

Unit 29: Managing and Planning an Event

Unit code	K/616/1813
Unit level	5
Credit value	30

Introduction

The aim of this unit is to provide students with the background knowledge and understanding of event planning and management, from agreeing the scope and concept of the event through to managing, monitoring and evaluating the success of the event.

Students will examine the main components of event plans including finance, management and administration, logistics and operations, marketing and people and resources. They will evaluate the feasibility and financial viability of the event plan, whilst at the same time ensuring that it is consistent with the scope and requirements of the event mission, aims and objectives.

Students will gain an understanding of the processes and procedures used to manage events which meet customer and business requirements and the skills needed to oversee a successful event including planning, time management, communication, evaluating outcomes, contingency planning, selling ideas through proposals and managing a team.

Learning Outcomes

By the end of this unit students will be able to:

1. Examine how event plans are researched, developed and agreed to meet customer and business requirements
2. Develop and implement policies and procedures for events
3. Manage resources and logistics to ensure events are delivered in line with event plans
4. Monitor and evaluate events to ensure customer and business requirements are met.

Essential content

LO1 **Examine how event plans are researched, developed and agreed to meet customer and business requirements**

Research to inform event plans:

The concept, scope and requirements for the event in relation to stakeholders, aims and objectives, concept and themes, intended market and financial goals

The context in which the event is taking place, timing, location, size, special requirements and available resources

The use of technology and critical success factors

Market research and competitor analysis

Legal and regulatory requirements

Financial viability and considerations

The event's sustainability, ethical and environmental considerations

Developing and agreeing event plans:

How to negotiate and develop the key elements of an events plan:

mission statement, aims and objectives, critical success factors, financial planning, administration, logistics and operations, marketing and sales, people and resources, event evaluation, leadership and management, planning cycle, sponsorship or other revenue, sustainability

How to ensure a plan is feasible, financially viable and consistent with the concept, scope and requirements of the event

The importance of agreeing the event plan with key stakeholders and colleagues

The various formats in which event plans can be laid out and recorded

How to develop a critical path for implementing the event including the identification of tasks/projects to achieve SMART goals and objectives, identifying all links, dependencies, timelines and critical dates

How to monitor progress against the event plan at agreed intervals and make necessary adjustments

Customer and business requirements:

Setting realistic aims and objectives that reflect the customer's/organisation's brand image and strategies

Definitions of the experience design concept

The engagement between people and product or brand and the associated outcomes e.g. emotions, sensations, memories

Creation of interaction 'touchpoints' within an event to initiate and deliver the experience

The use of available resources to implement effective strategies that target the market, are flexible and meet legal and regulatory requirements

LO2 Develop and implement policies and procedures for events

Policies and procedures:

The importance of policies and procedures for successful event management

How to identify which aspects of the event require policies and procedures

The types of risks associated with an event and how procedures can be used to mitigate these risks

How to interpret and use relevant legal, regulatory and other requirements to inform policies and procedures and the likely consequences of not having policies and procedures to meet these

The importance of using sources of expert advice and information on required policies and procedures and how to access these

The process of updating existing policies and procedures or drafting new ones

The importance of consulting on draft policies and procedures, who should be consulted and how

LO3 Manage resources and logistics to ensure events are delivered in line with event plans

Manage resources and logistics:

The importance of conducting pre-event briefings and delegation to ensure the smooth running of an event

The importance of and how to conduct pre-event, during and post-event checks and inspections to ensure all staff and resources are in the right place at the right time and of the quantity and quality expected

How to effectively implement event processes and procedures

The skills required for effective management of events

Use of creative technology to construct experiences e.g. interactive event spaces, data personalisation, wearable technology, mobile apps

LO4 Monitor and evaluate events to ensure customer and business requirements are met

Monitor events:

Establishing Key Performance Indicators (KPIs) for events

Processes for monitoring and recording quality and quantity of products, price fluctuations, product availability, staffing issues and logistics to ensure the smooth running of events

Establishing the frequency of monitoring

Dealing with variances to ensure event success

Evaluate events:

Gathering, interpreting and analysing evidence generated through all stages of events to determine success from both the customer and business perspective in relation to sales/costs, profits, GP/NP, results of audits, team feedback and client and customer feedback

Use of feedback and results to identify successful and profitable events

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Examine how event plans are researched, developed and agreed to meet customer and business requirements</p>		<p>D1 Critically appraise approaches to researching, developing and agreeing event plans and make recommendations for ensuring they will underpin event success</p>
<p>P1 Investigate sources of market and customer research to inform event plans</p> <p>P2 Discuss the key principles of developing and agreeing event plans in line with customer and business requirements</p>	<p>M1 Analyse approaches to researching, developing and agreeing event plans and their contribution to event success</p>	
<p>LO2 Develop and implement policies and procedures for events</p>		<p>D2 Evaluate policies and procedures for an event and make recommendations for effective implementation</p>
<p>P3 Review examples of policies and procedures from a range of events and identify how they are implemented</p> <p>P4 Produce policies and procedures for an event and outline how they are implemented to maximise effectiveness</p>	<p>M2 Produce a set of detailed policies and procedures for an event and analyse how they are implemented to maximise effectiveness</p>	
<p>LO3 Manage resources and logistics to ensure events are delivered in line with event plans</p>		<p>D3 Critique different management models for a range of events and make justified solutions and recommendations</p>
<p>P5 Determine the resources required to deliver an effective event</p> <p>P6 Demonstrate the key management skills required to manage effective events through pre-event briefing and delegating</p>	<p>M3 Compare and contrast the different approaches to managing different types of event</p>	

Pass	Merit	Distinction
<p>LO4 Monitor and evaluate events to ensure customer and business requirements are met</p>		<p>D4 Critically analyse approaches to monitoring and evaluating event success and make practical recommendations for future monitoring and evaluating</p>
<p>P7 Discuss methods for monitoring and evaluating the success of an event</p>	<p>M4 Compare approaches to monitoring and evaluating events and analyse how results are used to improve current and future events</p>	
<p>P8 Examine how to identify and deal with variances to ensure the success of an event</p>		
<p>P9 Evaluate the results of monitoring the success of an event and make recommendations for improvements</p>		

Recommended resources

Textbooks

BERRIDGE, G. (2006). *Events Design and Experience (Events Management)*. 1st ed. Oxford: Routledge.

BOWDIN, G., ALLEN, J., HARRIS, R. MCDONNELL, I. and O'TOOLE, W. (2011) *Events Management*. 3rd ed. Oxford: Routledge.

GOLDBLATT, J. (2014) *Special Events: Creating and Sustaining a New World for Celebration*. Chichester: Wiley Publishing Company.

JONES, M. (2010) *Sustainable Event Management*. London: Earthscan.

VANNESTE, M. (2009) *Meeting Architecture A Manifesto*. East Grinstead: Meeting Support Institute.

Websites

www.eventbrite.co.uk	Eventbrite Event Industry Statistics Report (Research)
www.citmagazine.com	C&IT Conference and Incentive Travel (General Reference)
www.meetpie.com	The meeting industry forum (General Reference)

Links

This unit links to the following related

units: *Unit 8:*

Managing Conference

and Events Unit 30:

Global Events

Unit 38: Concepts and Innovation in Hospitality