

Food and Beverage Management

For the hospitality, tourism and event industries

The third edition

**John Cousins, David Foskett and
Andrew Pennington**

The Food and Beverage Training Company, London

**The London School of Tourism, Hospitality and Leisure, University
of West London**

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ
<http://www.goodfellowpublishers.com>

Copyright © John Cousins, David Foskett and Andrew Pennington 2011

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride

8

Events, conferencing and banqueting

Aim

This chapter aims to provide a critical overview of the management and control of event operations.

Objectives

This chapter is intended to support you in:

- Determining the size and scope of the events industry
- Identifying the opportunities and challenges for operators
- Maximising yield and profit through the application of strategic techniques
- Identifying key organisational and staffing issues for events
- Managing the event process.

8.1 Overview and structure of the events sector

An event is the planned management of an occasion that takes place between a space provider and a customer. The sector is commonly referred to as MICE (Meetings, Incentives, Conferences and Exhibitions) but other names used can include catering, events, conferences and banqueting. A list of event categories and examples is given in Table 8.1.

Table 8.1: Event categories and examples

Event category	Examples
Personal	Weddings, bar mitzvahs, anniversaries, birthdays
Local	Village fairs, community quiz nights, local drama clubs
Commercial	Conferences, exhibitions, trade shows, product launches
Fairs/festivals	Book fairs, carnivals
Public	Festivals, exhibitions, concerts, galas
Civic	Anzac Day celebrations
Special	National Day celebrations, cultural performances
Expositions	World Trade Expo, boat shows
Sporting	Dubai tennis open, Singapore grand prix
Global	Royal weddings, Live Aid
Mega/hallmark	Olympic, Paralympic Games and FIFA World Cup

In most cases the sector can be divided into two main groupings, conference and banqueting. Conference events focus on providing space for more formal business activities, whereas banquet events concentrate on activities for clients who wish to celebrate an occasion. Table 8.2 presents a comparison between the two types of event group and their characteristics. A more extensive description of event types is presented in Table 8.3.

Table 8.2: Comparison of conference and banqueting characteristics

Conference	Banqueting
Focus on conducting business or training	Focus on celebration and enjoyment
Emphasis on equipment and technology	Emphasis on food and beverage
Attendees tend to be from outside local area	Attendees tend to be from local vicinity
Lower staff to customer ratio	Higher staff to customer ratio
Booking lead times tend to be shorter	Booking lead times tend to be longer
Greater demand for accommodation	Less demand for accommodation
Duration can last from half a day to one week	Duration tends to last hours
Events tend to be less seasonal	Events tend to be more seasonal

Chapter extract

**To buy the full file, and for copyright
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=258)

[oryID=258](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=258)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

rights@goodfellowpublishers.com

www.goodfellowpublishers.com