

Halal Food Festival at Cityhall Cardiff

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The module title: International Meetings Management BMIH6007

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Table of Contents

1. Introduction	3
1.1 Description	3
1.2 Theme	3
1.3 Location.....	3
1.4 Rationale.....	3
2. The Event Cycle	4
2.1 Definition	4
2.2 Application	4
2.2.1 Initiation:.....	4
2.2.2 Planning:	5
2.2.3 Implementation	5
2.2.4 Event:	5
2.2.5 Closure:	5
3. Event Concept.....	6
3.1 Experience: Comprehensive Itinerary	6
4. Aim and Objectives of the Event	7
4.1 Overarching Aim.....	7
4.2 SMART Objectives	7
4.2.1 Increase Awareness.....	7
4.2.2 Engagement and Participation	8
4.2.3 Support Local Business.....	8
5. Event Operations.....	8
5.1 Skills and Resources	9
6. Event Budget.....	9
7. Industry Trends/Issues/Impacts	10
7.1 Trends and Challenges: PESTLE Analysis	10
7.2 SWOT Analysis	10
8. Conclusion	11
9. Reference List	12

1. Introduction

1.1 Description

The Halal Food Festival is a colourful and vibrant food event that promotes the cultural and nutritional aspects of halal food. This event aims at uniting food lovers, health-conscious people, and Muslim people to taste and discover a wide range of Halal foods. The event will include local Halal food sellers, live cooking, workshops, and awareness-creating sessions about Halal foods and the processes involved in preparing them.

1.2 Theme

The major focus of the Halal Food Festival is on the promotion of the consumption of halal foods especially as it relates to the health of the consumer. Halal food is cooked and prepared in strict accordance with Islamic dietary laws and regulations and also to the best practice of hygiene, integrity in sourcing the food, and prohibiting the use of prohibited food substances such as carrageenan, benzoates, and other preservatives and additives. The emphasis on purity and health makes halal food desirable for health-conscious people and corresponds to the current trends of organic and non-slaughtered food. Through the festival, the organisers wish to create awareness and inform people on the benefits that come with it as well as create a market for the local business entities.

1.3 Location

The Halal Food Festival is to take place in City Hall Cardiff (Cardiff city, 2024). The unique and ancient structure of the building is perfect for the occasion due to its strategic location and well-equipped amenities. The dinner area available in this building is very spacious and can easily host many vendors, as well as attendees. Cooking spaces: The venue used for the show is well-fitted with a kitchen, which will be relevant in preparing some meals and live cooking demonstrations. Furthermore, there is adequate and secure parking space within the compound, which means that anyone attending the function from different parts of the city will not have to look for parking space elsewhere. The procurement of sophisticated lighting and other essential facilities in an event causes the festival to have a seamless flow and a fun time for all those attending the event.

1.4 Rationale

This is the reason why the theme of health and well-being through Halal food that has been adopted by the Halal Food Festival is perfectly suitable for the contemporary world. Halal food, free from impurities and prepared under very strict conditions, appeals to the current generation of conscious

