

Assignment 1: Feasibility Plan for an International Meeting.

International Meetings Management for the Hotel Industry

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Module code: IHM BMIH6007

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*Christmas Business
Networking Breakfast
Supporting Swansea's Local
Business Community during
the Festive Season*

Morgans Hotel

14.12.2024 9AM

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Event Concept

- ▶ Christmas-themed networking breakfast for Swansea's local business community.
- ▶ Focus: Connecting small businesses, entrepreneurs, and freelancers in a festive atmosphere.
- ▶ Event Format: Informal breakfast, structured networking, and a brief guest speaker session.
- ▶ Seasonal Appeal: Holiday spirit fosters goodwill and easy connections.
- ▶ Target Audience: Small to medium-sized businesses (SMBs), freelancers, startups, and professionals from Swansea and surrounding areas.



Feasibility

- **Seasonal Opportunity:** Many businesses wind down in December, creating a window for networking and relationship-building.
- **Local Focus:** Swansea's thriving small business community needs affordable, accessible networking events.
- **Low Budget:** The event will be cost-efficient, making it attractive to businesses with tight marketing budgets.
- **Market Gap:** Few formal business networking events during December in Swansea, so this event fills a gap.
- **Strategic Benefits:** Local businesses can leverage connections made during the event to prepare for growth in the New Year.



Swansea Insights and Event Overview

- ▶ **Current Business Environment:** Swansea's business landscape is growing, with a focus on tech startups, tourism, and local retail.
- ▶ **Seasonal Business Needs:** Local businesses are looking to network before the holiday rush or downtime in late December.
- ▶ **Local Trends:** Increased interest in supporting local businesses, particularly post-pandemic.
- ▶ **Competitor Events:** Few December business networking events; most are either Christmas fairs or holiday celebrations unrelated to business.
- ▶ **Holiday Impact:** A Christmas-themed event creates a relaxed atmosphere, encouraging natural, organic networking.



Analysis

Strengths:

- Cost-effective, using local venues and businesses to keep costs low.
- Strong support for local business networking in Swansea.
- Festive theme increases appeal and participation.

Weaknesses:

- Limited budget may restrict marketing and the number of attendees.
- Requires strategic partnerships to reduce costs (e.g., local sponsorships).

Opportunities:

- Collaboration with local venues and suppliers (e.g., Swansea cafes, local caterers).
- Potential to establish the event as an annual community-driven tradition.
- Opportunity to build relationships between Swansea's growing tech, retail, and tourism sectors.

Threats:

- Potential for competing holiday social events, though most focus on non-business gatherings.
- Weather issues in December could impact attendance.



Target Market and Demand Analysis

Target Audience:

- Local SMBs, entrepreneurs, freelancers, and professionals in Swansea.
- Businesses in sectors like tourism, retail, hospitality, and tech.
- Early-stage startups and local service providers looking to expand their networks.

Demand Drivers:

- Desire for meaningful business connections before year-end.
- Affordable option for businesses looking to network without a significant financial commitment.
- Growing interest in local, community-driven events in Swansea.

Market Competition:

- Few business-oriented networking events in Swansea during the Christmas season.
- Main competition comes from holiday fairs or informal social events not focused on networking.



Venue and Resources

Venue:

- ▶ Morgans Hotel: Offers a premium setting with a festive ambiance but may require higher budget allocation.

Staffing:

- ▶ Minimal staffing required. Venue staff for breakfast and light coordination.
- ▶ Volunteers or local business partners could help manage registration or setup.

Resources:

- ▶ Simple breakfast buffet: Coffee, tea, pastries, and fruit sourced from local caterers like Little Valley Bakery or One Shoe Café.
- ▶ Festive decorations: Minimal, using local suppliers or DIY options for a cozy Christmas feel.
- ▶ Name tags and business card exchange stations.
- ▶ Microphone or small sound system for the guest speaker, if needed.

Logistics:

- ▶ Consider venues with parking availability, easy public transport access, and a central location within Swansea for convenience.



Marketing Strategy

Social Media Campaign:

- Leverage free or low-cost platforms such as Facebook and LinkedIn.
- Target Swansea business groups and local entrepreneur networks for organic reach.

Collaboration with Local Business Associations:

- Partner with *Swansea Business Club* or *Federation of Small Businesses* for free promotion to their networks.
- Promote the event in local business newsletters.

Email Marketing:

- Send out invites to local businesses and entrepreneurs via mailing lists from Swansea's Chamber of Commerce.
- Use free tools like Mailchimp for email campaigns.

Flyer Distribution:

- Distribute event flyers in key Swansea co-working spaces, like *TechHub Swansea* and cafes like *The Front Room*.

Sponsorship:

- Engage local businesses to sponsor catering or decorations in exchange for visibility at the event.



Financial Feasibility and Budget Breakdown

Costs:

- Venue hire: £100
- Catering: £7-£10 per person for a simple breakfast (e.g., 25 attendees = £250).
- Marketing: £50 for printing flyers and small social media ads.
- Decor, signage £30.
- Total Projected Costs: £430

Revenue:

- Ticket sales: £15 per person x 25 attendees = £375.
- Sponsorship: £100 from local businesses or cafés contributing in-kind support
- Total Projected Revenue: £475

£45 profit or break-even after covering costs.



Conclusion and Next Steps

Event Feasibility: Highly feasible as a low-budget, local networking event in Swansea. Fills a gap in December's business calendar.

Key Benefits:

- Provides a unique, affordable opportunity for local businesses to connect before the New Year.
- Festive atmosphere encourages casual, friendly networking and community-building.
- Positioned to become an annual event in Swansea's local business calendar.

Action Plan:

- Secure venue and catering commitments.
- Launch marketing campaign via social media, email, and local business partnerships.
- Finalize event logistics and seek sponsorship to offset remaining costs.

Call to Action: Register today or contact us for sponsorship opportunities to support Swansea's local business community!



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