

Event Exotica and the System

Opportunities around the world : how event strategies are developed and how you can take advantage of them

Who am I

- *Events Development Specialist*
- 2007 Kingdom of Saudi Arabia : Event Strategy for the Supreme Commission for Tourism
- 2006 Jordan, Aqaba Economic Zone Authority Event strategy for European Union
- Dubai – ongoing
- Various councils and shires in Australia
- Associate Director of the Project Management Graduate Programme at the University of Sydney
- But I also organise events.....

Strategy and Events

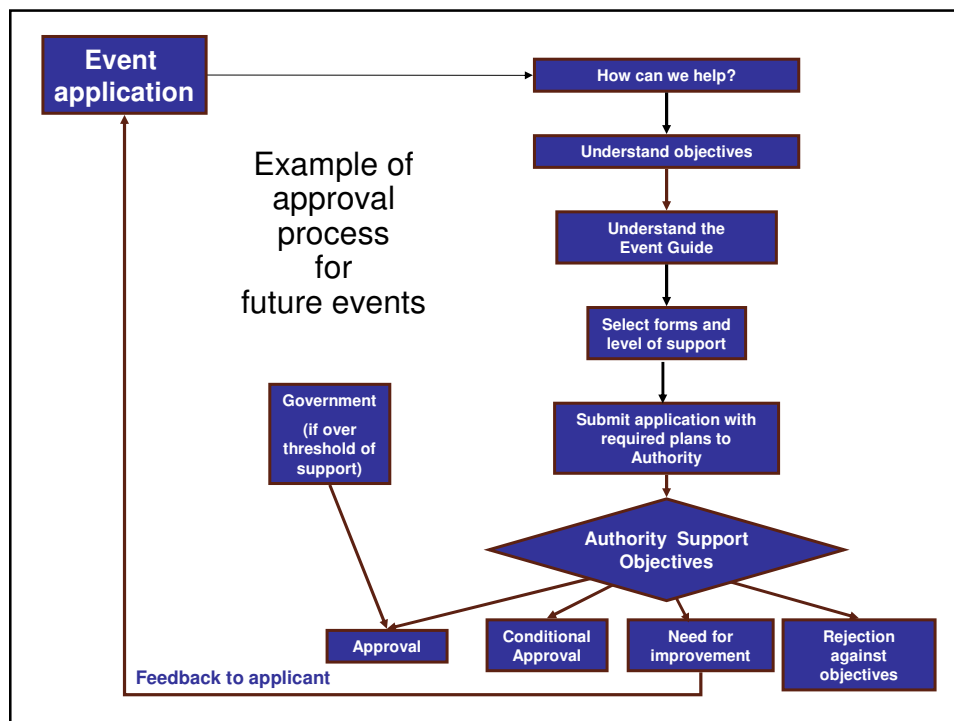
- A strategy is a long term plan of action designed to achieve a particular goal.
- Large organisations have strategic plans that may have 3, 5, and 10 year cycles.
- Government Tourism bodies have these cycles
- Relation to other events in the program
- Policy decisions :
- What is for events and how can You take advantage of this? The first step in to understand it.

Event Strategies

- Governments (including local councils) and companies have long term plans to they coordinate the complexity of a large organisation.
- They have objectives for supporting events and festivals - and this fits into their long term strategy.
- To develop an event or an event portfolio these objectives must be understood

Three broad methods to the Strategy

- A . “Keep out of it” Leave it to private industry
- B. “Buy in events” – For example : the Grand Prix, Olympics, Asian games, WOMAD
- C. “In house” : develop own events, facilitate the entrepreneur and growth - Example : Riverfest, Deni Ute Muster



Decision Matrix for Event approval/sponsorship		Rating	Rating	Rating
Economic Objectives				
	E1. Generating income - a net financial benefit			
	E2. Providing job opportunities			
	E3...			
	E4.			
Competent Management	C1 methodology			
Marketing Objectives				
	M1. Promoting local and international tourism to the city			
	M2.....			
Social Objectives				
	S1. Community development including :			
	S2			
	S3.....			

