

# 9

# Sustainable Events Management Model

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## Learning outcomes

- Understand the Sustainable Event Management Model, its practices and implementation.
- Understand the detailed functional dimensions and the concrete scope components within the event management functional dimensions.
- Understand the detailed deliverables to be fulfilled pre, during and post event as part of the event management role.
- Understand the theoretical and practical components that are utilised to construct the sustainable event management model and guidelines.

## Introduction

Sustainability in event management cascades across all process functions throughout the journey, whether the event is of small, medium, large or mega size; sustainability practices must be adapted as part of the role of every event manager.

Following the discussion in Chapter 1 about the Sustainable Project Management Model (SPMM), here we present a multi-layered Sustainable Events Management Model (SEMM) (Figure 9.1) that is derived from the SPMM. It is as a tool that aims to provide domain experts, practitioners and researchers with a detailed step-by-step approach towards the implementation of the model across all event management functions and process components. Thus, this model will cover pre, during and post event activities categorised per each functional dimension to ensure the maximum benefit for the event manager.

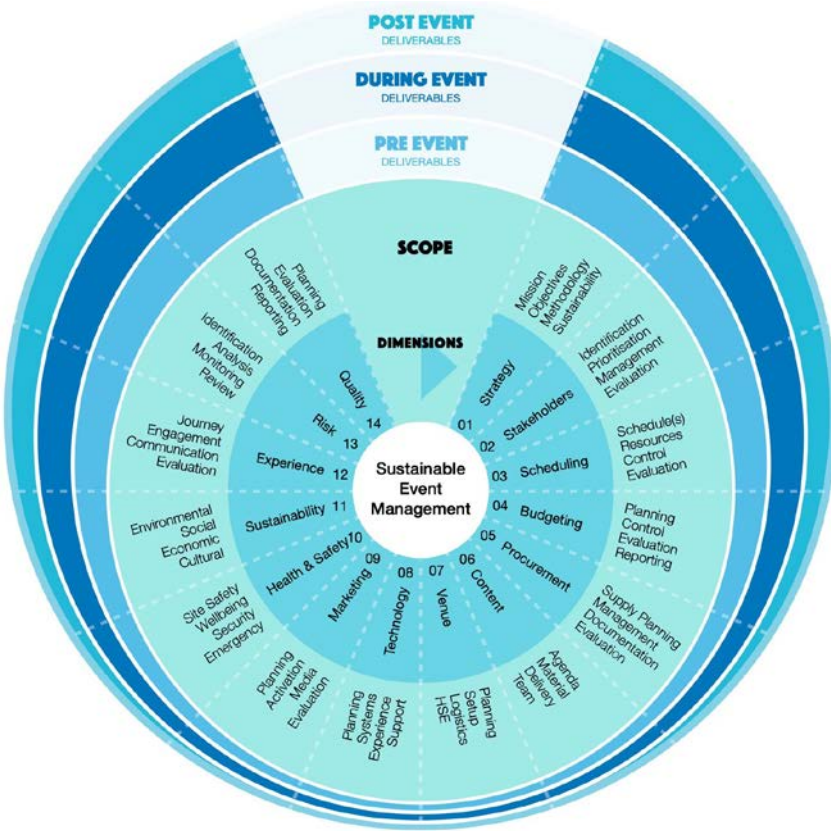
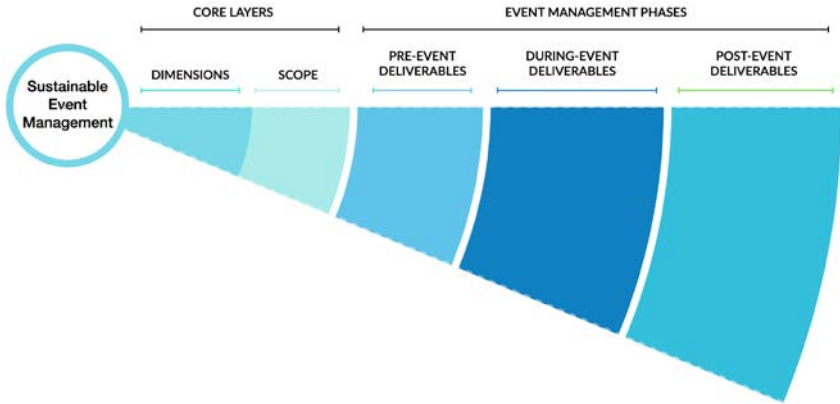


