



COLLEGE OF
INNOVATION
THAMMASAT UNIVERSITY



Experience - Making Events Happen

Dr Glenn McCartney
ARNG (All Round Nice Guy)



The skills of a true event professional – my top 10

- Time-keeping
- Multi-tasking and flexible
- Highly self-motivated
- Problem solver
- Communicator
- Negotiator
- Creative and innovative thinker
- Eye for detail
- Budget conscious
- Sense of humour!





‘You can discover more about a person
in an hour of play than in a year of
conversation’ (Plato)

Events create this often short period of
time (perhaps a few hours) to inspire,
offer escape, engagement, networking
- but take months of planning!



The Basic Steps



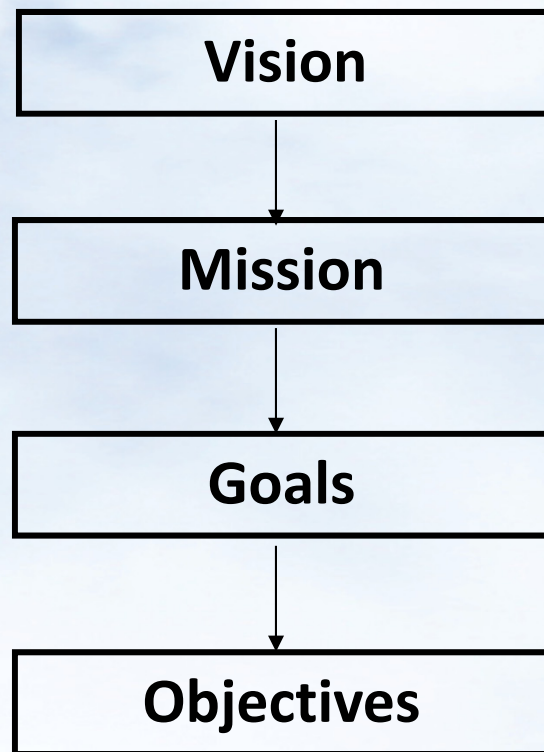


Preparing a winning event concept





Event concept – what do you want to get out of the event?



The event planning process follows a logical path from event vision to objectives and desired outcomes





Event objectives

- To make money
- To network
- To learn skills and knowledge
- To create loyalty & retention
- To exchange ideas
- To celebrate
- To create an image
- To launch/close something
- To have a good time
- To remember (something from the past).....

**YOU NEED TO CLEARLY STATE THEM – AND THEN DESIGN
THE EVENT THAT YOU FEEL WILL DELIVER (\$, %, #)**



Making the event special

- Several tactics can be employed but will depend on participant profile and motives to attend on the importance of the tactic:
 - Celebrity endorsement
 - Cultural attributes
 - Adding value to the programme
 - Theme
 - Partnership/sponsorships/endorsement
 - One-off
 - Exclusivity
 - Creating loyalty
 - Adding mystery!





Event type - decision

Existing event



Hybrid event



New event



Key Questions

Purpose

Resource needs

Risks

Best fit

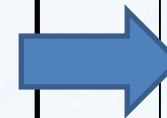
Credibility & acceptance

Magnitude

One-off or recurring

Technology needs

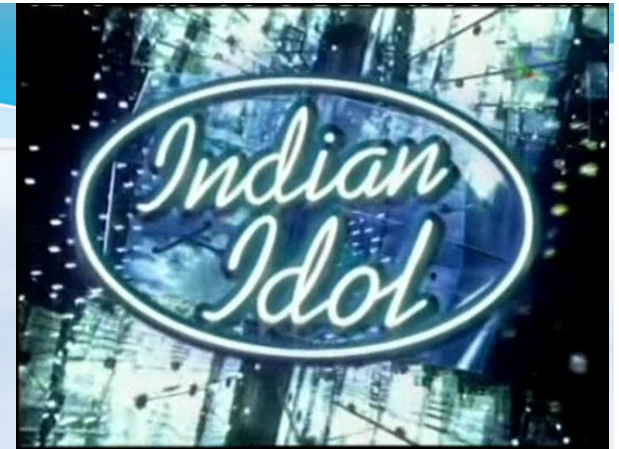
Human resource needs



**Best
Event
Fit!**



Whether a repeating meeting, seminar, opening, launch, celebration event, consideration must be given on its attractiveness, relevance, creative edge, budget (versus expected outcome) and potential to actually happen!



