

## Events Feasibility and Development: Discussion Questions

### Chapter 2

- 1. There are two views on developing the event industry. One is to bring in the mega event and by focussing the country's resources on one major event, the industry can quickly grow. The other view is to support numerous local events so they grow. Discuss the pros and cons of each approach. Research the mega events in cities around the world and find out if the event industry did benefit.***

This is a widely discussed topic in events development. There are many sources for the case for the mega event. These can be found on the Olympic and major sporting websites. The Grand Prix often publishes the benefits of their event to a city or region. The students should be aware that the benefits of mega events are rarely assessed after the event due to the politics of event bidding and commercial in confidence reasons.

The case for the small event is more difficult to research directly as it emerges when the small events are added together.

- 2. Undertake an events development situation analysis for your organisation – such as a University or your local region.***

A University or college has numerous events and is often used as a venue for outside event companies. It provides an excellent case study for the students. It is important that all events are included: sporting, weddings, hospitality, exhibitions, conferences as well as the graduations, seminars and lectures. The events cross over the departments and the administration. This seemingly simple project can point out many aspects of events development.

- 3. Create a stakeholder meeting with each person representing a different organisation with an interest in event development. Who would oppose development? What would the time frame be for the event development?***

This is a valuable role play exercise. The event stakeholder meetings are vital to events feasibility and development. The students must understand the widely different view points of the stakeholders. It is important some of the students are given the role as organisations that do not want events to occur.