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Event Operations - Assignment 1

UWTSD Lecturer - Suzanne Wells

**Title - Planning Process Report for The haunted
Castle at Oystermouth**

Introduction

The following report will discuss the planning process from inception, completion, and evaluation of the event taking place at Oystermouth Castle. The paper aims to inform the reader of the planning process for a successful event. It will include planning techniques, such as a gantt chart and running sheet to help the managers/staff to be more organised about what needs to be done at what date/time before and during the event. A clear strategy will be provided on how the staff and volunteers will be managed. To conclude, the report will show a clear breakdown of the planning process and include a clear description of how the success of the event will be measured. The event will take place in a castle as it adds character to the Halloween theme, even more, when it's decorated. As it is a public sector event made for locals and surrounding counties, the budget is low and stands around £2,917. The event will rely on ticket sales for the money to put back into repairing the castle. (Berridge, G. 2010) explains how capturing the theme to an event can make the experience better for both guests and staff.

Report

The Event

The event will be based at Oystermouth Castle in the Mumbles, Swansea. The haunted castle theme will involve various dressed up 'scary' characters from several myths and horror films, such as Pennywise, the clown from the movie/novel IT and Annabelle, the doll that is also based on a creepy film. The event is targeted for children above 9 years old with adult supervision. The dates chosen are the 30th and 31st of October as it will be half term and it will create the right atmosphere for the Halloween period. The times decided will be 5.30-6.30, 7-8, lastly 8.30-9.30 with a 30 minute break between each one so that staff and volunteers are able to have a break. The capacity of the castle is a maximum of 250 people at a time due to health and safety, as the stairs can be narrow at times. Having a limited capacity allows for a more structured event, giving the guests more opportunity to take their time, which provides for a better experience. It's a non-profit event, which will mean any money left from the event will go towards the maintenance of the castle, as it is one of 'Swansea's main historic buildings and attraction'.

Planning and Managing the Event

'Diagram 3' is a gantt chart that will be used for this event to organise the planning process which allows you to see the time it will take to complete each factor and to avoid 'overlapping' causing more stress and 'failure' during the process (Masterman, G. 2004).

The event planning process allows an event to run smoothly knowing all factors will be completed successfully. Planning is also necessary beforehand as it decides whether or not the managers/organisers should proceed with the event, (Masterman 2007). The event will be planned according to the cycle shown in the appendix has 'diagram 1', which has been made by Eventbrite (www.Eventbrite.com). According to Goldblatt, for an event to be successful, it should be creative and fun, yet managed sufficiently (Goldblatt, J. 2012).

'Diagram 2' listed in the appendix, is a strategy for planning an event. (Masterman 2009) illustrates that you cannot proceed with the event until the concept is right. Organisers will advertise the event on Facebook, the Visit Wales website (sponsor), and Swansea's local radio station The Wave (sponsor). Having sponsors from well-known local companies, the event will be advertised to the public of Swansea

and surrounding areas; gaining more ticket sales. Oystermouth castle has its own Instagram account and will also post information and encouraging posts for Instagram users to see and share. The event is in partnership with Swansea Council for various supplies such as the lighting and cable wiring. The event is also working with a private face painter and websites that may contain scary costumes and decorations. A total of 21 members of staff and volunteers, not including management, will be working on the event each night for it to run smoothly. The staff duties include 13 actors, 6 volunteers to help control the queue and guide the guests to where they may need to go, and 2 staff members will be serving beverages. Its key to keep up good hospitality for 'better feedback from the guests' (Routledge, T. 2011). In hope that the event will interest volunteers, there will be a choice of various free drinks as an incentive to come work at the castle; as well as the experience. Guests will have 1 free drink with their ticket, as well as an option to buy more at a small price. Refreshments will be available in the Ostreme Centre near the castle where it will be warm and social, to make the night more worthwhile. 2 volunteers will control the queue and do a headcount to make sure the capacity of the castle doesn't exceed its limit. The queue will also include barriers for a more controlled entrance for the guests. A risk assessment table is included in the appendix as 'table 1'. The table includes possible risks to the guests and staff on the occasion as well as stating how the risks can be avoided. If accidents are not controlled or managed efficiently, it can cause bad reviews and publicity for future events.

A staff timesheet is located in the appendix as 'table 2'. Both staff and volunteers will have time to meet at the castle for a meeting to discuss positions and times. The timesheet also states the shift times and break options.

