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EVENT REPORT

MOONLIGHT MOVIE

RAMET Sacha - Fanny ABRIBAT - Marilou LOTTI - Maéva MARMIN

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I. Event Rational and Summary

a) Concept and Development of the Event

Open-air cinema transformed into a film night at Harry Burke's Bar.

For logistical and climatic reasons, we decided to adapt our initial concept of an open-air cinema on the SETU campus. The event took place at Harry Burke's Bar in an open room at the back of the bar. We used a large television and speakers to show the Christmas film 'Home-alone'.

Holding our event in this bar allowed us to create a warm, friendly, Christmas-themed atmosphere, while reducing weather risks and equipment constraints.

To achieve this, we arranged the space with comfortable chairs facing the screen so that all participants could see the film properly. We also set up a snack stand to offer treats to participants (cookies, pancakes, popcorn, etc.). Drinks were ordered directly from the bar, including beers, soft drinks, hot drinks and a cocktail specially designed by the bar for our event.

To recreate the Christmas atmosphere, decorations were installed and Christmas music was played before and after the film.

Tickets for our event cost €5 and included a free drink.

b) The 5 Ws of the event

- **Who**

Our event mainly targeted ERASMUS students and internationals to encourage a cultural mix and because it was easier for us to communicate with these people as we were ERASMUS students ourselves. But it was open to anyone who wanted to join us. The film was shown in English with French subtitles so that as many people as possible could enjoy it.

- **What**

Our event was a Christmas-themed film screening in a warm and friendly atmosphere. Participants were treated to snacks prepared on site and festive decorations. The film chosen was 'Home Alone', as it was perfectly suited to the Christmas season and evoked a feeling of nostalgia.

- **When**

Our event took place on Tuesday 26 November. We chose this date because it didn't compete with any of the other students' events. This date is close to the Christmas period which was perfect for the theme of the event.

- **Where**

We changed venues and chose our partner bar, Harry Burke's, for our event. They offered us a semi-open room with a large television and speakers, perfect for showing our film.

- **Why**

The purpose of our event was to offer a change from traditional student parties and to provide a moment of relaxation and sharing in a warm and pleasant atmosphere. The evening was also intended to encourage diversity and inclusion among the various students.

c) Theme, Objectives and Goals

Theme :

Create a warm Christmas atmosphere around the cult film 'Home Alone', where students can relax and share a moment of conviviality.

Objectives :

- To offer an event that is out of the ordinary, in a warm and friendly atmosphere and in a venue that is conducive to this.
- To offer students a moment of relaxation and escape from their academic routine.
- To generate funds from the sale of snacks and drinks, which will be donated to charity.
- Acquire skills in event creation and management for all the members of our group.

Goals :

To create a **fun experience** for students in a safe and friendly environment, while promoting community spirit and solidarity by donating all profits to charity.

II. Event Staffing

a) Organization chart and identification of necessary personnel.

In order for the “moonlight movie” event to go as smoothly as possible, we first identified the personnel needed for this evening as well as their **roles**.

We determined beforehand that we would need a reception & ticketing manager, two catering stand managers and a technical manager & project manager. We also determined that it would be necessary to have **2 volunteer security support**, who also help with decoration and cleaning.

We then assigned the roles according to each person's skills.

Here is the organization chart established beforehand :



