

BMIH6005

by Iulia Maria Lazar

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International Meetings Management for the Hotel Industry :

Ice Hockey Tournament Event

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Executive summary

The following report discusses the key elements that will go into running an ice hockey event in the town of Loughborough. It first looks at the event cycle, and the various things that go into promoting, managing, and running the event. Such as the finding that a multi-stage ticket selling system, with pre sale and general sale being priced differently. Next it discusses how the event will cater to its audience stating that anyone both semi-professional and amateur hockey players can enter and win. The event is expecting 340 visitors, with 40 of them being participants and the rest as viewers. It will also be held at Loughborough university and it will use syntethic ice for the ice pitch.

The concept of the event is simple. 8 teams, 5 a side each will compete in a tournament bracket, with prizes along the way and increasing in value at every stage of the tournament. Each match will last 20 minutes and there will be a 10 minute interval between each match. At the event there will be music, and food & drinks sold. It will be advertised on the meta network, and the promotions will run for a month before the event until it sells out.



Lastly, the finances check out with the costs reaching over £6000, although the total profits made back are estimated to be £13000. The funding from the event can come in three different ways, firstly a loan application to the managers local bank could see them secure anywhere from £2000-£8000 as a loan, that will need to be paid back. Alternatively funding can come from the local council, Charnwood borough. They will be happy to cover most costs as long as the event is a net benefit for the local community and interest in shown. And finally, local businesses may look to sponsor the event and pay for advertising, it is known that there is a power struggle for the local gyms in Loughborough, we could even approach the businesses ourselves and ask if they would like to sponsor the event.

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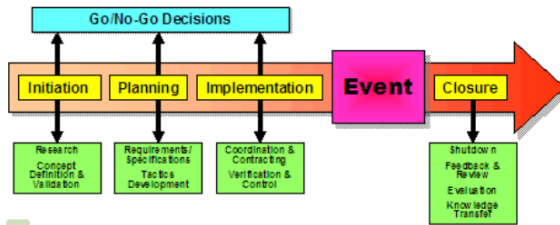
Formatting
roduction

The event is a 5 a side ice hockey tournament that will be played on the Loughborough university's already existing hockey pitch, some work will need to be done to make this event happen such as setting up the synthetic ice, marketing to people, finding participants, and getting permission from the university. This process will be looked at in more detail throughout this report. This event has been chosen as Loughborough already has a hockey club with 9 official teams, however this event is looking to try and get amateurs/new people involved, so the ice element of it, while wintry, can level out the playing field by making sure it's a new experience for everyone playing. Additional equipment needed is the skate boots, hockey sticks, team jerseys, synthetic ice. We will be expecting around 300 viewers for this event and 40 participants, altogether for an event of 340 people.

Frame the work

The event cycle

The event cycle is the process that happens before the event even starts, things such as the presale, the promotion, set up etc. This event will have a standard event cycle by firstly estimating demand and costs to check feasibility and then measuring the demand of the local people with various things such as surveys and quick public interviews, if the demand reaches a number close to the estimated numbers, contacting the proposed venue comes next. (Holmes, 2017) making agreements to host the event, if all goes well with the first choice venue, funding will begin, a regular bank is more than happy to offer most people with an average credit score anywhere between 4 thousand to 8 thousand pounds based on circumstances, next is promoting the event and building up excitement. What informed this decision or choice? Social media promotions mainly the meta network (ads on Facebook & Instagram, with the backing of WhatsApp data). (Jackson, 2013) Our target audience of young people, families, and friend groups. Our target audience is broad due to the event appealing to anyone, a group of 5 friends, or a family of 5 can all register and enjoy the event. The promotion will lead buyers to a page for presale 6 weeks before the event, as promotion will last a week. Additionally every week the event's prices will rise, to increase urgency for buyers. After the third week mark, the tickets will be released to the general public on sale with a much higher price. Staffing and event preparation comes next, hiring enough qualified people to make sure the event runs smoothly. (Heitmann, 2010) Lastly the event will need to set up the synthetic ice on the day before the event, and running a few practice matches to test it. Obviously the event will take place on a late December day to get people in the winter sports mood. The ice is synthetic so no measures need to be taken to keep it cold. (Song, 2007)



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Reference needed.

