

# Lecture 1

Course Introduction &  
An Introduction to the Event  
Industry

# Session Two

An Introduction to the Event  
Industry

# Today's Learning Objectives

- Appreciate the growth of the event industry and its different characteristics
- Understand a range of useful definitions used within the industry
- Explore the various types of events
- Understand the structure of the event industry.

## The Emergence of Events & The Industry

- Since the dawn of time we have found ways to mark important events in our lives.
- Both in public and in private people feel the need to mark important occasions with celebrations. E.g. birthdays, anniversaries, etc.
- At the public level momentous events become milestones by which people measure their private lives....

- **Do you remember what you were doing at the start of the millennium ?**



## The Caribbean Tradition of Events

- The Caribbean has a rich tradition of celebrating events to mark significant milestones in their development.
- Every independent Caribbean nation celebrates its freedom with various festivals, carnivals and tributes.

# Examples of Caribbean Events



- Reggae Sumfest  
Jamaica
- “Nine Night”  
Celebrations – in  
Jamaica
- Trinidad Carnival
- Crop Over in  
Barbados
- Jonakanoo - Antigua

# Special Events

- The term special events has been coined to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions or achieve particular, cultural, or corporate goals and objectives.
- Special events can include national holidays, celebrations, unique cultural performances, major sporting fixtures, corporate functions, trade promotions and product launches.

# Key Definitions

## Getz 1997:

- A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body.
- To the customer or guest a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.

# Getz, 1997 continues....

- Among the attributes that he believes create the special atmosphere are festive spirit, uniqueness, quality, authenticity, tradition, hospitality, theme and symbolism.

# Types of Events

There are many different ways of grouping events including, by **size, form and content.**

# SIZE

Special events are often characterized according to their size or scale. Common categories are mega-events, hallmark events, major events and local / community events.

# Mega Events

- Mega events are those events that are so large they affect whole economies and reverberate in the global media. They include Olympic Games and World Cups.

## Getz 1997, p.6 defines mega events:

- Their volume should exceed 1 million visitors, their capital cost should be at least \$500 million, and their reputation should be of a “must see event” Mega events by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community or destination.

# Mega events

## Hall 1992 p. 5:

- Mega events such as World Fairs and Expositions, the World Soccer Cup Final are events which are expressly targeted at the international tourism market and may be suitably described as “mega” by virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities and impact on economic and social fabric of the host community.

## The Caribbean's First Mega Sporting Event – ICC Cricket World Cup

Third largest sporting event in the world

A cricket celebration, uniting cricket fans and players from all corners of the world.

Showcased the best cricket and cricket teams from around the world.

The matches were held in 8 countries across the West Indies.

Estimated television audience of over 2 billion people.



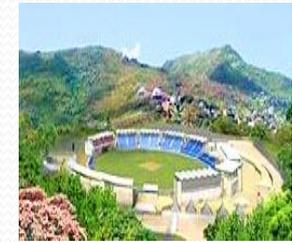
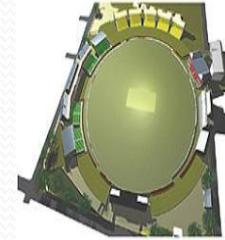
# ICC Cricket World Cup

- 16 teams, 51 matches played in 8 countries across the Caribbean over 47 days.
- The 16 teams were divided into 4 groups with the top 2 teams from each group advancing to the **Super 8 Series**.
- The top 4 teams in the Super 8 Series, based on points, then advance to the semi-finals with the 2 semi-final winners then competing in the final.



# Cricket World Cup Venues

- Antigua
- Barbados
- Grenada
- Guyana
- Jamaica
- St. Kitts & Nevis
- St. Lucia
- St. Vincent
- Trinidad & Tobago



# Hall Mark Events

- The term hallmark event refers to those events that become so identified with the spirit of the town or city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness.

## Definition of Hallmark Events

- Ritchie, 1984, p.2:
- Major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short term and or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.

## Examples of Hall Mark Events

- Trinidad Carnival
- Carnival in Rio de Janeiro
- Kentucky Derby in the USA
- Chelsea Flower Show in Britain
- Oktoberfest in Munich, Germany
- Edinburgh Festival in Scotland

Getz 1997, pp.5-6: describes them in terms of their ability to provide competitive advantage for their host communities.

# Hall Mark Events

- The term hallmark is used to describe a recurring event that possess such significance, in terms of tradition, attractiveness, image, or publicity that the event provides the host venue, community or destination with competitive advantage. Over time the event and destination become inseparable.

# Caribbean Hall Mark Events

- **Lets Discuss.....**
- Trinidad Carnival
- St. Lucia Jazz Festival
- Jamaica Jazz Festival
- Barbados Soup Bowl

# Major Events

- Major events are events that are capable, by their scale and media interest of attracting visitor numbers, media coverage and economic benefits.
- Please provide Caribbean examples of major events ?

# Local or community events

- Most communities produce a host of festivals and events that are targeted at local audiences and staged primarily for their social, fun and entertainment value.
- These events often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place.

# Local or community events

- For these reasons, local governments often support such events as part of their community and cultural development strategies.
- Janiskee 1996 p.404 defines them as:
- Family-fun events that are considered “owned by a community because they use volunteer services from the host community, employ public venues such as streets, parks and schools and are produced at the direction of local government agencies or non-governmental organizations such as service clubs, or business associations.

# FORM & CONTENT

- Another common means of classifying events is by their form or content.
- Festivals are a universal form of events that pre-date the contemporary event industry and exist in most times and in most societies. Sports events have grown out of similar roots to become sizable and growing sector of the event industry.

# FORM & CONTENT

- Meetings, Incentives, Conventions and Exhibitions (MICE) event are sometimes called business events, are an established arm of the event industry and generate considerable income for this host countries.

# Festivals

- Festivals are an important expression of human activity that contribute much to our social and cultural life. They are also increasingly linked with tourism to generate business activity and income for their communities.
- **List two types of popular festivals held in Jamaica**

?

# A Taste of the Caribbean



# Sports Events

- The testing of sporting prowess through competition is one of the oldest and most enduring of human activities, with a rich tradition going back to the ancient Greek Olympics and beyond. Sports are an important and growing part of the event industry, encompassing the full spectrum of individual sports and multi-sport events such as the Olympics, Commonwealth Games, World Cups.

# Sporting Events

- Their ability to attract tourist visitors and to generate media coverage and economic impacts has placed them at the fore of most government strategies and destination marketing programs. Sports events not only bring benefits to their host governments and sport organizations, but also benefit participants such as players, coaches and officials and bring entertainment and enjoyment to spectators.
- **What are the most common sporting events held in Jamaica and why are they so popular ?**

# MICE industry or business events

- This sector is largely characterized by its business and trade focus, although there is a strong public and tourism aspect to many activities. Meetings can be very diverse.

# Definitions

- The Department of Industry Tourism and Resources 1995 p. 3
- All off site gatherings, including conventions, congresses, conferences, seminars, workshops and symposiums, which bring people together for a common purpose – the sharing of information.

# The Structure of the Event Industry

- Event Organizations
- Event Management companies
- Event industry suppliers
- Industry associations
- External Regulatory Body

# Key Reference Materials

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