

My event took place on the 15<sup>th</sup> of December in the common room of the sixth form block at the lunch time of this day between 13:25-14:25. There was 5 stalls, one selling cakes, another selling sweets. Then there were games such as pin the nose of Rudolf, lucky dip, hook a bauble and a raffle. Furthermore, there was added Christmas lighting and decorations as well as Christmassy music on in the background. All these events raised a total of £37.50 going towards prom. However due to there been a trip within 6 form which we were unaware of there was not as many students as hoped in the sixth-form therefore we hadn't done as much trade as we had hoped.

My event was thoroughly planned out and on the 13<sup>th</sup> myself and Rachel went to 99p store and purchased the sweets, chocolate baubles and the Santa hats costing me £33. Then on the Friday before the event in the morning I purchased the cakes and muffins to ensure their freshness then I went to the bank and got the money for the float taking out £30 in total for the float £9 on muffins and £8 on cakes. At around 12:25 during my free I arranged all of the common room in order for it to be fully set up for the lunch at 13:25 the event then took place between 13:25-14:25 where there after till 15:25 I spent cleansing up the common room and dismantling the props and the stalls.

From the management side of the event I had a good marketing advert which did grab the audience attention and attract them to come however I did not advertise the event in enough time which meant that there was not enough people who had made enough plans which involved coming to the faire or they had not seen the advertisement in time however there was also a trip on that day which took a lot of the sixth form students out of the sixth form meaning it had less of support as it possibly could of as an event. Furthermore, from the internal meeting before the event where I briefed all of the people helping me run the event I showed them how to man the stalls and what they had to do with more monitoring of this process the event provide very good customer service shown through the event and the stalls running very smoothly and being a successful event. The consideration of health and safety when arranging the events with having nothing hanging on the ceiling that could fall on anyone as well as considering having no chairs where people are walking and having the stalls where throwing anything facing a wall where no one will walk had to be taken very seriously and had to be very well thought out which means the safety of the public was taken very seriously and heavily considered I also bright a small selection of gluten free and vegetarian.

During the event we encountered a few issues such as the lack of people coming into the events therefore we took the sweets, cakes, muffins and chocolate out on a tray and sold it to the sixth form students and staff off the tray this alternative way of selling the sweets where the money was made was very effective as it made us a quite a lot of money because always wanted just a pack or two of sweets or a cake therefore the problem solving on this front was very affective. Furthermore, the problem solving regarding the health safety also links to customer service in the fact there are members of the sixth form whom have a nut allergy so therefore as we knew which products we had which contained nuts we kept them sperate from the products that did not have nuts and when the customer asked they wanted a cake we pointed to the ones that contained nuts or not. This was a good problem-solving issue as it kept the customer happy and safe for those who has a nut allergy ensuring the event to be as successful as possible from this aspect.



The aims of the event were to break even and make some money towards the Sixth-form prom. A target of £50 was provisionally set. Another aim of the event was to ensure that everyone who came into the common room got involved and enjoyed themselves. The event itself was a success in the fact that it made £37.50 which was not the original target however this means that it still made money meaning the event was a success. The target of £50 was not reached for several reasons. The main 2 reasons were because there was a trip out of sixth form that day which had taken around 70 people out of sixth form. This meant a large quantity of our fellow students were not there to sell to, as well as on a Friday afternoon there is a lot of people go home due to having a free last lesson, this is my fault as an event

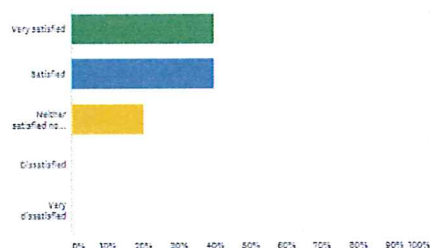
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Q1

Did you enjoy the Christmas fair?

Answered: 5 Skipped: 0

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organiser as I should have checked that there were not in on the day we had planned to do our Christmas fair. Although the enjoyment of the event was clearly satisfactory as can be seen from the results of the questionnaire. From the questionnaire that 80% of the people who replied were satisfied or more than satisfied with the event therefore this shows the success of the event in terms that it met the aims and objectives that were set of to meet for the event which means the event was a success

because it met its aims and objectives which has been measured and quantified through the results of the questionnaire.

The timings of the event were not very successful because there was not enough time spent advertising the event as can be seen from the results of the follow up questionnaire that 60%

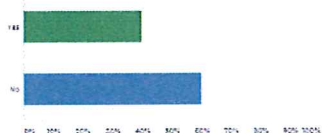
Q2

Did you hear about the Christmas fair in plenty of time before the event?