The event concept

The event idea came from a local cricket tournament held in Leicester city a few years ago, they garnered the attention of the whole county and held a very successful event, Our event is a hockey event due to the timing, as cricket cannot be held in the winter, and it wouldn't make sense to hold another cricket tournament anyways. Although The event will start at 12PM on a Saturday, for timing reasons. It will need 8 teams of 5 people, and each match will last 20 minutes, with 10 minutes between each game, it will be indoors and it will have refreshments and prizes for each stage of the tournament, music also be playing the background, something to inspire and energise the participants. (Veltri, 2009) The refreshments will be Christmas/winter themed, with water and biscuits being free, and more tasty refreshments like energy drinks, brownies etc will cost money, this is a small upsell tactic to make profits back. (Virnes, 2018) The prizes are as follows: every participant will be able to keep the jerseys we hand out and take home as a memory even if they lose. Semi finalists: a £50 voucher. And the winners will win a ice hockey Trophy bought from the local store in Loughborough called A B Wallace trophies, and an additional £200 voucher. (McFall, 2009) Third place will receive the £50 semi finalists voucher, plus an additional £50 for their achievement. Each participant gets to keep the jerseys regardless of their placement. Justification for the prizes being expensive is that it will attract people to sign up, and give their best shot, plus only the winners will receive such a big prize, and the money from the other competitors and the refreshments will make up that money back, additionally the event will sell cheap tickets to anyone that would like to watch the event, local ice hockey fans, family/friends of the participants etc, for a small fee to again, make profits. (Balsiero, 2011)

Good!

22

Aim and Objectives of the event

The aim of this Objective is to popularise hockey, more specifically ice hockey in Loughborough, while still making a profit. As for objectives this event plans to make 20% profit margin when the event is done, this is to make sure the profits are healthy to be able to consider this event a success. While another objective is to reach a 80% satisfaction ratings on the surveys we will ask the participants and viewers to fill out, hopefully getting all responses within the same day, the point of these surveys is to assess if these types of events are evergreen and can be repeated. (cordell, 2006) Lastly, the final objective is to have zero serious injuries during the event, as a smooth event with no hiccups sets the scene for upcoming events in the future, if the tournament can set that standard, and introduce measures such as safety equipment, on sight first aid, and other measures, it can be classed as a successful event. (gallagher, 2012)

Event management

As a manager, I would need people skills for definite, as there are multiple staff needed on the day, they all need to be co-ordinated, and they need to understand what needs to be done to keep the event successful. Another skill needed is management, although cliché for a manager to need management skills, some managers don't have it. As managing people and resources to achieve a goal is a skill in itself, for this event I would need to have resources for the set up together on time, ie the equipment, prizes, synthetic ice etc. Then I need to arrange the staff, breakdown what they'd need to do, negotiate pay etc. (taylor, 2017)



Is this necessary?

10

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Incorrect referencing

Resources required for this event

For this event there are a few key resources that we would need, for example we would need 600 m2 of synthetic ice for the pitch, as well as a referee for the duration of the tournament, and of course on sight first aid for all games as well. The prizes will need to be bought and specially

packaged. Alongside that we will need 40 jerseys for each player, but only 15 hockey sticks, 10 for each game, and 5 spare. (fagerstrom, 2012) However some of the hockey sticks may not even be used, so money can be made back selling excess equipment. The venue as a whole is a resource that we will need, although the equipment for music will need to be separately bought, aswell as the refreshment stand table which will need water, soft drinks, sweets, savoury snacks, baked goods, and energy drinks. These resources are the essentials for running an ice hockey tournament. (Frison, 2010)



Marketing activities will start by inserting our desired audience on facebook, and tweaking with the tracking settings. After training the facebook algorithm to consistently bring us a decent CTR, with 2.50% being considered average. (He ,2014) This campaign will be running for the duration of the pre-sale and general sale. We will also encourage participants to bring their friends and family to buy a viewers ticket and incentivise this with a affiliate program, offering extra refreshments for participants that bring viewers. Our ads wont be limited to just facebook, but the whole meta family as a whole. (dwivedi, 2017)