Jakten på en
SUPERSTJERNE 





Who are the participants? What is
their background?
What are their motives to attend?



Hong Kong Rugby 7's





Do your homework!!

- Has it been done before?
- Has the competition done this before?
- Who attended?
- Why did they attend?
- What is the budget?
- What is the realistic timeframe?
- Venue selection
- Programme rundown – what was done before and how should my event be adapted given this
- Are there any risks? Can contingency plans be made?



The lucky draw at the end does need
to be the main reason for staying!

Create value!



Get creative with
your marketing &
promotion – use
social media



And how much does this cost?



Top Tips on event social media

- Do you have someone with 'Social Media Manager' in your event marketing department? Yet millions are using this!
- Be creative and innovate
- Change the story/imagery constantly (remember many are repeat visitors). Get blogs, discussion groups, uploads
- Put in promotions and gimmicks
- Join the conversation!
- As a conversation, you will get criticism – respond to this appropriately
- It happens at lunch time and after 6pm – and globally - so when should you be working on social media really! (But we have a mentality of 9am -6pm employment)



Most people have smartphones
and tablets – how should I
integrate this into the event?



Know your audience background

澳門威尼斯人 全力贊助：
草蜢忘我演唱會
GRASSHOPPER
RIGHT NOW
IN CONCERT
澳門站 MACAU

星期六 晚上8時正
金光綜藝館 "CotaiArena"
11月28日

門票連來回金光飛機船票 \$888/\$688/\$488 門票 \$800/\$600/\$400/\$200
訂票熱線: +852 6333 6660 (廣東) / +853 2882 8818 (澳門) 網上訂票: www.CotaiTicketing.com

METALLIC
ABU DHABI 2013

FRIDAY 19TH APRIL
du Arena
Yas Island, Abu Dhabi

WHAT TIME IS IT
2PM
LIVE TOUR

IN MANILA
MARCH 2, 2013
MALL OF ASIA ARENA
Visit hoopla.com.ph or call 320-1111

Presented by Big Raddy Hoopla



Follow what's trending now



Bond Nights are always popular – and with many exciting elements at the event.