Answered: 5 Skipped: 0

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ANSWER CHOICES

Yes

No

TOTAL

RESPONSES

40.00%

60.00%

TOTAL

2

3

5

of the people who answered the questionnaire did not hear about the event in enough time to fully see and understand what the event was about and tell their friends and have the event gain enough support. This means as in timing for the event to gain popularity and number interested in coming to the event there was not enough time for the general population in the sixth form environment to gain enough knowledge of when the event was and what

it would be entailing to encourage them to come to the event. Therefore, more time than the allocated one week to produce and put up the advertisement needed to be done which would hopefully attract more people to the event and therefore have the effect of meaning that more profit from the event could be made and the event would be deemed to be more successful. However, in relation to the timing of the event on the day it was ran very smoothly and was set up for the start of lunch at 13:25 through setting the event up in our study period prior to lunch, involving setting up the tables, the stalls, banners, music and purchasing all of the cakes and sweets. Therefore, this shows that the stalls were running to time fully set up and manned. This means that for anyone who came into the common room for the start of lunch was fully aware and could see that the stalls were manned and ready to go. The timing of the event was key and attracted people in as the start of lunch came the word spread and people were attracted to coming in to the event.

The budget was £100 which was designed to consider the purchasing of a Santa suit for myself, cakes and sweets, lucky dip prizes and any additional props. Since the use of the

<u>expenditure</u>	<u>expected</u>	<u>actual</u>
sweets	15	10
chocolate	20	10
muffins	10	9
cakes	20	8
baubles	10	10
santa hats	5	3
float	20	30
<b>total</b>	<b>100</b>	<b>70</b>

common room and tables and chairs was free with the combined use of our own resources borrowed off friends and family the expenditure on props the venue was zero. As can be seen in the table which shows the expected cost and the actual cost of the event. This shows that an actual budget of £70 would have been adequate. However, this does show that our cost projection was very accurate since it was close to £100 and it is better to over project to ensure that you have

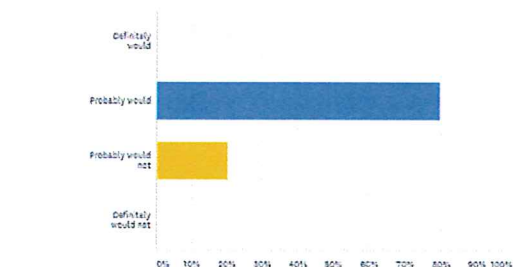
enough money rather than too little money because if any additional sweets needed to be brought on the day then they would be able to be purchased with the spare budget.

Contingency plans the contingency plans set out initially beforehand to the event involved 2 what if scenarios 'what if we run out of cakes/sweets?' we didn't run out of cakes and sweets we had a few spares by the end of the event. The other what if scenario 'what happens if not enough student turn up' this contingency plan had to be used since we were unaware of the sixth form trip which took a lot of the students out of the sixth form. Therefore, a small contingency of us including myself dressed as Santa went around at lunch time and part of the last person selling the sweets directly to the students this contingency plan proved to be successful we gained lots of sales through doing this. We also believe that due to a lack of advertising we had to put this contingency plan into action. After a rough count it was thought that we sold around £35 worth of sweets through going around and selling directly to the students helping us to make the £37.50 profit hence showing that the contingency plans were a success.

Q3

would you attend the Christmas fair again ?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
definitely would	0.00%
Probably would	80.00%
Probably would not	20.00%
definitely would not	0.00%
<b>TOTAL</b>	

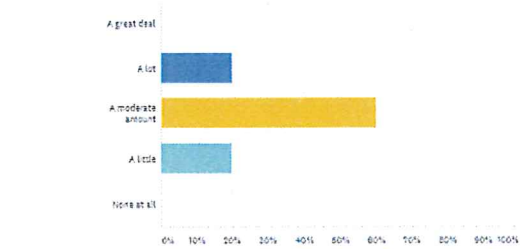
From this question it is clear to see that 80% of the people whom answered the would attend another Christmas fair this means they enjoyed the event and would come to another event the same or similar which means that event was successful in the fact that it was good enough for them to come to another Christmas fair therefore this highlights the success of the event and the overall organisation and how the whole event was laid out, the stalls and the activities they were offering as well as the cakes an sweet son offer the customers. furthermore, the decor and the music

must also off been to many peoples liking as they would attend again. However, this does not mean to say the event was faultless just that it was successful, and they would attend the event again.