Evaluation

The cost sheet is provided in the appendix as 'table 3' which states how much the supplies will cost as well as subtracting it away from the budget leaving the organisation with money to spare to put into repairing the castle, even before any tickets have been sold. The income is a loan generously given by the council. The aim of the event is to attract more guests to come to visit the castle so that the council can afford to keep up with it's maintenance and keep the castle going for historic reasons. If the event is a success, the castle will receive good feedback which encourages people to attend the next event, increasing the number of visitors each year. (Goldblatt, J 2006) explains how evaluations can help develop knowledge for future events, constantly being able to improve and be more creative each time round. After the event, an evaluation meeting between all the managers will take place, where they would complete the questionnaire shown in the appendix as 'table

4'. The aim of the meeting will allow staff to give their feedback and how the event and the planning process can progress ready for the next event at the castle. If the planning process is successful it can be used in the future. Advertising the event afterward is a good way of getting guests ready for next year. By highlighting and posting customer reviews and photos online, it will expand the target audience and the event will come more popular each year.

Appendix

Diagram 1:



Diagram 2:

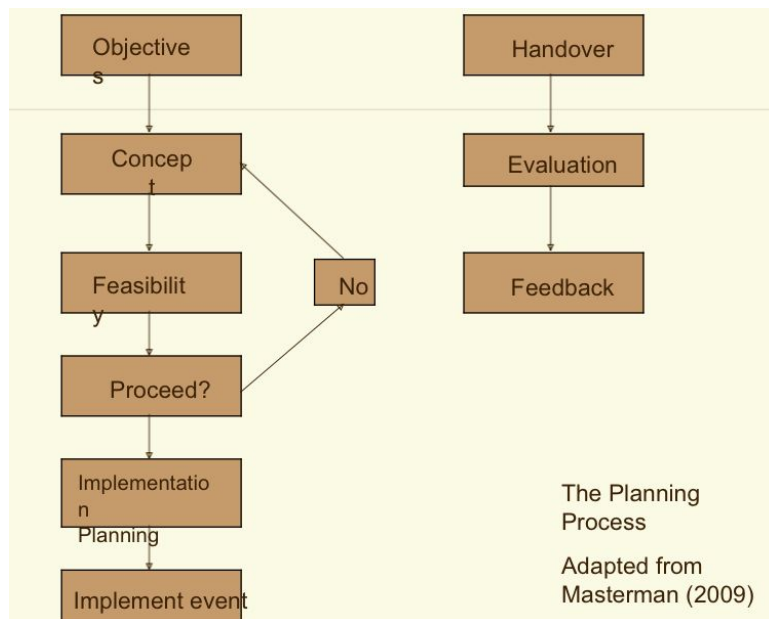


Diagram 3:

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Screen planning								
Facilities								
Marketing								
Staffing								
Risk assessment								
Refreshments								

Table 1:

	Risk Assessment
Weather	Risk - could make stairs slippery, ruin actors makeup and the experience. Guests may be cold. Avoidance - use canopies. Serve warm beverages.
First aid arrangements	Risk - slips + falls Avoidance - make sure no wires are sticking out, make sure inside the castle is as dry as possible. Have staff available who are first aid trained. Make sure all staff know the emergency number.
No staff	Risk - staff phoning in sick last minute.

	Avoidance - have back up family members, people to rely on.
Equipment failure	Risk - lighting not working, wires broke. Avoidance - have mechanics and partnerships on call.
Fire safety	Risk - fire Avoidance - keep all flammable objects out of sight and off, no smoking ban on site. Keep fire exits clear incase of emergency.

Table 2:

TIMETABLE Staff	Actors x13	Que Control x2	Guide Volunteers x4	Beverages x2
4.00pm	Makeup + meeting	Meeting	Makeup + meeting	Meeting
5.30pm - 6.30pm	Position in play	Control guests	Show people where to go + scare people	Take position in the centre
6.30pm - 7.00pm	BREAK	BREAK x1	BREAK x2	BREAK x1
7.00pm - 8.00pm	Position in play	Control guests	Show people where to go + scare people	Take position in the centre
8.00pm - 8.30pm	BREAK	BREAK x1	BREAK x2	BREAK x1
8.30pm - 9.30pm	Position in play	Control guests	Show people where to go + scare people	Take position in the centre

Table 3:

Income	£2,917
Expenditure	
Lighting and labour	£630.24

Transport	£0
Crowd barriers	£0
Refreshments	£184.66
Marketing and advertising	£0
Actors	£725.00
Makeup artist	£260.00
Theatrical gets	£59.04
Staff time	£0
Volunteer time	£0
Decorations and props	£424.75
Special affects	£81.60
Hire of ostreme centre 2 nights	£152.50
	=£2,517.79
Income - expenditures	£2,917 - £2,517.79
Left over	=£399.21

Table 4:

Evaluation of the event	Excellent	Satisfactory	Disappointing
How exciting was the event?			
Did the event offer enough for the guests?			
How organised was the event on the day?			
What feedback did the event receive?			

How well did the theme fit?			
Was the managers helpful?			
How well did the event sell?			

Reference List

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