

Key Characteristics of Events

- Fundamentally temporary in nature
- Purposive gatherings of people
- Displays of ritual – clapping at concerts etc.
- Sometimes unique occurrences
- Field of industrial practice
- Organisation and coordination of activities required to achieve the objectives of events
- Outcome of an event = memories

Characteristics of Event Projects

- Leadership
- Budget
- Life Cycle
- Teams
- Cross-Functionality
- One-time Tasks

Event Project Life Cycle

- Initiation
- Planning
- Implementation
- Event
- Closure

Project Management

- Stakeholder
- Transaction
- System
- Leadership
- Business by projects
- Task

Activity

- Earliest start time (EST)
- Latest Start Time (LST)
- $EST - LST = \text{Total Float}$
- Duration

Event Project Evaluation Cycle

- Set event objective
- Measure performance
- Compare with planned measure
- Take corrective action

Three Types of Thinking

- Lateral – disrupting an alleged thinking sequence and arriving at the solution from another angle
- Logical – most informed decision
- Analytical – visual thinking giving the ability to solve problems quickly and effectively

FMEA – Failure modes and effects analysis - step-by-step approach for identifying all possible failures in a design, a manufacturing or assembly process, or a product or service

Stages of Event Design

If you were to have 100 minutes, how much would you spend on each stage?

- Concept and Theme (20 mins)
- Design (30 mins)
- Logistics (50 mins)

The 5Ws of Event Concept

- Used for critical thinking
- **Why** must we hold this event?
- **Who** will be the stakeholders for this event? – participants, suppliers, transportation,
- **When** will the event be held? – season, weather
- **Where** will the event be held? – venue, location
- **What** is the event product that is being developed and presented? – delivery of the event

Notting Hill Carnival Case Study

Why – Celebrate Caribbean culture

Who – approximately 1 million attendees – council, local businesses, police, government

When – Annually, starting on bank holiday, the last Monday in August and the next two days

Where – Notting Hill, London, UK

What – Caribbean style festival that runs over 3 days arranged by the West Indian community, including parades, food, costume contest and music. Overall showcase of culture

Levels of Experiencescape

- Product
- Service
- Experience

Key Stages of Multi Phased Nature of Experience

- Anticipation
- Travel to site
- On site activity

EMBOK (Event Management Body of Knowledge) – multidimensional description of the knowledge and skills essential to create, develop and delivery of an event