Q4

How successful would you say the event was?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
A great deal	0.00%
A lot	20.00%
A moderate amount	60.00%
A little	20.00%
None at all	0.00%
TOTAL	

When asking the customer the success of the event following asking if they would come back to another event this showed the true success of the event. It is a 20-60-20 split between, a lot of a success, a moderately successful event and a little of a success of an event. This therefore shows that the event was successful in the eyes of the customer just not a huge success. Therefore, this shows that the event was successful just not as successful could have been according to the customers. However purely from a financial point of view a total profit of £37.50 was made.

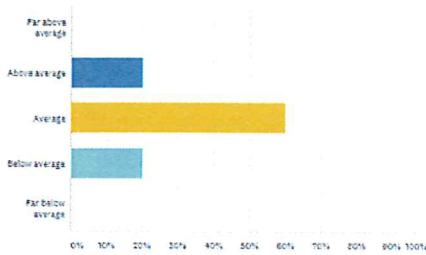


Q5

Did you feel that the Christmas faire was well thought out and had good stalls ?

Answered: 5 Skipped: 0

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ANSWER CHOICES	RESPONSES
Far above average	0.00%
Above average	20.00%
Average	60.00%
Below average	20.00%
Far below average	0.00%
<b>TOTAL</b>	<b>5</b>

The stalls at the Christmas had the largest impact upon the customers because it was the thing they would be spending their money on. From the results that are again a 20-60-20 split between Above average, average and below average. This shows that the majority thought the stalls were average which means that the stalls that were put out there believed to be of an average standards however for a little Christmas event within a school can the stalls afford to be much better with eh budget and timings that the stalls would be operational, therefore based upon this information I believe that they would not be beneficial to have better quality stalls as they would not bring enough money back in the time they were operational.

Although a better option would be to introduce more stalls to the event offering different games and activities to do.

Q6

How could we improve our event ?

Answered: 5 Skipped: 0

Export

RESPONSES (5)	TEXT ANALYSIS	TABS
Have more stalls	4/27/2019 9:07 AM	<a href="#">View respondent's answers</a>
By setting it up earlier and properly organising it	4/27/2019 9:08 AM	<a href="#">View respondent's answers</a>
Have more activities. And advertise more in advance. If it were bigger, may have had more of a Christmas atmosphere. More fairy lights needed.	4/26/2019 3:40 PM	<a href="#">View respondent's answers</a>
make it more professional, put it in the main hall and advertise it more :))	4/26/2019 3:40 PM	<a href="#">View respondent's answers</a>
Timing of the event and preparation beforehand- some of the stalls were not fully set up. The day and time did not coincide with a full common room.	4/26/2019 3:58 PM	<a href="#">View respondent's answers</a>

The question where the answer could be a form of written feedback. Gave the best help for improving my event idea for the next time that the event or a similar event could be done. From the result given there was two major factors that the respondents commented that needed improving. These factors being the advertising for the event which evidently needed a drastic over haul and reconsideration of how to make it effective and ensure that the event was advertised in enough time in order for the students to be able to see when it was and what the event would entail. The other factor that was evident that caused some issues for the

correspondents was the stalls or lack of them, they commented that there were not enough stalls that did not take enough room in the common room this has the effect of people walking in and not spending any money because they can't see enough in order to have ago on the stalls because there was not enough to have a go on or see therefore this damaged the events atmosphere.

## Improvements

One very big improvement if I were to do this event again is the advertising of the event I

would do this by first having more time for the advertising on my plan as can be seen the advertising only takes a one-week block to design and put up the adverts which was evidently not enough since not many people hear about the event, therefore as can be seen from the gannt chart the advertising designing of the posters and emails were all sent out at the end of the week before the event was actually meant to take place therefore it gave the students less than a week to hear about the event. For future improvements I would move the adverting to the 2 weeks before so that the students

Gant chart

Week	23/10	30/10	06/11	13/11	20/11	27/11	4/12
Events research							
Christmas fair's research							
Planning of event							
Advertisng							
Float							
Obtaining decorations and props							
Purchasing of sweets and cakes							

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Event set up							
Event							

and staff clearly would know when the event is and what the event will offer, this will have the effect of when the students keep seeing the posters and hearing about the event being spoken about around the sixth form block they will remember when it is and be curious so will therefore go to the common room and get involved in the event and have goes on stalls or buy sweets. In regard to the length of time 2 weeks prior to the event will mean the message is kept fresh in the minds of the students and the teachers but not too long that they forget about when the event is happening, therefore I think this would address the clear issue surrounding the advertising god the event.