b) Staff Schedule

• STAFF SCHEDULE	
THE EVENT STARTS AT 6:30PM AND THE MOVIE LAUNCH IS AT 6:40PM , THE MOVIE IS 1H40 LONG. THE EVENT THEREFORE LASTS 1H50 . THROUGHOUT THE EVENT (6:30PM – 8:20PM): FOOD SALE AT THE STAND THROUGHOUT THE EVENT.	
5:15 p.m.	ARRIVAL OF THE STAFF, SACHA, MAÉVA, FANNY AND PHILIPPINE
5:15 p.m. – 6:00 p.m.	PREPARATION OF THE STANDS, DECORATION OF THE TERRACE AND INSTALLATION (SACHA, MAÉVA, FANNY, PHILIPPINE)
6:00 p.m.	ARRIVAL OF MARILOU (AFTER HER ENGLISH CLASS)
6:00 p.m. – 6:30 p.m.	FINISHING OF THE DECORATION INSTALLATIONS
6:30 p.m. – 6:40 p.m.	- WELCOMING OF SPECTATORS AND SALE OF TICKETS BY MARILOU LOTTI (THE MEETING POINT FOR THE EVENT IS SET FOR 6:30 P.M. SO THE GUESTS ARRIVE AT 6:30 P.M.). - FREE SEATING OF SPECTATORS - TAKING ORDERS & SERVICES FOR THE DRINK OFFERED BY SACHA RAMET AND MAEVA MARMIN
6:40 p.m.	START OF THE FILM SCREENING BY FANNY ABIBAT
8:20 p.m.	END OF THE FILM SCREENING / END OF THE FILM BY FANNY ABIBAT.
8:25 p.m.	- DEPARTURE OF THE GUESTS & THANKS BY THE WHOLE TEAM (THE FILM ENDS AT 8:20 P.M. SO THE GUESTS LEAVE AT 8:25 P.M. TO COLLECT THEIR THINGS, CHAT, ETC.). - CLEANING TIME (THE WHOLE TEAM AND VOLUNTEERS) FOR 30 MINUTES.
8:50 p.m.	END OF CLEANING / DEPARTURE OF THE STAFF (SACHA MARILOU FANNY MAÉVA PHILIPPINE AND MARGOT). EVERYONE LEAVES THE PREMISES 30 MINUTES AFTER THE END OF THE FILM TO GIVE THE STAFF TIME TO TIDY UP.

c) Internal and external staff required

Internal staff :

- **Fanny** (Technical Manager and Project Manager)

Management of the technical side, launch of the film, control of sound and image.

- **Marilou** (Reception and Ticketing Manager)

Verification of guest tickets, sale of tickets for the event on site, checking and control of the number of participants.

- **Maéva** (Beverage and Food Stand Manager)

Organization and sale of drinks / snacks, preparation of orders at the stand, service and collection of payments.

- **Sacha** (Beverage and Food Stand Manager)

Organization and sale of drinks / snacks, preparation of orders at the stand, service and collection of payments.

External staff :

- **Philippine** (Volunteer / Security)

Security management, decoration installation assistant, cleaning assistant and maintaining order during the event.

- **Margot** (Volunteer / Security)

Security management, decoration installation assistant, cleaning assistant and maintaining order during the event.

Sponsor :

- **Harry Burke's**

Financial contribution : €200

In-kind contribution : Loan of the venue for the event (the bar terrace).

d) Staff recruitment, training and compensation plan

Recruitment :

Regarding recruitment, this was done by word of mouth among French Erasmus students to ensure good understanding and natural cohesion. In addition, it was easy for us to find volunteers thanks to the many French contacts we have within the school.

Training :

Regarding staff training, we had carried out a general briefing: We first explained everyone's missions and then we clarified the expectations we have and the roles of each.

Meetings before the event :

A discussion took place in the school before the event with the volunteers about the missions and instructions to follow during the event.

On-site briefing at Harry Burk's :

Finally, we did a final recap of the missions on the day of the event when the volunteers arrived.

Remuneration :

Concerning remuneration, volunteers do not have any remuneration for their participation because their contribution was voluntary. This contribution that they bring us is based on their desire to help us realize this event. They also had to pay their place to attend the film just like the other participants.

III. Detailed Event Budget

a) Budget Components & Budget Plan (Income and Expenses)

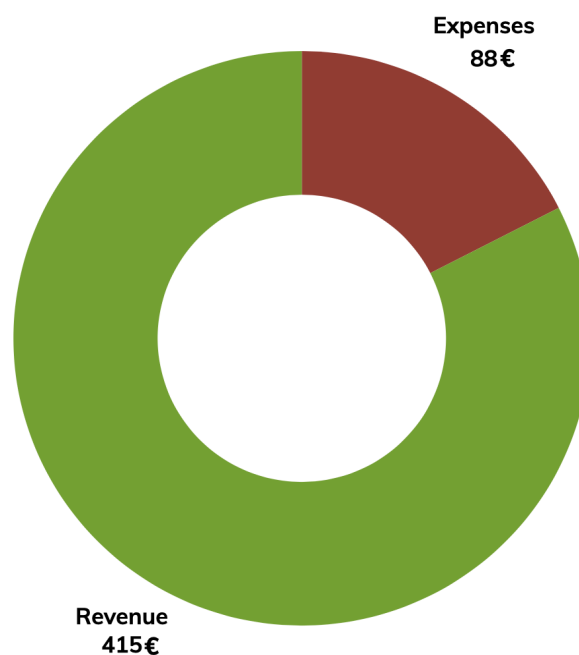
For the film equipment, the bar already has what we need, in fact it has a television and as the sound doesn't work, we're going to use a loudspeaker for the film sound. We don't need to buy outside lights or heaters as the bar already has them.