Look at themes



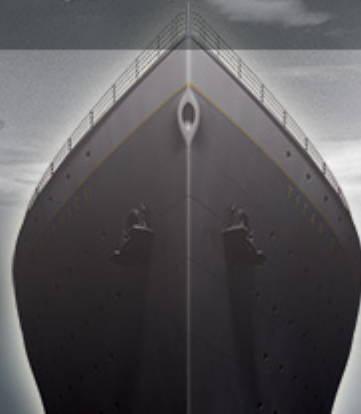


professor clive palmer presents

TITANIC II GALA DINNER

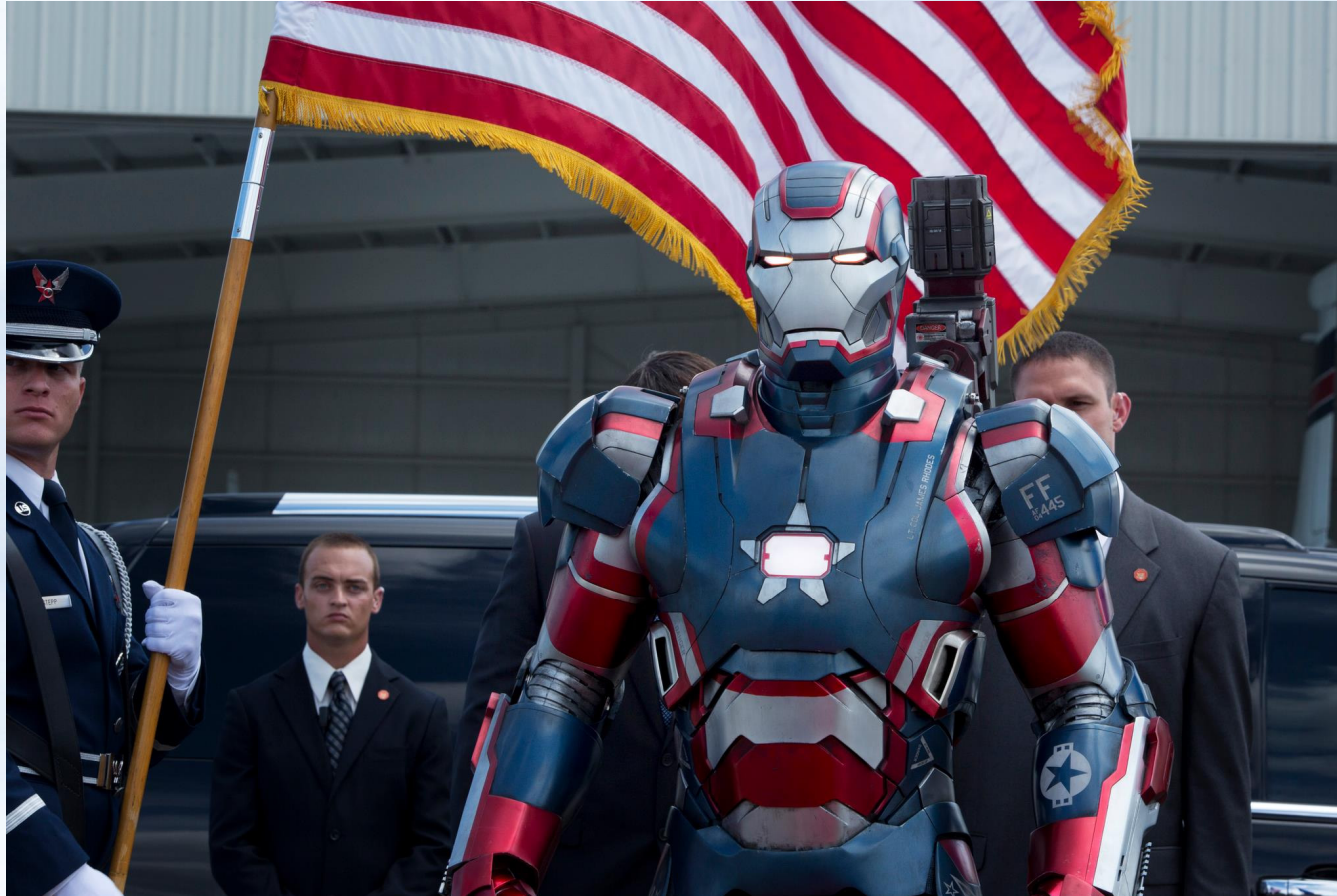
@THE VENETIAN, MACAU

16 FEB 2013





Adapt for your audience profile!



- Chinese elements have been added for the version in China
- Extended version has scenes in Beijing and inclusion of actress Fan Bingbing



Be responsible – to your audience,
environment, artists, community,
venue....



Paramount theme park (Kent, England)



Keep the event on schedule – top 10!

- Anticipate obstacles – government departments, speakers, venue, marketing
- Keep approvals/consensus timing realistic
- Get a second opinion if possible
- Look after ALL the stakeholders at ALL times
- Write it/date it/time it
- Try and get an external perspective
- Prioritise realistically
- Event management is 24/7 – not 9am to 6pm
- Prepare to adapt the event (immediately)
- After the event – follow up – with sponsors, media, staff. Evaluate.



‘Some look at things that are, and ask why. I dream of things that never were and ask why not?’

G. B. Shaw

Remember

Great events ROAR!