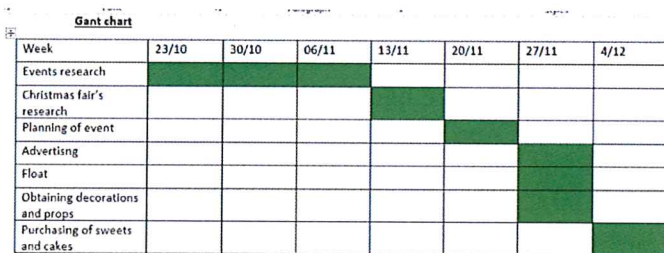
Another clear improvement that is needed is the number of stalls, there was 5 stalls, one selling cakes, another selling sweets. Then there were games such as pin the nose of Rudolf, lucky dip, hook a bauble and a raffle. The further addition of more events which could include Santa's grotto, indoor bowls, hoopla and many more, with the added atmospheric Christmas fairy lights and decoration this would give the event a more busy atmosphere and get people more in the charismas spirit ad well as attracting more people into he event its self therefore the addition of the music, lights and decoration such as posters tinsel a Christmas tree and other props would attract a slot more people into the event. The added stalls/activities at the event wold also attract more of a customer basis because the added stalls would make the customers stay in the venue for longer because they can see more stalls to go around and have a go on this also means added profit for the event as well which is always a bonus. However, the added stalls will factor in an added cost which means the budget will have to be consulted and the extract cost of the stall would have to be factored into the budgets when planning the event. Furthermore, a redesign of the floorspace wold have to be done in order to cater and factor in the added props, tables, and activities to take place and then decide on the best position for each stall ensuring that the safety of the customer is paramount therefore a lot of planning would need to be considered when adding in the new stalls as well as how safe they are to play as well. However, they addition of 3-4 new stalls would effectively increase the revenue of the event by 50%+ because the stalls will add double hat the other stalls did but also attract kore people into the event because they can hear the atmosphere and they word will spread very fat of the different stalls and activities to do therefore would be a great financial benefit.



Another improvement we could make to this event would be having it advertised got the whole school at main site in the hall during a lunch time rather than down at the sixth form because as was seen in my event there was many factors affecting why the students weren't there such as trips and the students having lots of work to do as well as having the option to go out of school to have their lunch which many of the students choose to do. Whereas having it at main site the lower school students are a lot more students with around 1000 or so and they have to stay in school and the majority of them will go to the canteen at lunch which is next to the hall so they will be able to see the event happening which will attract them into the event in the hall combined with a lot better advertising and more stalls the event will be a lot more successful as a result of this. However, this event will require a lot more advertising to gain the support of the students therefore a careful plan and time management schedule will be needed.

### Personal skills development.

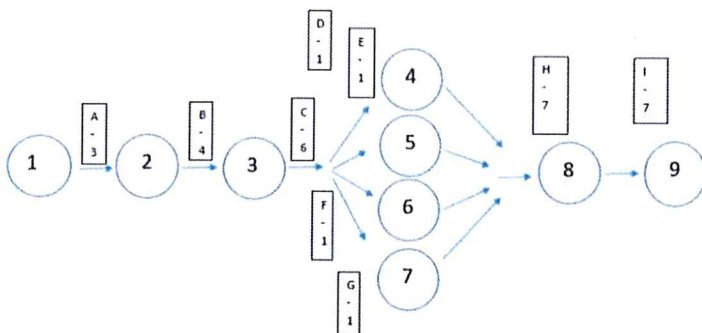
Event management is a skill in its self, as can be seen I have successfully managed the Christmas faire event which was successful in meeting its aims and objectives of ensuring



that the customers enjoyed the event and it made some money towards the prom, therefore this shows the successful event management skill. I achieved this skill by following a carefully developed Gantt chart of when I would do each step of the planning process and setting up of the event right through to the tidy up of the event.