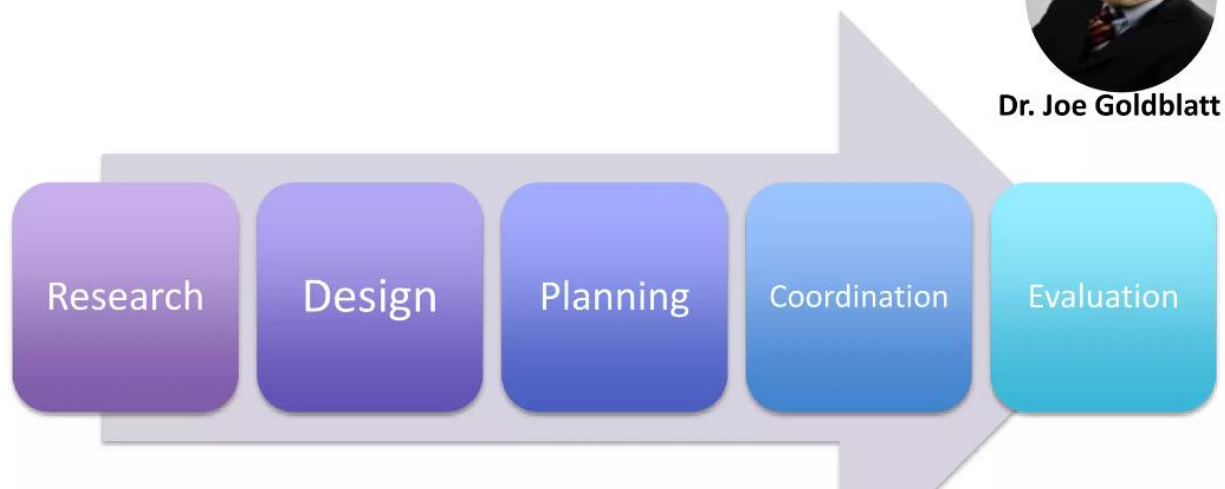
consumers who prefer organic and clean food to many others, even though they are interested only in the result and do not think about the processor. Moreover, City Hall Cardiff is a suitable venue since it is located in the heart of the city, which is important for the convenience of all the participants coming from different parts of Cardiff. The venue also provides adequate amenities such as a spacious dining hall, a fully functional kitchen with all the necessary amenities, and ample on-site parking all of which complement a wonderful event. It is also historically linked with the Michigan area and has marvelous architecture that makes it prestigious and gives more appeal to the festival.

2. The Event Cycle

2.1 Definition

The Event Cycle is also known as the Event Management Cycle, and it describes a step-by-step process of planning and organising events throughout their life cycle. One recognised model used in event management is Goldblatt's Event Management Cycle, which comprises five stages: phases are initiation or pre-purchase, planning or agreement, implementation or purchase, event or use, and closure or disposal (Fomina, 2021).

Modern Event Management Process



2.2 Application

2.2.1 Initiation:

The initiation stage is the most important because it involves the planning and analysis of the event concept and the determination of its feasibility (Fomina, 2021). For the Halal Food Festival,

this entailed establishing the fact that there is a need for a culinary event focused on Halal food and evaluating the possibility of hosting this event. A survey was carried out to identify the current trend of the target group and their likes as well as their willingness to attend halal food festivals. Moreover, the potential sponsors and partners for sponsorship were also identified to support the event financially and in kind.

2.2.2 Planning:

The planning process is fundamental in the construction process, and during this stage definite planning is done in terms of arranging resources, time, and other factors (Lee and Goldblatt, 2020). In the case of the Halal Food Festival, they had to choose City Hall Cardiff as the place to hold the event, sign contracts with potential sellers and sponsors, and create a detailed timetable for the event. Preparations including the vendors, food handling measures, and the attendees were well coordinated and planned for to make the event a success.

2.2.3 Implementation

The process of exchanging resources/processes takes place during the implementation phase of the event plan. This involves ensuring that all participants are registered, ensuring that all vendors are at the right time, ensuring that all the arrangements at the venue are properly done, and ensuring that all the many programs and presentations to be held during the festival day are properly arranged. The volunteers and event personnel were particularly influential in the execution of the plan and specifically in managing any problems that may have occurred during the event.

2.2.4 Event:

The event stage also known as the event date is the day set aside for the celebration of the festival and all the activities planned to be staged during the event. People are also able to interact with the exhibitors and vendors try out a variety of halal food products and also witness food preparation. Professional event management teams are always on standby to manage events, to report any arising issues, and ensure all the guests are happy.

2.2.5 Closure:

For the next phase, there are some activities, feedback, and evaluation of the event after the event's occurrence. Surveys are held with the attendees to identify developmental areas, determine their level of satisfaction, and inform the organisers of future endeavours. Financial reconciliation is done to audit the event and see if the set goals and objectives were met or not (Allen et al., 2022).

The event cycle describes a detailed plan of how the Halal Food Festival should be planned, organised, and executed to be successful and sustainable. Each of these phases is vital because it helps to ensure that the event achieves its intended objectives and creates a positive experience for the participants.