Others just whimper



So make sure your next event
inspires, creates memories for all
participating and makes them want
to come back for more!

Cheers

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INTRODUCTION TO **Tourism Management**

AN ASIAN PERSPECTIVE



THE EXOTIC IMAGERY of the Orient has allured travellers for centuries. In the last decade, Asia has catapulted into a global leadership role in tourism. Its long history coupled with its contrasting geographical landscapes now form important backdrops for travel itineraries. Yet its destinations are at different stages of development, with varying resources to predict, plan and manage the impacts of tourism that will resonate throughout the destination. The rising wealth of Asian communities and their enhanced ability to travel have also spurred regional and international travel, creating a need to further understand and manage these new travel audiences.

Recognizing the significant rise in travel and tourism in Asia, this book addresses essential issues and challenges in master planning and managing tourism in Asia's various geographical, cultural, environmental and political settings.

**Mc
Graw
Hill
Education** Higher
Education

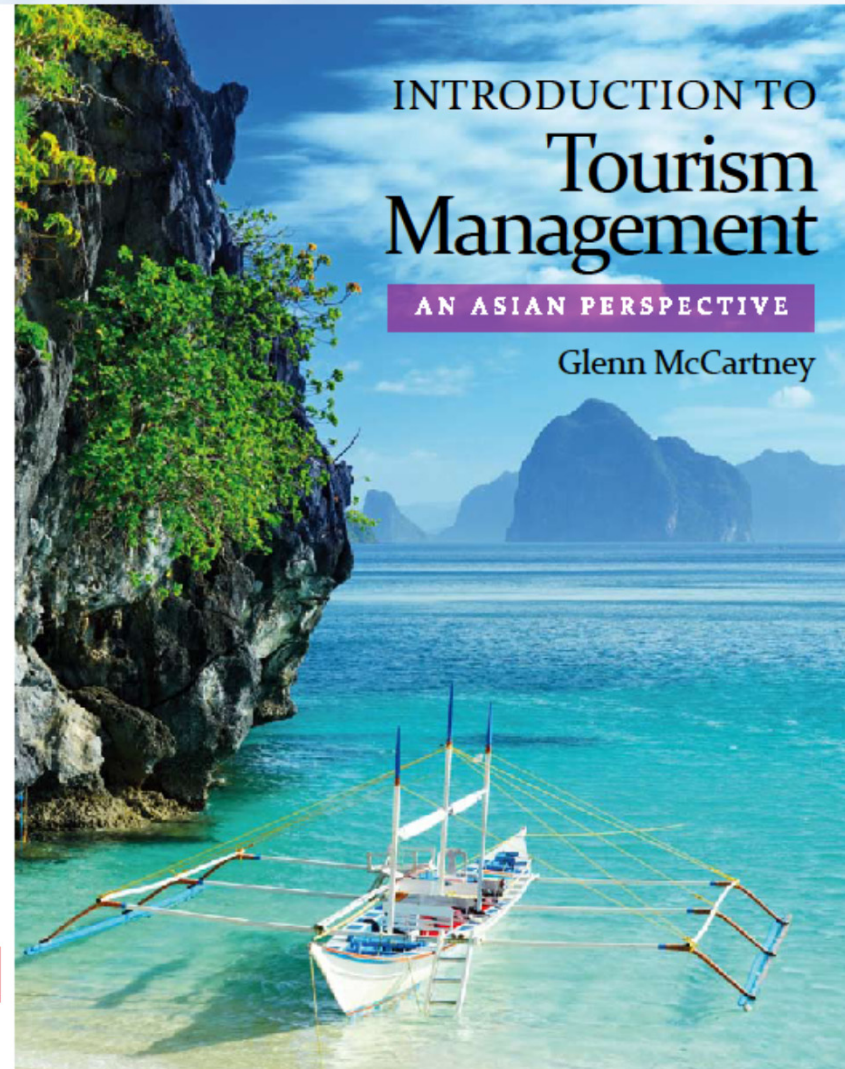


www.mheducation.asia



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