For food and drink, we've drawn up a budget by calculating the different costs of buying the products. We based these prices on the TESCO website. We chose snacks that were easy to eat and didn't take up too much space, popcorn, cookies and pancakes to remind us of the warmth of home-made biscuits and crêpes.

To make things even warmer, we decided to buy some Christmas decorations to decorate the bar terrace.

The main budget items for the **Moonlight Movies** event include :

Expenses	Revenue
Christmas decoration (€40)	Sponsorship (€200)
Food (€33)	Ticket sales (€175)
HDMI cable (€18)	Snacks (€40)
88€	415€



IV. Event Sponsorship

a) List Sponsors

We are delighted to announce that **Harry Burk's Bar** is the **main sponsor** of our event. This bar, which is well known to students for its collaboration with the student association, is playing a key role in the success of our initiative.

Not only did Harry Burk's Bar provide us with financial support of **€200**, they also made their terrace available to us to host our event, and let us use their **outdoor fireplace** and outdoor heating, as well as their **plaid** and **hot water bottles**. In recognition of this valuable contribution, we have awarded **Harry Burk's Bar** the title of **main sponsor**. The event has been named Moonlight Movies at Harry Burk's, reinforcing the bar's visibility with our public.

The **choice** of this sponsor is a **strategic** one : the **positive reputation** and **high profile of Harry Burk's Bar among students** will be reflected in our event, reinforcing its credibility and appeal.

b) Sponsorship Benefits

During our initial research, we devised a sponsorship grid comprising three levels: platinum, bronze, silver and gold. Each level offered different benefits depending on the amount of sponsorship provided by the sponsor :

Thanks to its significant contribution, Harry Burk's Bar was promoted to Gold level, becoming the title sponsor of the event. When we approached the potential sponsors, we had a sponsorship dossier which contained a number of sections, including an explanation of the project, the creation of the event with a presentation of who we are, how the event will be run, why we are sponsoring them and what we are offering them in exchange for our collaboration.

c) Strategy for approaching potential sponsors

Our strategy for approaching potential sponsors was organized in such a way as to ensure that our chances of receiving a positive response were as high as possible.

First, we drafted the message: a standard email on a separate document to save time when sending the emails. We started by targeting cinemas, bars and fancy-dress shops.

We thought that fancy dress shops could potentially lend us Christmas costumes for the event. Then we sent emails to companies with our standard email and our sponsorship file detailing the advantages of becoming our sponsor.

On an excel spreadsheet, we created a file dedicated to finding sponsors with the name of each sponsor idea we wanted to contact, their phone number, their email address, the message sent, the channel where the message was sent (instagram, email, etc.) and the response received so as not to send duplicate sponsor requests. Using this excel spreadsheet enabled us to organise our search for sponsors.

After a week without any response from companies, we decided to double our chances and give our request for sponsors more visibility by also sending a message on instagram with a new standard message adapted to the platform.

Finally, we went directly to Carlow to introduce ourselves in person, present our event and try to get positive responses. Using 2 channels (digital and face-to-face) allowed us to increase our chances of a positive response.

To persuade the company to sponsor our event, we had to ask ourselves the right questions so that we could answer them better and come up with the best arguments.

Indeed, sponsoring our event will give the company good visibility among Carlow students while reinforcing the sponsor's image.

People will be coming to this event to enjoy an evening with their friends in a warm and friendly atmosphere for the Christmas festivities during an exam period to relax. All this while enjoying a complimentary drink and comforting snacks.