3. Event Concept

3.1 Experience: Comprehensive Itinerary

Time	Activity	Description
10:00 AM - 11:00 AM	Registration and Welcome Reception	Guests at City Hall Cardiff register at the welcome desk, receive complimentary non-alcoholic drinks and light refreshments, and receive event brochures and maps.
11:00 AM - 12:00 PM	Opening Ceremony	The event organiser and local dignitaries will open with a formal introduction, showcasing the event's theme and objectives, followed by a cultural performance featuring traditional music and dance.
12:00 PM - 1:30 PM	Food Stalls and Market Exploration	Guests explore local halal food stalls, sample dishes, and purchase items during interactive sessions with vendors, who provide explanations on ingredients and preparation methods.
1:30 PM - 2:30 PM	Cooking Demonstrations	Experience live cooking demonstrations by renowned halal chefs, step-by-step guides for healthy and delicious dishes, and Q&A sessions with the chefs.
2:30 PM - 3:00 PM	Break	Attendees can relax in the designated lounge area.
3:00 PM - 4:00 PM	Educational Sessions	Workshops to explore health benefits, ethical considerations, cultural significance, and latest trends in halal food production, with food industry experts presenting their insights.

4:00 PM - 5:00 PM	Networking and Business Opportunities	Time for networking opportunities for entrepreneurs and food business owners, focusing on marketing and expanding halal food businesses, and connecting with potential partners and sponsors.
5:00 PM - 6:00 PM	Closing Ceremony	Key takeaways, and thank You notes for organisers along with goodie bag distribution for attendees, then final cultural Performance.
6:00 PM - 7:00 PM	Evening Social and Farewell	Informal social gathering with light refreshments.
		Opportunity for attendees to socialise and share their experiences from the day.

4. Aim and Objectives of the Event

4.1 Overarching Aim

The principle aim of the Halal Food Festival is therefore to increase awareness regarding the health and social benefits of Halal food along with the vast cultural and culinary offering of the Halal food industry (Arab News, 2023). The event is intended to gala, corn and awareness of halal food and encourage individuals to participate in activities as well as knowledge-sharing sessions.

4.2 SMART Objectives

4.2.1 Increase Awareness

Specific: To ensure that participants can learn about the cultural significance and health advantages of halal cuisine.

Measurable: Overall at least a 30% increase in awareness of attendees, by surveying attendees before and after the event.

Achievable: Distribute fact sheets, hold educational seminars, and have vendors present their products.

Relevant: Promotes knowledge and comprehension of Halal meals while restoring the community.

Timebound: An awareness survey of a one-day event will be used to perform a pre- and post-event knowledge evaluation.

4.2.2 Engagement and Participation

Specific: Educate more than 500 attendees with a range of festival activities, including training seminars, ethnic dances, and culinary preparation demos.

Measurable: The number of registrations, involvement in associated events, and use of feedback forms are ways to track engagement.

Achievable: Utilise social media, billboards, or banners around the community to publicise the event and raise awareness (Chirakkara, 2022).

Relevant: Encouraging a large number of attendees and ensuring that they will get something from the event are beneficial.

Timebound: Make sure that, on the end day of the event, the total number of participants is by the predetermined amount.

4.2.3 Support Local Business

Specific: Ensuring that a minimum of twenty local halal food businesses sell their goods.

Measurable: Make sure businesses are involved by having contracts signed and keeping track of engagements and sales figures during the event.

Achievable: It is possible to achieve this goal by vigorously advertising inexpensive vendor stall prices to attract more merchants and consumers.

Relevant: Helpful for the development of small enterprises in the halal food markets and advantageous to the local economy.

Timebound: It is also advised to verify vendor agreements and final booth specifics at least one month before the event.

5. Event Operations

The Halal Food Festival is an event that should be conducted in a proper manner with a lot of preparations (Dowson et al., 2022). It entails the management of vendors, guests, and programming schedules. Major activities are registration area management, food booth coordination, coordination of cooking shows, educational sessions and cultural programs. It is

therefore important to ensure open and efficient communication between staff, volunteers and vendors so that the flow of activities is efficient. Other features include their conformity to health and safety provisions, adequate signages, and crowd management systems.

