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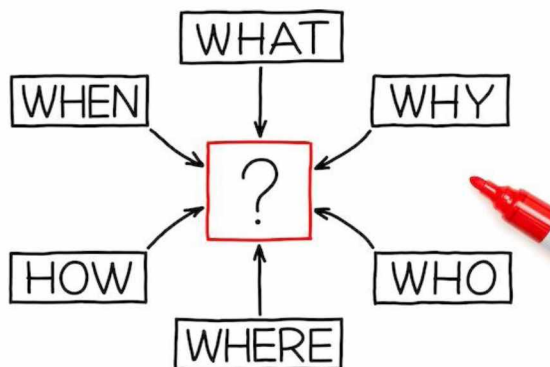
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### RESEARCH OF THE PROCESS OF ORGANIZATION OF CHARITABLE EVENTS FOR HOTEL AND RESTAURANT COMPLEXES

A core and initial task of the event organizer is to create a strong concept for the event. To determine that, a simple but effective method – the Five Ws can be used. The Five Ws lists questions (pic.1) of why the event is put on, who is coming to the event, what is happening at the event, when and where is the event taking place. It is crucial to develop a clear and realistic initial idea of event concept, especially with the clients.

The foundation, that the event creation process will later be built, is created by answering those question and deciding on the basic idea or the concept. For this reason, the event managers will save time, effort and resource not focusing on the wrong things and less likely have to alter everything in the following steps. Besides, Dowson and Barrett recommended building a condense one-page event brief containing all the important information or a mood board which is a collage of items, namely photographs, clippings, drawings and fabrics conveying the event concept. Thence, it helps all the stakeholders, for examples, event organizing team members and external suppliers, get a clearer «picture» of the event.



Picture 1 – Five Ws lists questions

When developing the event concept, determining the purpose and objectives is the foremost step. The purposes of the event, which may be multifaceted, are the reason your event exists – to inform, to include, to celebrate, to persuade, etc. It should drive all planning, the major decisions regarding the development of the event and assist in sorting out differences of opinion and managing conflict. The objectives are the roadmap to keep the

event organizers focus on what they want to achieve. They should be written in detail defining the narrow, measurable, and tangible results the event will produce, by the event managers along with the dominant stakeholders.

While for many events the main purpose is generating profit, for others is giving information, entertainment or with a community purpose. The objectives might encompass targets of the following:

- Number of people attending
- Number of participant
- Contribution of sponsors
- Value of grants and donations
- Break-even or amount of profit
- Goals for charitable contributions
- Level of media exposure
- Number of repeat visitors
- Value of merchandise sold
- Value of food and beverage sold
- Number of exhibitors, stall holders (Wagen & White 2010, 25-26).

According to Dowson and Bassett, the establishment of all event's goals and objectives could be created using the Five Es model, S.M.A.R.T philosophy, hierarchy and legacy of objectives. Firstly, a simple approach to understand easily the emotions and feelings that event attendees will experience during or immediately after the event is the Five Es. Each E in the model describes:

- educate – an special event with educational pupose presents a latest updated idea or an old idea in a new perspective to the attendees, for examples, training workshops;
- enlighten – an event programme that have guest speakers to shed light on an existing or future issue or trend that participants would like to look for an answer\$
- engage – people tend to join the event that can allow them to feel ownership, increase their participation and motivate them\$
- energize – with the aim to bring out the powerful positive energy from the audiences, an event may include icebreaker activities;
- entertain – participants are intent to take part in the event, e.g with social activities, that let them unwind and enjoy themselves.

### References

1. O'toole, W., Harris, R., McDonnell, I. & Allen, J. 2011. Festival and special event management. Milton, Qld. : John Wiley.
2. Wagen, L. & White, L. 2010. Events management: for tourism, cultural, business and sporting events. Australia: Pearson Education.