

The purpose of the essay is to talk about changes within the event sector, what could influence the changes and why. It will also include a discussion on the definitions of creativity, innovation and enterprise when linked with events. Using traditional to contemporary example to determine when the sector started to change. The sector has changed throughout the years, going from goods driven events to contemporary experience events. With trends changing fast it's important to be up to date on what are the new trend. Innovation results in the ability to keep up with the trends. It is important to understand why events design link to creativity, innovation and entrepreneurship, in order to continue to create successful events in the future. The event design sector is currently worth 1 billion in Britain BVEP (2018)

There is no right answer when it comes to a definition, most people will have their own idea of what is right but will differ person to person. When it comes to creativity there is such a range of definitions. Starting with the most basic being 'The use of imagination or original ideas to create something' Oxford Dictionary (2018). While Taheri, M (2016) sees creativity as the way a person looks at the world in a different light, the ability to see things others do not. That could be looking at an event and seeing the potential it has before everything falls into place. However Goleman, D and Kaufman, P (1992) believe creativity is more physiological, also known as functional fixedness, and that creativity cannot be predicted or planned, it can strike when you least expect it.

Bareghen, A et al (2009) perceive that innovation and change come hand in hand and needs to be a focus for organisations in order to change and adapt to trends. While Greenwald, M (2014) believes that innovation is when you challenge past and present ideas used in a range of different industries to create new. Bareghen, A et al (2009) states that "innovation is recognised to play a central role in creating value and sustainability" (Page 1324) this is key when it comes to events due to the ever-changing trends. By adding value it will improve the guest experience, which will help the overall success of the event Gyton, G (2016).

Lowe, R and Marriott, S (2006) consider a range of definitions when it comes to entrepreneurship as it is so diverse, a narrow definition used is that an entrepreneur is someone who owns a company or organisation. While Dees (1998) cited in Attali, O et al (2017) said "The word 'Entrepreneur' originally referred to one who takes on a project or activity", when working within an event there will always be a form of activity, whether that be the planning process or the event itself. When entrepreneurship is tied with innovation it "offers a means to overcome present challenges through sustainable development" Mohammed, A and Hamdan, M (2018).

A recent example of why innovation is needed within the event sector would be 'The White Lady Festive' that is based in Mumbles, Swansea. The festival fails drastically and upset many locals, resulting in new articles slating the disaster, and accusing the local council of squandering 26,000 of taxpayers money. While one of the downfalls was due to the environment, 50mph winds that could not be stopped, the lack on innovation and creativity shows here as the problem could have been minimised with better infrastructure, rather than risking the weather there should have been a backup plan. The venue could have been indoors or moved to a

different location. Other failures include the branding of the event, as a result, the footfall thought the event was drastically lower than predicted which had a domino effect, causing the revenue to also be lower than predicted. Most of these problems that occurred in 'The White Lady Festival' could have been prevented, the lack of innovation and creativity shows in the results of the event. The skills of an innovator could have prevented many of mistakes that were made, as Barehghen, A et al (2009) stated that an innovator purpose is to change and adapt.

Another example of when the lack of creativity, innovation and entrepreneurship has resulted in disaster and failure is the 'Hope and Glory' festival in Liverpool. The festival promised to be a boutique festival that would be stylish, catering both for adults and children. A festival for everyone, they added value by promising an event for 'you', part of the branding was 'try to imagine your favourite bands' implying they have planned a festival with you in mind. The festival was planned through the company 'tinyCOW' with Lee O'Hanlan as event planner Bona, E (2017). While the festival blames the failure on an 'act of god', further articles were released highlighting what went wrong, and that it was, in fact, the event planners who were to blame. It was also stated that the event planner was not fit for purpose Bona, E (2017). It becomes more clear that the event planner Lee O'Hanlon was a creative entrepreneur than an innovative entrepreneur. Although the event was a failure, the event was planned and took place, giving O'Hanlan entrepreneur status and creativity to plan for the event according to the Oxford dictionary (2018) and Dees (1998) cited in Attali, O (2017). However, if the definitions by Mohammed, A and Hamdam, M (2018) were used O'Hanlan would not be categorised as an entrepreneur due to the event not being sustainable. There was a lot of creativity shown in this event, through the last minute 'secret gigs' and last minute infrastructure being move, it is clear that there was an idea, one that kept changing through the setup process. The original plans kept changing, emergency service meeting was cancelled, which resulted in there being no service at the event. There was no lost child or vulnerable adult area, capacity on the day was not measured which could have resulted in overcrowding. The newspapers reported that guest did not feel safe at the event, and felt at risk due to the poor grounds. Ticketing was uncontrolled, a guest who paid for a day pass were getting weekend access, damaged passes. It is clear that the festival and the event planner lacked innovation, it appears there was an idea, with no follow through. This shows how much innovation is needed when planning an event, it great to have an idea, but innovation gives you the ability to plan, fix most problems. This event could have been successful if it was planned by an innovator.

A great example of where creativity, innovation and entrepreneurship have been successful and thrived a festival would be BoomTown. This is a festival the thrives on creativity while having clear innovation and entrepreneurship, it has been able to create an event that is successful and unlike anything else out there. However, the festival has had its own problems in past years where the guests have had to wait up to seven hours in a queue since then BoomTown has put plans in place to prevent any future issues. It is clear the event possesses entrepreneurship, with continuous change and sustainable development, BoomTown has grown and become more successful throughout the years this links to the definition by Mohammed, A and Hamdam, M (2018).

Trends are forever changing, many things impact trends a current impact that has a lot of influence would be the use of mobile phones. Through using mobile phones and the internet many event-goers now post on social media what they are doing, what event they attend this creates publicity whether it's good or bad Yeomans (NEED DATE), this could impact an event drastically through the power social media has. New markets now show promoting an event or festival through social media has the ability to reach more people rather than traditional ways of promoting.

Throughout this essay, it has become clear the importance of innovation within the events design sector, although creativity and entrepreneurship also have great importance in the sector. It has proven in the case studies that innovation is key to have a successful event. While creativity and entrepreneurship were in the Hope and Glory festival there downfall came from the lack of innovation. The success of future events rely on innovation and keeping up with emerging trends, keeping up to date with key influences and new markets. The biggest new market would be an experienced event. It has become more popular to buy an experience, a tangible experience that would make memories, another new market would be virtual reality, with more than a third of the worlds population owning a smartphone Lazarus, Z (2017) it was a matter of time before emerging trends caught out with VR.

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