5.1 Skills and Resources

Aspect	Details
Staffing and Volunteer Needs	• Skilled event coordinators • Volunteers for registration, guest assistance, and crowd management • High Energy Level • Problem Solving skills • Technical support staff
Technical and Logistical Requirements	• Audio-visual equipment for presentations and performances • Sound systems for announcements and music • Adequate lighting for indoor and outdoor areas
Venue Setup and Coordination	• Multi-tasking skills for arrangement of food stalls, seating, and stage areas • Coordination with City Hall Cardiff staff for venue access and utilities • Security personnel with physical stamina to ensure the safety of attendees • Cleaning and waste management services to maintain cleanliness throughout the event

6. Event Budget

The event earns the total of £86,500 from several sources of income including sponsors, merchandise sales, vendor charges, and sale of beverages. The cost is £37,200 and it comprises of expenses such as hall rent, promoting and advertising costs, cost of purchasing merchandise, fees for the vendors, cost of the beverages, cost of insurance and others. The highest amount of expenditure is spent on hiring a venue, which is £9,000. Marketing and Advertising costs are £5000

while the cost of merchandise is £8000. Vendor fees paid £9,000 and beverage supplies £4,500. Insurance embraces the liability insurance and other forms of insurance required in the occasion. Miscellaneous expenses include £1,210. The initial source of funding is £30,000 from local businesses, drink manufacturers and sponsors in the media. This creates the need for financial sustainability and success since the event is implemented through the revenue generated from merchandise sales, vendors' fees, and consumption of beverages. By identifying various sources of income, the event serves to promote financial sustainability and successful outcomes.

7. Industry Trends/Issues/Impacts

7.1 Trends and Challenges: PESTLE Analysis

The following discussion provides a broader perspective of the current state and potential growth prospects of the halal food industry in the UK through the PESTLE analysis. Certification standards, trade policies, and other political factors play a major role in determining the access that markets have to consumers and the trust that consumers have in the products that they buy (BBC, 2023). The UK consumers' spending on food and drink has been significantly boosted by the increasing Muslim population and the rising disposable income leading to the demand for halal products (Food Navigator, 2023). It is possible as well to find out that the consumers' behaviours and the markets depend on social factors like culture and the types of their diets. The growing Muslim population in England and Wales, with 3.87 million Muslims, emphasises the importance of catering to diverse dietary needs and preferences (Muslim Council of Britain, 2023). Technological advancement in food processing and packaging helps in improving efficiency in food distribution with superior product quality; however, issues such as halal certification, food traceability, and authenticity become issues of concern (Islam et al., 2023). The laws and regulations concerning halal certification, food standards, and labeling also exist but there may be a disparity between them which creates consumer skepticism and sector disintegration. Moreover, environmental responsibility is a relatively new concept, where ethical practices in procurement, environmental conservation, and animal rights are being valued. Companies must comprehend these forces as they regard them in an ability to overcome hurdles, exploit these opportunities as well as ensure the firm's longevity and continuous growth in this volatile environment.

7.2 SWOT Analysis

The Halal Food Production Festival has several elements that can be considered as its strengths; namely, it provides a vast choice of cuisines makes the procedure of vendors' participation more

efficient, and increases the sense of belonging among the attendees (ISA, 2023). However, there can be potential drawbacks as a result of shortcomings including high probabilities of excessive and costly administrative expenses and difficulties in supervising volunteers. There are possible prospects for creating regional cooperation, improving the framework of measures to protect against foodborne illnesses, and meeting the growing market demands for halal products (Ahmed, 2018). However, factors like competition from other food festivals, changes in the economy, and unfavourable weather conditions explain why it is appropriate to develop strong contingency plans. However, the festival can build upon its strengths to overcome its weaknesses, capitalise on opportunities, and avoid risks, which will help the festival to sustain and succeed in the competitive food and beverage industry.

8. Conclusion

In conclusion, the Halal Food Festival remains the perfect platform for the promotion of diversity, quality, and integration. Although some of the weaknesses that may hinder success include high administrative costs and stiff market competition, the available opportunities include strong loyalty to the community and the ever-growing market for halal products will serve as key indicators towards future success. This way, the festival can continue to deliver its message, stimulate the economy, and highlight the diverse tradition of halal food in the United Kingdom given that it adapts to trends and incorporates innovation.

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