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**MATRIC NO: 16/SMS06/012**

**Assignment**

**Title:** CA 1  
**Course Title:** Events Planning, Sales and Sponsorship  
**Course Code:** TEM 416

**Question**  
**1(a) Explain the concept of planning in relation to themed events management.**

ANSWER

Theming is the central element of the strategic implementation process for any event. Once a decision has been reached on the overall concept, it should be developed into a theme that shapes and unifies all aspects of the event. The theme will determine the overall look, style, colours, sounds and atmosphere which are crucial for a unique event experience (Allen and Harris, 2002). Various elements have to be taken into account when developing an event concept. Firstly, the purpose of the event should drive all the planning, as it is considered the most important and decisive factor (van der Wagen, 2001). Secondly, the theme needs to be linked to the purpose of the event and should be completely compatible with customer needs and expectations. Then, all other important elements – including the choice of venue, the target audience, available resources, the timing of the event and the skills of the team – must be researched and co-ordinated with the theme (Allen et al., 2005).

**1(b) Justify the rationale for planning themed events.**

1. **A theme will get your guests excited for your celebration**

Themes build anticipation and excitement!. when a person receives an invitation for a themed event, they know the party will be different from anything they have ever attended and won’t want to miss it. This is particularly the case with fundraisers, where an event planer is trying to attract the largest audience possible.

1. **A theme will make your guests (and the guest of honor) feel special**

The guests (and if applicable the guest of honor) can feel the amount of effort put into the planning process when the event has a theme. When the room/venue is full of thoughtful details, there are no doubt the attendees will feel the special. Themed events make it easy and fun to dream up creative details. When an event planner can see the big picture, it’s easier to get creative.

1. **A theme will keep your guests talking about your event long after it ends**

That’s what’s truly great about a themed celebration. When guests leave an event and they’re still talking about it… it makes all the time, energy and money spent worth it.

1. **Themes Ensure a Cohesive Unit**

As an event organizer, it is fundamental to propose a well-thought-out theme to anchor communication, whether for an annual meeting, an inauguration, a launch, a trade show, a gala, etc. A theme should reflect the objectives of an event and unify them. It must reflect the purpose of the event and embody the brand of its host.

A theme directs the preparation of an event while allowing participants to identify a means of communication. This anchor points of communication will help to deliver quality information in a goal known by all, for goals shared by all while attracting the target audience and its best partners. With a theme that is appreciated and understood, an event planner is more easily able to convey a message that will reach its audience and reason with the latter.

Regardless, for all these reasons, the use of a theme is not only useful for events that are intended first to entertain, but is also good for corporate events that aim to inform and train. By the topic, the companies want to strengthen the feeling of belonging and develop content around their brand. A theme also lets you make better choices regarding communication tools and media by helping to better target its needs, which often translates into an interesting money saving.

1. **Themes Create Buzz**

A well-chosen theme can generate a buzz for your corporate or social event. Indeed, when communications and event activities are adapted to the needs and objectives of its guests, they are more likely to promote them in their own social circles. This can greatly help your promotional marketing efforts!

Accessories that are interesting to encourage your guests in engaging and interacting with your theme. Original backdrops for nice pictures, custom photo booth or structures designed specifically for your theme can greatly promote social sharing during the event and ensure audience growth for a future edition.

1. **Themes Help With the Guest’s Focus**

Themes are not only used to determine the initial tone of an event, they can also remind the objectives of an encounter throughout its course. Indeed, your theme should influence virtually every part of your event space: the logo, communication media, direction signs, food, beverages, etc. Opt for a logo with a strong visual identity and a color scheme that stands out and decline that easily with your tools to your different points of contact with your audience. The aim is to recall the objectives of your event to your audience everywhere they look.

In addition to making life easier for event organizers and guests, themes can also greatly help speakers and facilitators to better understand the audience and its real needs and, thus, know how to mobilize. A theme is a guide for a speaker to speak the same language as his audience and helps him understand the concerns and objectives of participants in relation to their industry.

**1(c) Mention five planning tools that are commonly adopted in events management planning.**

Answer

### 1. [Trello](https://trello.com/)

Trello is a free app tool well-suited for event planning. You add cards to a shared board, such as “Event vendors,” then easily drag and drop cards like “Florist” or “Caterer” to different categories (Sourcing, in negotiation, or signed contract, for instance). This way everyone can see what needs doing, what’s progressing, and what’s been completed. There is a free plan for individuals, and a per-user fee for pro features and teams.

### 2. [Basecamp](https://basecamp.com/)

Basecamp is less visual than Trello but with more features designed for larger projects and teams. Basecamp is one of the original project management tools that many event planners use. You can sign up for a 30-day free trial, then pay a flat fee of $90 per month with no per-user fees.

