Cases for Event Management and Event Tourism

Questions and answers for analysis

Chapter 3

Q1. How and why do we map an event experience?

Considering the issues faced by Imogen, how can we visualise the customer journey? Consider from the starting point of the event concept how do the consumers engage with the event at key stages? What do they experience on this journey? How do they get to the event? What do they see, hear, smell, taste? How does the event make them feel? How does this consumer journey align to the event concept and original design? How can this be adapted for virtual and hybrid events?

Q2. How do we identify value for our customers?

Consider what is important to our customers – what are their pains and gains (as specified in the value proposition)? Where in the map does the experience alleviate a pain or enable gain? How do we resolve these?

Q3. How do virtual and hybrid event experiences differ from the live?

Think about using the 'Extending the experience realm model' from Wrathall and Steriopoulos (2022, p. 51 – Figure 3.2 used previously). How does each quadrant differ between virtual, hybrid and in-person?

♦ **Entertainment** – passive participation v. absorption may/will vary in the different delivery modes (in-person, virtual, hybrid). How do we amend the entertainment/content to meet the event experience in the three formats?

♦ **Educational** – active participation and an absorptive experience is a key reason people attend events and may be more appropriate in virtual and hybrid contexts due to the apps and technology that can be employed for the event experience.

♦ **Escapist** – active participation and immersive event experience may be more challenging for virtual and hybrid events but must be considered as part of the event design.

♦ **Esthetic** – passive participation v. immersive event experiences should work well in virtual and hybrid contexts due to the enhanced audio and visual aspects, but is not guaranteed and needs to be carefully designed.

Q4. We have mapped our event experience design. What next?

First, we need to test that the event design meets the objectives of the project and fulfils our customer needs. Then we need to start thinking about the budget, resources, operations, logistics, technology needs, and marketing and expand on the design in each of these areas to test the feasibility of the event design and develop the project plan. Skills gaps are also a key element of this task – what are event professionals proficient at undertaking and where are there gaps in their knowledge and skill set? For in-person events this will be a strong skill set, but gaps may emerge for virtual and hybrid events. How do we bridge this gap? Within the event design we also need to consider the layers of sustainability, inclusion and intended event impacts, and how this can be evaluated.

Q5. What are the critical success factors for creating virtual and hybrid event experiences?

Starting with considering the different stakeholders, consider how they would identify the event as being successful. What are the event objectives for the various stakeholders and are these realistic and achievable? Then explore how these objectives / CSFs might be measured – what kind of metrics or data might you need to evaluate these? Where might you gather this data from? How will you analyse and use this data? What will you learn from the results and how will you apply this learning?