The event budget is tricky, as the event is highly profitable but also highly expensive to run, the surveys beforehand should prevent the tournament from flopping, however there are still possibilities. This is a cost breakdown for the event:

COSTS/PRICE (Right side)

Hockey sticks x15	£225
Custom Jerseys x40	£900
Refreshments	£100
Sound system	£500
Venue rent	£2100
Viewer catering	£300
Marketing activity	£500
Synthetic ice	£1000
Prizes	£500

Staff (for the day)	£400
TOTAL	£6,525

ITEMS (Left side)

We can rationalise most prices by looking on the internet and finding an average for every item, starting with the hockey sticks, an average hockey stick is £15, using simple maths and multiplying by 15, since there will be 10 sticks used per match, and 5 as back up. We get £225. Moving onto the custom jerseys, they each cost £18 each to make custom, again multiplying by 40, since there will be 40 participants, every person will need one each. (Ryder, 2019) While drinks, and light snacks for 40 people from an average supermarket will cost around £100, as most things such as drinks will be bought in two litre bottles, and served in small cups. For sound, a powerful JBL 500 costs £500, and since the event will be indoors it is perfect for what is needed on the day. Loughborough Univeristy will most likely ask for £2000 based on their history of renting, this is the average they will [Reference needed.](#) they are known for hosting events as they recently held an event for paralympicsGB 2024. We will also need catering for the viewers of the event, Usually, events hire a catering company to take care of the food side of things, but for a small event like this one it would be much more cost effective to have a small grill working outside, with fresh cold drinks in a freezer. Since the event is winter themed we will have wintery foods on the grill such as sirloin steak, grilled mushrooms, souvlakia etc. (Fields, 2012) The grill setup, drinks, veg and meat will come to around £300 On the otherhand, Marketing activities will cost around £500 if we want the event to be a success, as £200 is enough to firstly test and find winning adsets, and £300 is great for letting the ads run on for a month using £10 per day, for gradual results. As for the synthetic ice, pricing for this is tricky due to the different prices for panels. For the sake of the event not costing hundreds of thousands, we will use £14 synthetic 2x2 ice panels, this means that we will need to buy 150 sets of panels at the price of £2,100. Next, prizes will cost around £500 excluding the already calculated jerseys. This is due to the trophy costing £50, then the semi-finalists prizes will cost £50 per team, meaning £200 as 50x4. This brings the total to £250, add the £200 voucher prize for the winners, and the complimentary second place additional £50 voucher, the prizes reach £500 in valuation.

ESTIMATED INCOME CHART

Participant Ticket 40x at £65	£2,600
Viewer ticket 300x at £20	£6,000
Premium refreshments (Participants)	£200

Viewer Food + Drinks (£15 Per Person avg)	£4,500
TOTAL	£13,300

Funding

An average UK bank can offer a personal loan between £4000-£8000, as long as the person applying can prove their long term Uk residence, and provide a substantial reasoning for the loan, If I were to the take this event plan, and prove the event is profitable, with the support of academic research and planning. I am confident I can get the loan for this event. Total profit for this event would be £4,695. Other potential sources of funding could be the council, as any council is interested in funding a successful event in the area, aswell as any local businesses looking to sponsor the event in exchange for advertisement and endorsement, we can approach businesses and/or the council after gathering information regarding potential public interest. (Bourgeois, 2025)

Industry trends

The latest trends in the event world show that multiple step ticket selling is the way forward. By selling tickets in multiple waves, but advertising breaks inbetween has proven to be successful as it can drive the hype for tickets for as long as possible. It also means that events can charge higher prices per ticket after every wave of sales. This can have a positive impact on the industry as people are choosing more and more to take the cheaper route of streaming online for events such as music or sports event due to the lack of excitement. (werner, 2020)

Other trends in the industry are arising such as using Ai to power many of the operational factors. For our event this is not that much of an important factor as we are hosting a small event. Many issues do arise from using AI such as the high likelihood of mistakes, due to AI not being advanced sufficiently at this current time, it can be easy for the bot to make crucial mistakes when used for calculating finances, managing resources etc. (thirusanku, 2024)

PESTLE analysis

The political factors that will be affecting this event are mostly surrounding the local councils regulations, I will need to approach charnwood council about my event and potentially obtain a license for the event, additionally I may even be able to obtain funding from the council, and avoid relying on loaning from the bank to fund this event.