A quick scan of the World

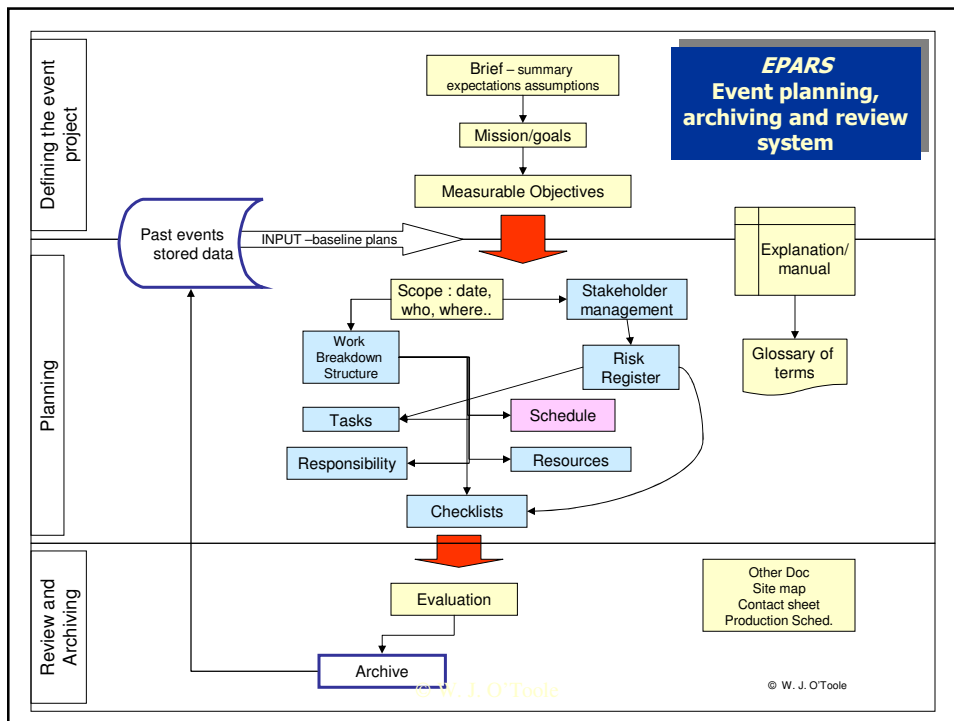
- Event approval systems are being adopted in many countries
- The core ability to organise an event is similar in every country
- most events are similar in every country