### 3. [Slack](https://slack.com/)

An event planner can organize team conversations in channels by project (like a specific event), topic (like catering), or team, giving everyone a transparent view of what’s going on. Slack isn’t just for messaging either, files, images, PDFs, documents, and spreadsheets can be dropped right into a chat and shared with anyone. You can also search through your archive to find items with ease.

### 4. [Monday](http://monday.com/)

Monday is a visual project management tool with simplified status updates so you can see quickly how your work is tracking. Whether you’re overseeing a team of in-house planners or you’re working to get all your event vendors on the same page, it’s easy to customize Monday for any collaborative project, from conferences to festivals and everything in between.

### 5. [Eventbrite](https://www.eventbrite.co.uk/organizer/overview/)

In the place of using excel sheets to manage your attendee lists or trying to manage manual payments, event planners now use Eventbrite to make ticketing, registration, and event promotion a breeze, so they can focus on perfecting the event experience.

**1(d) Event has been defined as a temporary phenomenon and every event is a unique combination of where and when it is held. Enumerate seven different factors that are crucial in creating of events**

**Answer**

## The purpose of your event

Why are you holding an event? You’d be surprised how many people think an event is a wonderful idea but when pressed on what the purpose of the event is, or its overall goal, they are unable to clearly articulate its objective. You want to make certain there is a clear mission and business reason to hold an event — a celebration for [a new facility](https://www.marketing-partners.com/newsroom/nrg-systems-in-the-news-for-new-wind-tunnel), a fundraising event with a clear financial goal behind it, a new product launch to share with customers — lacking a defined objective, your event can be a costly effort without the power to attract attendees or further your mission.

1. Who are you inviting? (or know your target audience)

Depending on the type of event you are holding and your business, you’ll want to carefully consider who should be invited to your event. Is this something that the general public would enjoy? Is this something that is only appropriate for select members of your target audience such as business customers or donors? Defining your target audience specifically for your event is one of the keys to a good turnout.

1. Getting the word out(marketing & Advertising)

These days people are inundated with social media, email and snail mail alike, but the fact remains that most people report they prefer to receive communications by email. Do you have a reliable email database that you can use for invitations? If you are nonprofit organization or small business, do you have an account set up with online email service company such as Constant Contact or MailChimp that allows you to send bulk email without violating any [CAN-SPAM laws](http://conversations.marketing-partners.com/2010/12/email-marketing-and-can-spam-compliance-five-small-business-myths/)?

If an event is more general in nature and does not require invitations, you can select other tried-and-true options to spread that word such as:

* Newspaper event advertisements, both print and online
* Calendar announcements, both print and online
* News advisory, with follow ups with specific reporters, and
* Posters distributed to businesses and displayed on community bulletin boards
* Social media posts with event details scheduled over time to build interest.

## Overall logistics (from signage and parking to food)

These may seem like the small things but they can escalate into large issues if not taken care of properly. Traffic flow and parking all contribute to the safety of your attendees and clear signage can help ensure that everyone knows where to go.

Food. Will you serve it? How much? What kind? Hot? Cold? Appetizers or full meal? The answer to this question is often dictated by two things — the number of people you are inviting and your budget. Catered food can be pricey on a per person basis and the last thing you want is to run out of food at your event. Then again, caterers have the equipment and know-how to handle food safely and satisfy the tastes of a crowd. Always plan for more than enough food, but it may be better to go for more snack type foods than entrees to ensure you don’t run out and can stay within your budget.

1. Engaging your attendees at your event

You have your guests, food, signs, event purpose — but now what? How do you keep your people engaged at your event? Depending on the objective of your event you have many options. Here are a few:

* Arrange for a high-profile speaker: This could be a well-known personality, government or community leader, or “cheerleader” of your brand or organization
* Offer tours of your facility if it has special features such as art, energy efficiency, or sustainability
* Organize games for kids and adults
* Supplemental online events via social media: Twitter chat, Instagram stream, Facebook contest

1. Staffing for the event

Any event needs to be properly staffed so it’s imperative that you have your staff on board for the occasion. Make a schedule that everyone is comfortable with and accommodates your team members’ personal lives (particularly if your event is on a weekend). The worst way to start is to have an event staffed by unhappy employees.

1. **Venue and entertainment**

Deciding on the perfect venue can take time and will depend on the nature/industry of your event. For example, it would be inappropriate to host a breakfast networking event in an evening bar.

If you are organising catering/entertainment for during the event you need to work out the logistics and make sure there is space. Organise your venue visit in good time ahead of the event to help your planning. If you are using a restaurant/bar for catering it’s a good idea to invite them to come along to get a second opinion on your thoughts and to make sure it’s logistically feasible.

Likewise, if you have booked entertainment (for example, a singer or DJ) it’s a good idea to ask them about their thoughts on the venue and whether there is anything in particular they would need on the day.

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