

21640 EVENT MANAGEMENT

Subject Overview

- * This subject deals with the event project management process
- * Factors that act to condition how these steps are undertaken are also addressed
- * Aims to develop skills and knowledge associated with the ability to critically assess events in terms of their current management practices.

Event Initiation

Establishing the event vision/mission/purpose statements

Vision Statement - vision statements are:

- * Long term
- * Describes a desired future outcome/state
- * Serves as a focus
- * Motivational
- * Need not to be written, but must be understood and shared

e.g. **Freeze Frame (Film Festival)** strives to be an international leader in providing an enriching cinematic experience through the delivery of diverse and innovative programming that educates, inspires and empowers children and youth.

Mission Statement - Mission statements:

- * Convey understanding of the event and what it is trying to achieve
- * Statement of tasks needed to fulfil the vision
- * Short term, could be time specific
- * Basis on which goals/objectives can be set
- * A comprehensive mission statement will : State the events purpose, Identify its beneficiaries and customer groups, Indicate the broad nature/characteristic of the event, and State the overall philosophy or values of the organisation conducting the event.

e.g. **Freeze Frame (Film Festival)** provides educational opportunities for children and youth to explore the art of filmmaking through screenings of international film and video and hands-on workshops in a multilingual environment.

Value Statement - An expression of an organisation's core beliefs. These statements act to identify and connect with the event's audience. Some events create stand alone value statements, others seek to build aspects of such statement into their mission. Additionally, they serve to:

- * Make the event's staff, volunteers, supplier and other stakeholders aware of the priorities and goals of the event
- * Guide decision making
- * Establish organisation and individual priorities

e.g.

Excellence - We believe in constantly seeking to present work of the highest quality, expecting excellence from all company members.

Inclusion - We believe the inclusion of a diversity of people, ideas and cultures enriches both our insights into the work we present on stage and our relationship with each other.

Learning - We believe in offering company members, audiences, teachers and students the richest possible learning experiences.

Purpose Statement - Are usually for events that are straightforward/non-complex and have a small number of stakeholders

e.g. University Open Day - Growing Student enrolments by engaging, informing and exciting potential students (and their families) regarding the university capacity to meet their 'whole of person' needs.

Goals and objectives

Goals - Goals provide direction to those engaged in the organisation of an event, usually expanding on the mission statement. For some events, the step of creating goals prior to setting objectives might not be considered necessary.

e.g. Blues at bridgetown (Blues Music Festival, Western Australia)

- * Bring recognised national & international artists to perform and conduct workshops
- * Conduct workshops for local, regional and WA artists
- * Provide a diverse range of Blues styles
- * Operate the activities in a business like manner
- * Maximises funding opportunities
- * Maintain local community and business involvement

Objectives - Objectives should quantify progress towards and event's goal and set performance benchmarks. They should be SMART:

- * Specific
- * Measurable
- * Agreeable
- * Realistic
- * Time specific

Types of event objectives -

Attendance/Participation:

- * Total attendance and/or total number of players
- * Attendance by specific group
- * Level of participation by volunteers/community groups/government, industry or non-government organisations/sporting clubs.

Programs:

- * Size of event in terms of stallholders/exhibitors/workshops/participating groups
- * Extent of local vs international program elements

Economic objectives:

- * Percentage return on monies invested or overall gross/net profit
- * Dollar value of sponsorship sought
- * Percentage increase in market share
- * Dollar contribution to local community
- * Target dollar to be raised for a specific group/individual