

Event Finances Review



Effective financial management is critical in event planning as it determines the success and sustainability of an event. Poor financial planning can lead to budget deficits, misallocation of resources, and financial losses (Bowdin et al., 2011).

The financial aspect of event management involves:

- **Budgeting:** Creating a structured financial plan that outlines expected income and expenditures.
- **Revenue Generation:** Identifying and optimizing income sources, such as ticket sales, sponsorships, and merchandise.
- **Expense Management:** Controlling costs while ensuring quality and efficiency.
- **Financial Risk Management:** Preparing for unforeseen costs and securing contingency funds.

According to Getz (2012), successful event budgeting follows a strategic approach, including forecasting expenses, monitoring real-time financial performance, and evaluating profitability post-event.

Budget Overview

Business Model:

ROI is a crucial metric in evaluating the financial success of an event. It helps event planners determine how much return they have generated in relation to their costs. A higher ROI signifies a financially successful event, while a negative ROI indicates a financial loss.

Category	Income (£)	Expenses (£)
Income Sources		
Stall Holders	71.40	
Raffle (Card)	29.43	
Raffle (Cash)	125.25	
Sponsorship (Castle Howell)	100.00	
Total Income	£326.08	
Expenses		
Food		100
Tesco Shopping (Extra Food)		-31.17
Spoons		-15.00
Banner		-16.00
Marketing (Posters, etc.)		-15.00
Total Expenses		£77.17

ROI calculation

- **Formula:**

$$\text{ROI} = (\text{Profit} / \text{Total Costs}) \times 100$$

- **Step-by-Step Calculation:**

$$\text{Profit} = \text{Total Income} - \text{Total Costs}$$

$$\text{Profit} = £326.08 - £177.17 = £148.91$$

- $\text{ROI} = (148.91 / 177.17) \times 100$

$$\text{ROI} = \mathbf{84.04\%}$$

For every £1 spent, the event generated £1.84 in return.
This indicates a highly successful financial outcome.



Financial risks we did encounter.

Unexpected costs such as extra food shopping to get more tasters for our guests.



Use of PayPal for Stall Holder Payments

For this event, we used PayPal as the primary method for collecting payments from stall holders. This provided a convenient and efficient way to receive funds digitally, reducing the need for cash transactions. When you receive payments for goods and services through PayPal in the UK, a standard fee applies. This fee consists of a percentage of the transaction amount plus a fixed fee based on the currency received. For UK-based transactions in GBP, the standard rate is 2.9% of the transaction amount plus a fixed fee of £0.30 (PayPal, 2025)

Issue with Zettle PayPal for Raffle Card Payments

During the event, I experienced an issue with the Zettle PayPal system on my phone, which prevented me from processing raffle card payments. However, the system did work on Carys phone, suggesting that the issue was specific to my device rather than the payment platform itself.

References (Angelika)

- Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events Management* (3rd ed.). Oxford: Butterworth-Heinemann.
- Getz, D. (2012). *Event Studies: Theory, Research and Policy for Planned Events* (2nd ed.). London: Routledge. Available at: [Event Studies | Theory and Management for Planned Events | Donald Getz](#) (Accessed on: 16.03.2025)
- Getz, D. (2012) *Event Studies: Theory, Research and Policy for Planned Events* (2nd ed.). Routledge.
- PayPal (2025) Merchant Fees. Available at: [PayPal Merchant Fees - Seller Fees | PayPal UK](#) (Accessed on: 15.03.2025)