

Cases for Event Management and Event Tourism

Questions and answers for analysis

Chapter 2

Questions for event risk management

Q1. Identify potential risks in the event case. Analyse those listed risks using the ‘likelihood–consequence’ matrix.

Suggested answers:

Risk	Likelihood	Consequence
Outbreak of Covid-19 cases	Medium to High	Restrictions on gathering. People have low intention to join the event.
Lockdown of campus	Medium	Event needs to be changed to a pure online event.
Restriction of the gathering to under 50 participants	Medium	Event organiser can decide about the event format: 1. Only physical event, under 50 participants 2. Change to pure online 3. Both physical and online
Difficulty in selling tickets	Medium	Cannot achieve the event’s financial objectives.
Attendees’ health status	Low to Medium	Viral spread if event attendees carry the Covid-19 virus.
Technical problem for online event control	Medium	The online event will not be smooth, or the quality is low.

Q2. Propose mitigating actions in response to the risks listed.

Suggested answers:

Risk	Risk response strategy and actions
Outbreak of Covid-19 cases	Prepare contingency for online event A.
Lockdown of campus	Prepare contingency for online event B.
Restriction of the gathering to under 50 participants	Prepare contingency for online event C.
Difficulty in selling tickets	Design more interesting and interactive activities. Strengthen promotion of the event.
Attendees’ health status	Require ‘Green’ health code for event entry. Use disinfectant wipes at the event site.
Technical problem for online event control	Conduct practices and more rehearsal to get familiar with the online platform and the equipment.

Questions relevant to online/hybrid event execution

Q1. What are the major formats of online events?

Suggested answer:

- ◆ **Online events** usually are broadcast live through an online platform, while physical events are in-person events.

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- ◆ **Live-broadcast events** usually have no participants at the event site. The event is broadcast live through various live-streaming platforms. Social media applications, such as Facebook, Instagram, TikTok, and WeChat are popular live-streaming platforms for online events.
- ◆ **Hybrid events** combine in-person and online components. These need to manage the physical event site and participants, and at the same time, manage participants online. Managing hybrid events might be challenging, as more resources are required. Usually, in-person participants have a much more immersive and interactive experience than those online.

Q2. What are the driving factors to hold online events?

Suggested answer. Source: ICCA (2021)

Drivers	Challenges
Events can be held even under restrictions on physical gathering and travel.	Low interaction.
Accessible to a wide audience without geographic restrictions.	Very limited social networking, which leads to low satisfaction level.
Almost no capacity limit.	Lack of skills & resources to organise a virtual event.
Lower cost for participants.	Staff depletion due to the pandemic.
Good for events which focus on content delivery and educational purposes, which require low interactions.	Participants are not confident in joining virtual events.

Q3. What are the main challenges of holding online events?

Suggested answer. Source: ICCA (2021)

Drivers	Challenges
Accessible to both physical attendees and online attendees.	Lack of technical support.
Provide an easier and more convenient way to access a new audience without significant increase in budget.	Insufficient experience and skill in handling both online and in-person attendees.
Benefits of returning to in-person event plus benefits of a digital event.	Instability of the Internet connection.
Can secure more high-profile speakers for digital sessions,	Organising two events with one team; not enough resource/budget/capacity.
	Risk of cannibalising in-person audience by offering a cheaper, more convenient digital event experience.
	In-person events provide much better interaction over digital events.

Q4. Try and compare different online event platforms.

Suggested answers:

- ◆ Social media platforms
 - ◇ Popular social media usually offer live-streaming functions for online event, e.g. Facebook, Instagram, TikTok, WeChat.
 - ◇ Usually are free and easy to use.
 - ◇ Mostly appropriate for broadcasting.
 - ◇ Limited interaction functions; mostly for commenting and likes.

◆ Professional online event platforms

- ◇ Platforms and apps specially developed for events, e.g. Zoom, Teams, Voov, Google Meet.
- ◇ Provide much more interactive functions, including polls, breakout rooms, chats and note taking on the screen.
- ◇ The host is able to better control the event, such as to assign roles to the participants, and to mute and unmute the participants.
- ◇ Usually is a paid service.

Q5. What equipment, facilities, and technical support are needed for a hybrid event?

Suggested answers:

Capture the event and make it online simultaneously, which involves sophisticated equipment and processes. Below are some of these elements for reference:

- ◆ The Internet connection is of paramount importance. A wired connection is highly recommended, rather than WiFi, because of potential instability in a wireless connection.
- ◆ Equipment for capturing:
 - ◇ Cameras and video camcorder. Events usually include various activities and are dynamic. Gimbal cameras are recommended for better visual effects. In addition, in order to better demonstrate the event scene to an online audience, multiple cameras from different angles are recommended.
 - ◇ Microphones
 - ◇ Sound control
 - ◇ Lighting equipment
 - ◇ Capture card to capture the video source
 - ◇ Powerful computers – High-resolution video required for high-capacity processing by computer
 - ◇ Video switcher software and encoder – The live-streaming process might involve transferring the video signal from cameras to computers and from computers to the online event platform.

Q6. How to encourage interactions between the host/hostess and the audience, and among the audience members for a hybrid event, when having participants both online and on site?

Suggested answers:

- ◆ Design activities that can be joined in-person and online. For example:
 - ◇ Bingo games
 - ◇ Lucky draws
 - ◇ Better use of the voting function provided by online event platforms