There were several advantages to sponsoring our event. The chain could benefit from increased visibility with a student audience, an initiation to donate profits to an association and an opportunity to strengthen the commitment of their regular customers and find new ones.

V. Event marketing

a) Branding the event

With our event, we wanted to convey a warm, festive image to our audience. By using the semi-covered terrace of the Harry Burkes, we were able to retain the very spirit of our open-air cinema, while ensuring the comfort of participants. This setting enabled us to offer an original and convivial experience, whatever the weather.

The choice of the film *Home Alone* was not insignificant : it's a Christmas classic that speaks to everyone and reinforces the festive spirit we wanted to convey. By decorating the space with Christmas elements and adding accessories like plaids and hot water bottles, we emphasised comfort and conviviality. We also used Christmas accessories, such as greenhouse heads, to further reinforce our theme.

Snacks such as popcorn, pancakes and cookies, as well as a cocktail inspired by the film, added to the cinematic atmosphere and the idea of a thoughtful evening. The Christmas music played before the film helped to immerse the participants in a festive and comforting atmosphere.

The image we wanted to project was that of an accessible and carefully organised event, capable of offering a unique and warm moment where everyone can feel at ease and share an experience that prepares for the arrival of Christmas.

b) Target Markets

- **Main Target Audience** : The event targets mainly SETU Erasmus students aged **18 to 25**, with a particular focus on **French students**. The choice of the cult film “*Home Alone*”, set in Paris, and our desire to get together one last time before returning home to celebrate Christmas, added to the appeal of this festive and convivial evening among Erasmus students.

- **Secondary audience** : Anyone who wanted to enjoy a warm and festive evening was also invited, even if it was mainly students aged **18 to 25 studying at SETU**.

c) Marketing Mix : Product, Price, Promotion, Place

1. Product:

We organised a screening of the Christmas film “*Home Alone*” on the semi-covered terrace of the Harry Burkes, offering students an opportunity to relax in a warm and festive atmosphere. To make the experience even more immersive, we provided a food stall with popcorn, pancakes, cookies, drinks and an exclusive cocktail called “*Kevin*”. Plaids, hot water

bottles and space heaters were provided to ensure the comfort of participants, while themed decorations (garlands, Christmas tablecloths, festive headbands) and a playlist of Christmas songs completed the friendly and magical atmosphere. The aim was to create a memorable evening, promoting togetherness and celebrating the spirit of Christmas.

2. Price :

Proposed rate : The **€5** price, including a free drink, was set to remain accessible and attractive to our student audience. The drink included adds value to the entry ticket, which has encouraged purchase. By contributing to the **Movember** association, this event also takes on a solidarity dimension.

3. Place :

The event took place on the semi-covered terrace of the **Harry Burkes**, which combines the spirit of an open-air cinema with the comfort needed for the season. This space protected participants from the elements while allowing them to enjoy the experience in a cosy and welcoming setting.

Back-up plan :

In the event of extreme weather conditions, the fully covered and heated terrace meant that the event could go ahead without having to change venue, thus avoiding any logistical complications or inconvenience for participants.

4. Promotion

On Instagram, we posted lots of stories, photos and real-life stories to keep the attention on our event and intensify its promotion right up to the big day.

Word of mouth : The team mobilised their personal network to promote the event, telling their flatmates, friends and members of sports associations, such as rugby.

d) Objectives of the Promotional Plan

Attention :

The first objective was to attract the attention of students. To do this, we mainly used Instagram, with a dynamic campaign that included stories, photos and real people to generate interest. In addition, the choice of the film "Home Alone", which is very popular and emblematic of Christmas, added to the appeal of the event.

Interest :

To generate interest, we promoted the event as a complete and convivial experience: an open-air cinema in a cosy atmosphere, with a variety of snacks and Christmas music to immerse participants in the festive spirit from the moment they arrived. What's more, it's an opportunity to spend some time together, without having to pay the full price of a cinema session, in a much warmer and more relaxed atmosphere.

Desire :

To create desire, we offered attractive benefits : a **€5** ticket price, including a free drink, as well as an exclusive cocktail prepared for the occasion. The event was designed to be a unique experience, with the option of an after-party at Harry Burkes to prolong the magic of the evening.