Economic factors are straightforward, some people may not be able to afford participating, or to buy food, which is okay. Although, Loughborough has a good economy and is in no shortage of wealthy families. Another point is that we may have potential businesses interested in sponsoring the event.

Audience interest is a enormous part of our event, as if no one is interested there is no event in the first place, the key to this event will be gauging public interest and determining if the event has any place in Loughborough, not to mention Event culture being another key part of the tournament, building an exciting and inclusive event for anyone that can participate. For health and safety reasons, people with physical disabilities cannot participate in the event due to injury being a high likelihood, although the viewing experience will be accessible. And the food/drinks will need to have a wide range of different foods to cater to vegans/vegetarians, and/or any other allergy/preference.

Technology is the backbone of this event as tickets will be mostly bought online, especially the participating tickets. Although viewer tickets will be available to buy at the event if any are left over. All of our marketing will be online too, meaning the majority of the pre-event activity is happening online, and any technological issues such as systems going down could be detrimental for this tournament.

For legal protection we will most definitely need liability insurance, and every participant to agree any injury cannot be used against us, and is their choice entirely to participate. Additionally we will need food and drink licencing, to be able to sell food.

And lastly, synthetic ice is made with plastic in majority, so we will need to recycle all of our synthetic ice if we cannot find a party willing to buy it from us. Local weather factors won't affect us since the event is inside.

POLITICAL FACTOR ➤ Trump government has liberalise the Food and Drug Administration's regulations on food safety, labelling and trade ➤ Gluten-free food companies and restaurants are working on "healthier options" with lower sodium and sugar intakes ➤ Focus has been laid to reveal caloric and nutritional information for each product. agreements	5 ECONOMIC FACTOR ➤ USA has economic stability and gradually rising employment rate ➤ The rising labour costs in developing countries can lead to higher supply costs and higher selling prices ➤ Expected inflation rate in 2017 is 2.54% ➤ USA economy is in bull market (stock are rising), thus attractive packaging, honest claims like vegan, sugar-free, non-GMO, increased product availability through ecommerce can help to increase consumer base	SOCIAL FACTOR ➤ Young generation is highly driven towards healthy food trends ➤ Gluten-free products with claims like organic, sugar-free, vegan and non-GMO are popular ➤ High demand for fresh and authentic flavour built in American style. ➤ Strong value proposition for quick and convenient food, thus creating an opportunity for gluten-free flours and mixes
7 TECHNOLOGICAL FACTOR ➤ Technology like Mobile apps, social media awareness and e-commerce has increased the consumption of GF foods ➤ Nima, the portable gluten-testing device, which can test food for the presence of gluten and provides results within minutes ➤ New product technology include use of ancient grains, legumes, nuts and seaweeds.	ENVIRONMENTAL FACTOR ➤ Government shall take proper measures to deal with global warming and climate change ➤ More complex standards on business waste disposal	LEGAL FACTOR ➤ Foods shall contain gluten content less than 20 ppm ➤ "gluten-free" claim can appear on the labels of foods that inherently do not contain gluten (e.g. raw carrots and grapefruit juice) ➤ Hydrolysed, fermented, or distilled foods voluntarily bearing the "gluten-free" claim will also have to meet the requirements of the gluten-free food labelling rule

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Incorrect referencing

Conclusion

In conclusion, The event plan is sturdy and has potential to become a reality, difficulties such as licensing, funding and pre-event preparations have been covered and logical solutions have been provided.

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FINAL GRADE

36/100

GENERAL COMMENTS

Thank you very much for your submission.

Be mindful a report should be in the 3rd person.

Large very clearly plagiarised sections, including tables.