Figure 9.1: The Sustainable Events Management Model (SEMM)

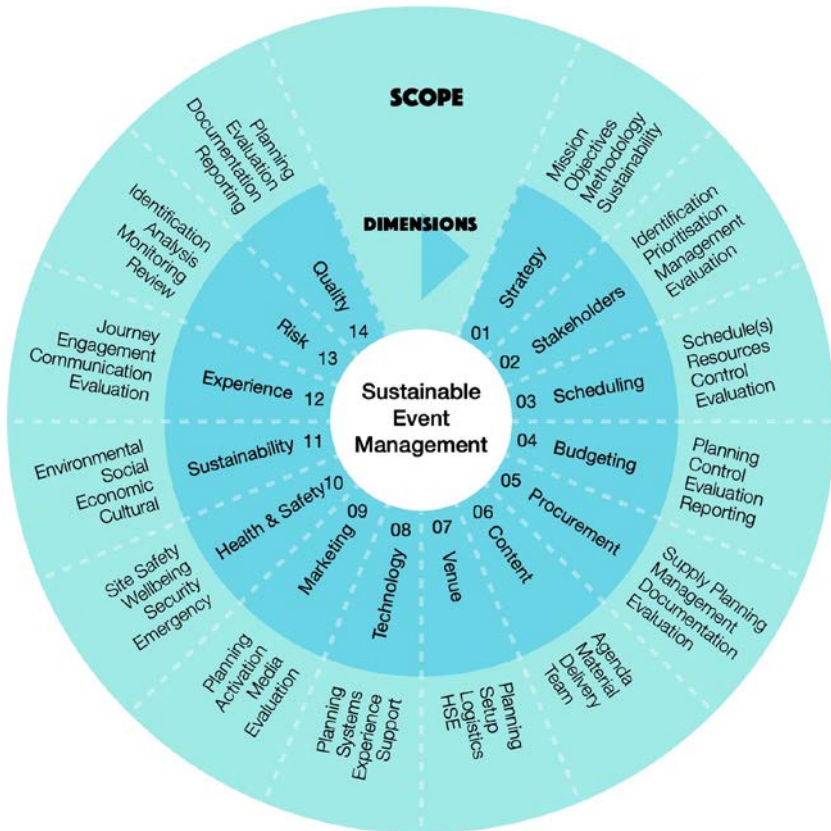
## Background

The development of the Sustainable Event Management Model (SEMM) was guided by several theoretical and practical perspectives: project management, sustainability, event management, innovation and lean development, all used to construct this in-depth guide that can be tailored to different events management requirements. The SEMM development as a whole was guided by the Sustainable Project Management Model (Salama, 2018). In addition, several practices and methodologies were adapted from various frameworks as detailed in the next section.

SEMM consists of two core layers. Each layer comprises 14 dimensions, each embracing four scope components that diffuse over the three phases of the event management lifecycle (pre, during and post) (Figure 9.2). At the core (Figure 9.3), the model encapsulates: (1) the **Dimensions** layer that represents the main functional areas within the event management process and (2) the **Scope** layer that represents the scope components and elements within each function.



**Figure 9.2:** Sustainable Events Management Model (SEMM) Layers



**Figure 9.3:** Sustainable Events Management Model (SEMM) Core

Expanding from the core, each dimension (functional area) along with its scope components diffuses into the pre, during and post-event deliverables as three interconnected phases.