

Event Impacts & Legacies Semester 1 Notes

An introduction to events	3
Event Stakeholders	4
(Rest of contents in full version)	

An introduction to events

1. Events: primary events generally relate to entertainment for commercial gain.

Mega	High volume of visitors, extensive media coverage
Major	High volume of visitors, wide media coverage
Hallmark	High volume of visitors, strongly themed, ritual or ceremony.
Signature	Linked to a particular location
Special	Once only or irregular

2. Festivals: community focus, participation, celebratory, cultural, religious or seasonal themes.

3. MICE

Convention	High scale meeting; national, regional, international significance
Congress	High scale meeting; international significance, political connotations
Conference	Exchange of ideas, focuses on career interests
Incentive	Motivational tool, increase productivity, 'reward'
Forum	Public debate/open discussion/audience participation
Symposium	Professionally organized discussion of new ideas
Seminar	Small scale educational meeting, sharing of views
Exhibition	Display of goods or services, showcases achievements to public
Trade Show	Particular industries, meeting suppliers & buyers

Definition: A non-routine occasion which have leisure, cultural, personal or organizational objectives set apart from daily life, aiming to enlighten, celebrate, entertain or educate a group of people.

- Trends and Forces affecting Growth of the Sector

-Image enhancement, economic development, catalyst for urban renewal & investment attraction, competition, civil celebration, change nature of leisure, motives: personal/social.

“Legacies” – what is left behind after an event, can be long-term or permanent.

Why evaluate an event?

-Determine success, enable feedback, report to stakeholders, ensure future reputation.

Event Stakeholders

Definition: Anyone that has an interest in the event. Can be a 2 or 1 way relationship. There are multiple stakeholders involved with an event.

- Stake Holder theory

The need to balance the sometime conflicting claims of various stakeholders. In order for an event to be successful, stakeholders must be understood and engaged with as required.

- Primary Stakeholders

Need input in order for the event to function.

e.g. employees, attendees, suppliers, sponsors – can still go ahead without.

- Secondary

Are not directly involved.

e.g. host community, emergency services, government, media.

- Benefits for stake holders

Can improve event quality, helps accessing resources, increase likelihood of support, stakeholder loyalty.

- Process for stakeholder management (PIE)

-Identify/classify... Who are our stakeholders?

-Prioritize... How will they be managed? Who will manage them?

-Engage... Meetings, consultations, communications, focus groups.