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The way that events are planned and organized required a number of skills, a core element of event management is the way that an even it designed (Berridge 2007). Brown and James state that “*design is essential to an events success because it lends to improvement of the event on every level*” (Berridge 2007, P. 82). Creativity needs to be considered as moiré than simply the way that an even is presented, however creativity is important in this aspect, but the way that systems operate in order to create efficiency and effectiveness in the systems and processes used in the management of an event.

There are many events that are associated with creativity due to the subject of the event, such as the food and wine festival which attracts tourism from different countries and helps to achieve the aims due to the creativity that is used not only with the acts, but in the way that it is marketed and organized (Prentice et al. 2003). The creativity in the event itself is then able to reflect in the association with the area (Prentice et al. 2003). For many events there are numerous goals, the initial goals are to design and manage a successful event, but the ability to create a strong reputation will build repeat custom where it is a regular event (Prentice et al. 2003). The development of a symbiotic relationship can then be leveraged in the design and management of subsequent events. The food and wine festival is one example, there are many other examples of festival in Melbourne will have to potential to drawn on many producers and core associations already in the area.

Creativity may be seen as a core value for event management, Dictionary defines creativity as “*the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination*” (Dictionary.com 2009). With events such as a festival there is the need to attract attendees, not limiting this to only local attendees, to ensure that there is the demand for tickets the Festival has to be able to compete with other festivals as well as other substitute events

The concept of an event has, as its core offing, the offering of an experience to those who will attend, to exhibitors the more attendees that are likely to be there the greater the potential for commercial needs to be satisfied, which are likely to be their motivation for exhibiting (Kotler et al. 2008). Where there are traditional approaches used there may be a known element and the ability to leverage known so that the event will run smoothly, but the environment within which the events take place are not static, new technology, changing tastes of consumers and the need to cope with different circumstances mean that there needs to be the ability to adapt and change to be different and to find way to compete and solve problems which may make the experience better (Kotler et al. 2008).. This can be seen as a justification for arguing that creativity is a core element of event design and management.

There are a number of event management models that can be utilized to plan and then to examine the planning of an event, they may have different slants, but all will have similar stages, those of identifying the purpose of the event, planning it taking into account internal and external factors such as the available resources and the interests of the stakeholders (Shone & Parry 2004). The plan would need to be put together and then the plan assessed, and the plan put into action with preparation for the event, the event is held and then there is the clearing up after the event and the reflection (Wagen & Brenda 2004). This is a general pattern that is seen in most event planning tools and models, with a general agreement if there is a failure at one part then it is highly likely the event will not be a success, or at least will suffer (O'Toole & Phyllis 2002).

There are core stages that can be utilized in order to examine the event management and organization of a food and wine festival. Firstly, Stages that of the objectives, at this stage the panacea to determine what they want to do, this may mean excluding some potential objectives as being too diverse on realistic, reassessing objectives in order to define a more clearly and make them achievable (Shone and Parry 2004). Creativity and innovation may be a part of this stage; this can also include the search for creativity and new ideas.

The next stage was to create a draft outline of a plan. During the draft planning stage there needs to be an environment search, this would include looking at the potential problems that would be faced; it may include looking at similar events and considering the stakeholders. This will mean identifying needs and considering issues such as the sale and distribution of tickets. For example, there will need to be access to the exhibitors and the ability for them to cook and hold chilled goods; there will also need to be access for disabled visitors.

The draft outline planning also has an information gathering stage, this may include the use of market research, to assess what attendees will want, and how it can be provided as well as what will attract them. Following the draft planning the systematic detailed planning would take place. This was where much of the draft planning will be formalized. The aspects such as marketing, the type of images that would be beneficial can be tested and incorporated into the plan, such as the images of food and wine that will be attractive to the exhibitors and the visitors. The location and distribution channels may need to be formalised, such as the use of travel agents, as well as ticket agents, local shops as well as the ticket office fog the venue, the firm may decide to sell tickets in the internet and encouraging exhibitors to link to ticket sales agents will also be beneficial. The way tickets are sold and the need to protect against fraud also needs to be considered.

Shone and Parry (2004) argue that the next stage should be to reflect in these plans to make sure that they are fully complete. Following this was the preparing for, and the holding of the event. By this stage there should be a clear and defined management system, any problem should have been prepared for within contingency planning. The last stage is that of divestment of legacy (Shone and Parry, 2004), where there is a reflection and a closing down, which will not take place until after the event, but past events can be useful as feeding into the process for the food and wine event, with the lessons from previous events, including looking at previous innovation, what worked, and what could be improved as well as which ideas were not so good.

There are many influences on the visitor experience. The first consideration is to make sure that the experience that is provided matches with the marketing, If the experience is better then the visitors will be happy, if it is less than promised then the marketing has promised too much as failed to deliver, this will reduce expectations and trust in the marketing for future event and have a potentially negative impact on attendance (Kotler, and Keller, 2008),. This requires careful consideration, as marketing also need to emphasise the experience in order to attract the visitors.

The experience will start with the marketing images and the way that the visitors start to consider the purchase of a ticket. All contact points after this will impact on the overall experience of this is easy and pleasant then there will be a more positive attitude towards the event, and subsequent events. To attract the visitors there need to be sufficient numbers and varieties of exhibitors. The event also needs to be arranged in a logical and enjoyable manner; this starts with parking and access to the venue, and then consideration of the way it is arranged inside. Too many stalls or events in one area may cause crowds and congestion. Tools such as crowd management and queuing theory may be used to ensure that there is a free flow of visitors without congestion. The visitors also need to be able to find their way around; the provision of a logical arrangement needs to be complimented by a clear event map and signs to direct people.

There are many elements to the successful planning of the event, it is a complex task, but at all stages the ability to be creative, to market the event to organize the exhibiters, systems support and ensure crowd flow and to impact on the experience through the use of psychological tools are all areas where creativity can be important to the management of a successful event. At present, event has become the best tools for marketing.

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