

Cases for Event Management and Event Tourism

Questions and answers for analysis

Chapter 4

Stakeholder questions for students

The following questions are assigned to small groups or to students to work on independently, depending on class size.

Q1. Who were the different stakeholders in this event? Who were the primary stakeholders, and who were secondary stakeholders?

Primary stakeholders of the UWaterloo Canada Day event included: (a) the University of Waterloo; (b) the Federation of Students student union; (c) the City of Waterloo; (d) corporate, government and media sponsors.

Secondary stakeholders include (a) vendors such as food trucks, production company, fireworks company, and community organizations that had displays at the event; (b) attendees, including families with young children.

Q2. What were the benefits of this event for each stakeholder group?

- ◆ University of Waterloo: positive public relations
- ◆ Federation of Students: the event was becoming too large for students to deliver; freed up their money and human resources; brand was still visible
- ◆ City of Waterloo: the community was able to celebrate Canada Day (fun, family-friendly); the City only provided a small financial contribution rather than having to plan the event itself which would have cost significantly more and would have required human resources
- ◆ Sponsors and vendors had access to over 65,000 attendees to market their brand at a fun, family-friendly event
- ◆ Attendees could celebrate Canada Day in their own community. It was safe, free, or low-cost, and family friendly. They could bring pets and multiple generations. It was an annual tradition for many to attend.

Q3. Describe the greatest risks for the University if they did not wind-down the event.

- ◆ One or more people could have been injured or died at the event leading to legal liability and negative media attention
- ◆ Bad behaviour of attendees (i.e., underage drinking) could lead to negative media attention and was threatening the family-friendly environment
- ◆ Costs were escalating year over year and would only continue to do so
- ◆ Extreme heat and storms
- ◆ Parents or students could challenge why the University was paying so much money each year for a community celebration rather than investing that money in services for students