I hope the comments are helpful for your next assignment.

First marker CW

PAGE 1

PAGE 2



Comment 1

An interesting concept.

PAGE 3



Comment 2

Page numbers?



Formatting

Be consistent with your font/text size/colour/spacing/page alignment etc.

PAGE 4



Frame the work

Also consider referring to the key frameworks or theory you intend to utilise to help frame what's to come.



What informed this decision or choice?

Justify decisions and provide evidence and examples to support your judgements.

PAGE 5



Reference needed.

Provide credible academic sources to support your assertions/statements.



Good!

More of this!

PAGE 6



Narrative

In academic texts it is important to maintain a third person perspective to aid objectivity and impartiality.

Unable to say 'I' 'We' 'You' 'They', instead use 'He' 'She' 'They' 'The researcher/theorist' etc..

QM

Narrative

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QM

Is this necessary?

Does this meaningfully contribute towards the assessment criteria?

QM

Incorrect referencing

Please see UWTSD Harvard referencing Guidelines.

PAGE 7



Comment 3

Some detailed considerations.



Comment 4

Marketing mix?

QM

Evidence

Provide evidence sources for these assertions.

QM

Evidence

Provide evidence sources for these assertions.

QM

Reference needed.

Provide credible academic sources to support your assertions/statements.

PAGE 8

QM

Reference needed.

Provide credible academic sources to support your assertions/statements.

QM

Evidence/Examples?

Provide cited examples to support your assertions.

PAGE 9

QM

Reference needed.

Provide credible academic sources to support your assertions/statements.

QM

Evidence

Provide evidence sources for these assertions.

PAGE 10

PAGE 11



Comment 5

Last i checked Loughborough was in the UK what has any of this US information got to do with your event?



Comment 6

This is clearly plagiarised.

QM

Incorrect referencing

Please see UWTSD Harvard referencing Guidelines.

PAGE 12

IULIA MARIA LAZAR**36****ENGAGEMENT WITH LIT /25**

You should show a wide level of reading from a variety of sources- a minimum of 20 – to include credible industry sources, academic journals and academic based websites. You must reference academic sources for theory.



At this level your work must be supported by a range of scholarly materials as indicated in-text citations. Failure to adhere to this requirement evidence the (lack of engagement of high in quality scholarly material and/or negligence of appropriate referencing practices). The references must be recorded accurately by using Harvard referencing system. The guidance is available on Harvard Referencing Guide | UWTSD.

02**KNOWLEDGE+UNDERSTANDING /25**

Clear knowledge of event planning functions, and contingency should be demonstrated.



You have deployed some elements of analysis tools/frameworks. You have demonstrated some understanding by interpreting your knowledge of the facts and collating information, and have attempted to use them to inform your analysis.

12**COGNITIVE SKILLS /15**

The report should clearly analyse the planning information for the chosen hospitality event. Each aspect of event planning should therefore be justified with detail establishing why and how certain activities have been planned for.



Unfortunately, although you have deployed a few relevant elements your work shows little understanding of the core concept.

06

Although, you have demonstrated some understanding by interpreting some knowledge of the facts and information collated, your work lacks some key elements of required analysis. such it does not provide an effective basis for the work

PRACTICAL SKILLS /20

Practical skills will be evidenced in your event planning report. You should deploy your chosen examples and wider reading to illustrate the points you make.



You have deployed some of the required techniques, models and theories for your chosen concept However, you needed to support your work using all the tools and elements specified.

11

TRANSFERABLE SKILLS /15

The accurate presentation of the event planning report is crucial. This is a skill the student should have developed to produce a report with attention to detail and clear structure and language. You should write the report in a recognised format. All writing should be academic style, formal, focused, concise and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced.



Your work lacks fluency of expression and clarity due to the absence of appropriately interpreted frameworks, insights from analysis tools and scholarly materials.

Your work lacks coherence and not structured in presentation.

At this level, your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility. Your work does not meet the requirements of coherence, structure in presentation and organisation which indicates negligence of assignment brief, the taught materials and use of other relevant analysis tools.

05