th May, 2022].
- Ty Hafan, 2022. [image] Available at <https://www.tyhafan.org/> [Accessed 14th May 2022],
- Harbour lights Gin, 2021. [image] Available at https://mobile.twitter.com/_harbourlights [Accessed 14th May 2022].
- Tea party, 2022. [image] Available at <https://www.pinterest.com/pin/369998925641580951/> [Accessed 14th May 2022].
- Alice in Wonderland themed event, 2022. [image] Available at <https://curiocity.com/a-boozy-alice-in-wonderland-style-tea-party-is-coming-to-seattle-this-winter/> [Accessed 14th May 2022].
- Rabbit, 2022. [image] Available at https://www.pngitem.com/middle/oRTJiT_rabbit-with-clock-in-alice-in-wonderland-hd/ [Accessed 14th May 2022].
- Event Planning, 2022. [image] Available at <https://slideplayer.com/slide/12135466/> [Accessed 14th May 2022].
- Mad Hatter, 2022. [image] Available at <https://www.pinterest.com/pin/283586107759506798/> [Accessed 14th May 2022].
- Utopia Swansea, 2022. [image] Available at <https://www.walesonline.co.uk/whats-on/food-drink-news/inside-new-cocktail-bar-thats-21895052> [Accessed 14th May 2022].
- Mushroom, 2022. [image] Available at <https://www.subpng.com/png-h3irsv/> [Accessed 14th May 2022].
- Auction/raffle prizes, 2022. [image] Available at <https://hi-in.facebook.com/HarbourLightsSpirits/posts/494947182416607> [Accessed 14th May 2022].
- Alice, 2022. [image] Available at https://www.seekpng.com/ipng/u2w7a9a9w7i1q8t4_alice-in-wonderland-disney-alice-in-wonderland-in/ [Accessed 14th May 2022].

References

- Masterman, G. (2014). Strategic Sports Event Management: Third edition (3rd ed.).
- Bartleby.com, 2022. Available at <https://www.bartleby.com/essay/A-Brief-Note-On-Norton-And-Wright-PKQ7XTW3PVDX> [Accessed 14th May 2022].
- Miettinen, S., Valtonen, A. and Markuksela, V., 2014. Service design methods in event design. In *Event design* (pp. 25-36).
- Webber, D., 2004. Understanding charity fundraising events. *International Journal of Nonprofit and Voluntary Sector Marketing*, 9(2), pp.122-134.
- (Baroness Rennie Fritchie DBE, Chair of the Ty Hafan Review Group - Thinking Together, Working Together, Ty Hafan Review, Final Report of the Review Group, NHS Wales, 21.12.2011)
- Allen, J., 2010. *The business of event planning: behind-the-scenes secrets of successful special events*. John Wiley & Sons.

Link to presentation

- <https://pro.panopto.com/Panopto/Pages/Viewer.aspx?tid=bb3d7d0b-0dea-4456-9a93-ae9700f05a61>