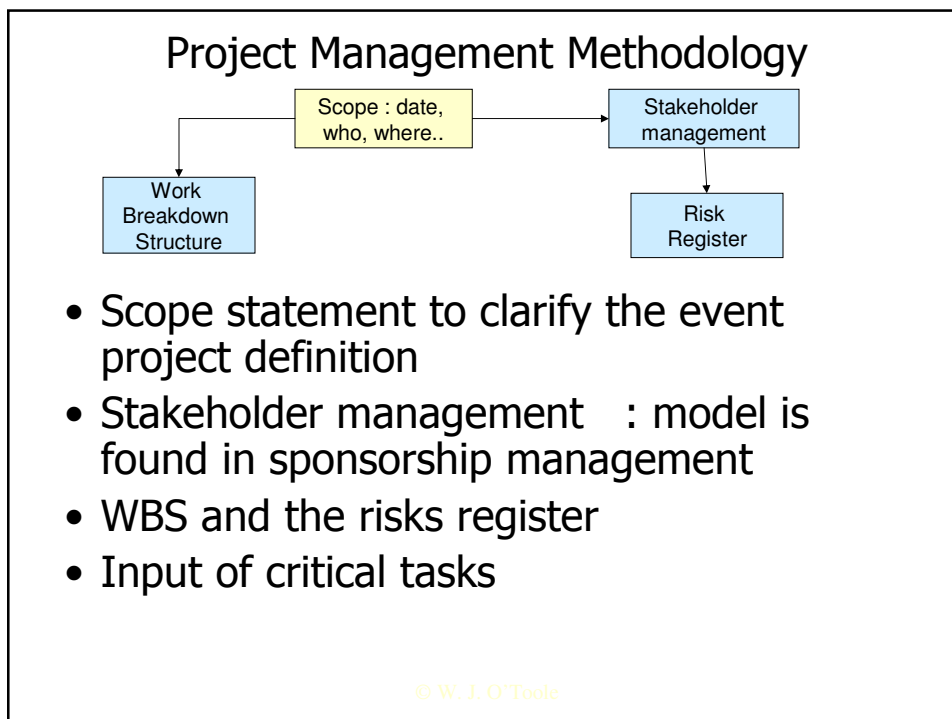
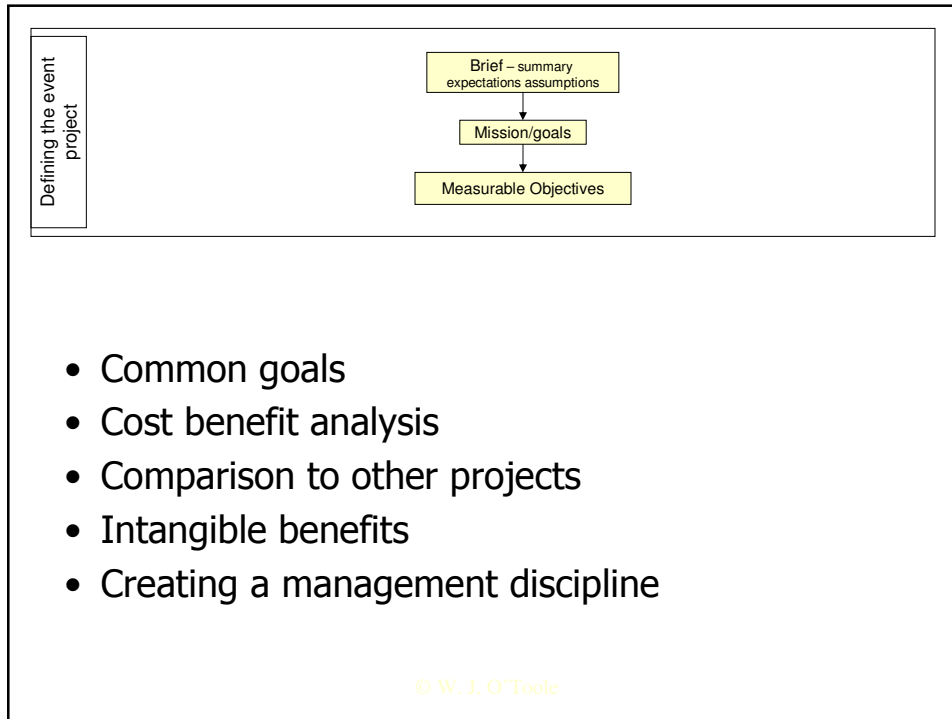
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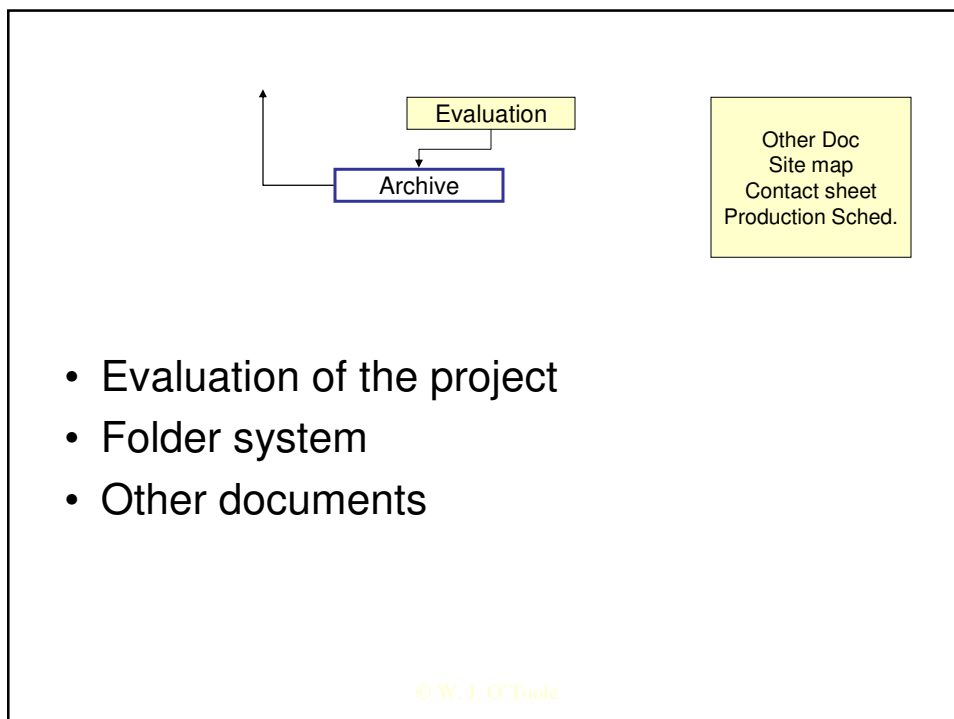
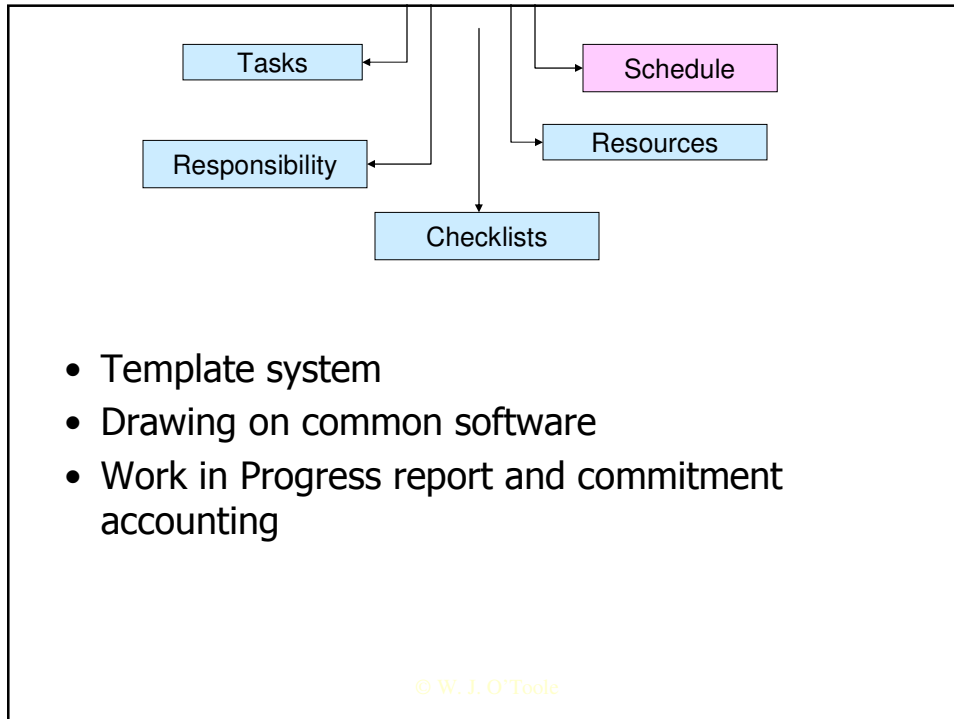
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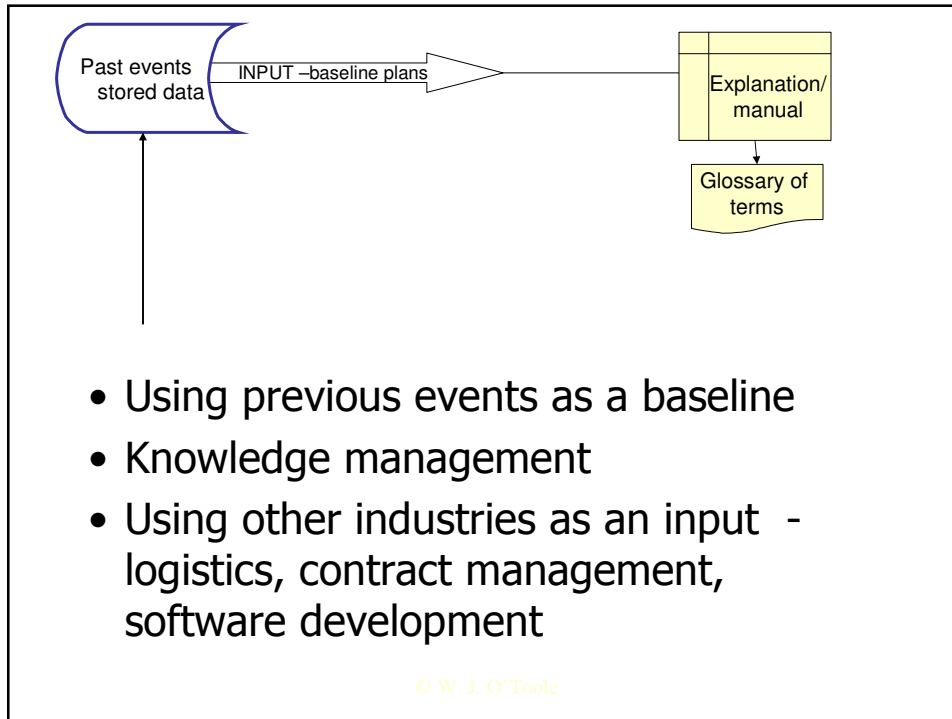
Event Plan, Archive and Review System

- Improve efficiency and standardise practice
- Quality improvement
- Knowledge management
- Capturing past events and creating baseline plans
- Reports and monitoring
- Accountable









What we did

- Event Strategy ; the same around the world - some are underdeveloped
- Opportunities - in my experience: the Gulf, NZ, USA, EU....
- Your future work will have to fit within a company/government strategy
- An important part of approval is management competency – demonstrate that you have a management system

More information

- text book or CDROM?
- CDROM - current
with templates,
checklists
used for your
course and
your career