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Index	Activity Description	Required Predecessor	Duration (weeks)
A	events research	(none)	3
B	idea research	A	1
C	planning of event	B	2
D	purchasing of sweets and cakes	C	1
E	obtaining of decorations and props	C	1
F	Float	C	1
G	advertising	C	1
H	setting up of the event	D E F G	0
I	the prom	H	0



The use of a CPA analysis chart is also hugely influential of me achieving a successful event, the CPA chart gave me a good idea of what set up could be done simultaneously as well as a shortest completion time and a longest completion time showing the worst-case scenario and allowing me to make changes to completion time of each individual planning step in order to ensure that my event would be completed in time for 13:25 on the 15<sup>th</sup> December 2017. For example, the purchase of the sweets and cakes, obtaining of the props and the advertising could all be done simultaneously to speed up the process of the event preparation. Furthermore, the successful event management also relied upon the communication between my fellow team members giving out individual jobs to ensure the event was correctly set up on the day as well as the tidy up

is done efficiently so that everyone is happy, and we leave the common room in a suitable state. Management of the team was also a huge part of ensuring the success of the event because the team management allowed the event to follow because each team member knew what their role was for the event on the day and helped to ensure that the customer had the best possible experience.

Time management has also been shown thought preparing the event to the correct time of 13:25 on the 16<sup>th</sup> of December where the event was correctly set up and was ready to run at the start of lunch when the event was meant to run. The Time management was achieved by using a variety of tools such as a Gantt chart and a CPA model which ensured and guided me to make sure the event was ready for the day of the event as well as this the CPA gave a longest possible set up time which allowed me to make small changes to when different components of the event needed to be set up thus showing that I have good time management skills. However better judgment was needed on the advertising time with more advertising needing to be done however this is something that comes with experience but on the whole showing I have good time management skills.

Communication is also a key skill involved with event management, I displayed good communication when beforehand when setting up the event with the team members I gave good clear instructions of how to set the stall up and the prices and the role they would be carrying out in manning the stalls of my event. The good communication which was confidently presented and clear to each individual helper was good because it was done 1 to 1 therefore each team member knew exactly what their role was and what they had to do, evidently from the communication they were successful at their roles because the event made a profit therefore they took to money correctly and sold the event well to the customers allowing the event to meet both of its objectives to have good customer satisfaction and to make a profit therefore this shows I have a good communication skills.

Team working is another valuable skill which a skill is very much needed to be successful to be an event organiser, I demonstrated good team working skills during the event organising process by delegating jobs to fellow team members but also having my own jobs which needed to be done by communication and working alongside my fellow team members for example I did this when we were setting up the tables and chairs in order to design the layout for the stalls and where each one would go as well all worked as a team to place the tables in the correct place where they needed to be in order for it to work as best as possible for the event, furthermore I also had good communication in when asking the other team members for their opinion on the most suitable place to put each the props and the stalls therefore this also exemplifies my skills to be good a listener and take on board other people's views and opinions which is a much needed skills as an event organiser because you may not always be correct and there may be a more suitable solution so some problems.

Problem solving is also a skill which is hugely important when being an event organiser because the nature of any event is there will be many problems that will come up pre-during and post the event which will all need sorting and some issues may not have a straightforward solution therefore good contingency plans and good problem-solving skills are much needed. For example, due to the trip out of school and the lack of good quality advertising of the event there was not as many students and teachers attending the event as expected therefore when it came to around half way through the event there needed to be more sweets sold there I came up with the idea of going around the classrooms and they whole of sixth form and selling the sweets directly to the students this was done for the rest



of the lunch time as well as the first 15 minutes of the next period which generated a decent sales of around £25 pounds which helped us to make a profit out of the event and for the event to achieve its objectives which make it a successful event, thus highlighting the good problem solving skills that I have.

Negotiation is another key skill when organising an event because good negotiation of the use of a venue, the food/drink, the prizes on raffles and the use of props and decorations which all can cost a lot of money and make the difference between a profit and loss of the event. Overall I showed good negotiation skills because when we wanted to have some muffins the lady in the café who is in the common room makes muffins that are very popular, I negotiated a deal with her that we had the trays of muffins and we would sell them for £1 and give her 50p back for each muffin which she agreed with which allowed us to make a 50p profit out of this which is very beneficial and worked proactively to achieving the goals of my event of making a profit this therefore demonstrates the good negotiation skills that were shown which are an integral part of being a successful event organiser.

My event showed key employability skills which a potential employer may look for in the future because it shows I am a well rounded person who has very good communication skills which are applicable in any job no matter what industry. Time management is another key skill which an employer would also be looking at because this shows for my event I can follow plans and have good time management in order to meet deadlines which also shows good personal motivation and a good work ethic therefore showing that it would benefit me in future employment as this is a key skill they would be looking for. Problem solving skills are a key employability skill because in every job type there will be key problems which need to be overcome and from my event I have demonstrated good problem-solving skills which would benefit me when looking for future employment. Overall my event has given me many key future skills which future employers would be keen to look at since I have had experience at managing my own event and demonstrated these skills which makes me a more employable person.

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