Action :

Finally, we made it easy to take part by setting the price of tickets at **€5**, with a free drink. This attracted a maximum number of participants.

As far as the volunteers are concerned, we've also thought about their experience. They were given Christmas accessories, **1 free drink** and **1 snack** during the screening, allowing them to make the most of the event while getting a behind-the-scenes look at how it was organised.

e) Communication Plan :

Communication objective :

The main objective of our communication was to promote the 'Moonlight Movies' event, by highlighting a unique opportunity to get together around a classic Christmas film in a festive and relaxed atmosphere, while promoting social links. The aim was to attract as many participants as possible, mainly SETU Erasmus students, to enjoy themselves, while emphasising the accessible and festive aspect of the event.

Slogan: *"It's time to get groovy, join us for Moonlight Movie !"*

This slogan was chosen for its simplicity and dynamic feel. The word 'groovy' evoked a relaxed and happy atmosphere, perfectly in keeping with the festive spirit of the event. What's more, the word 'groovy' rhymes with the name of the event "Moonlight Movie", making the slogan easy to remember.

Means of communication :

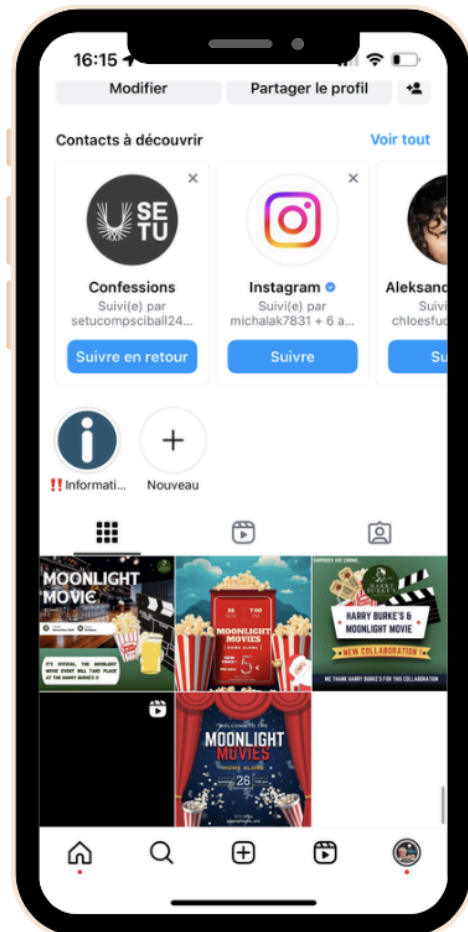
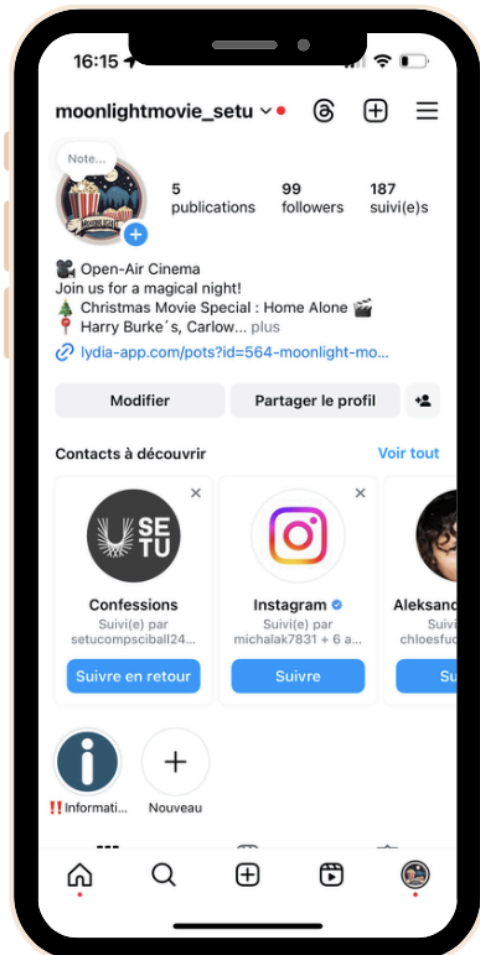
Media communication : Instagram

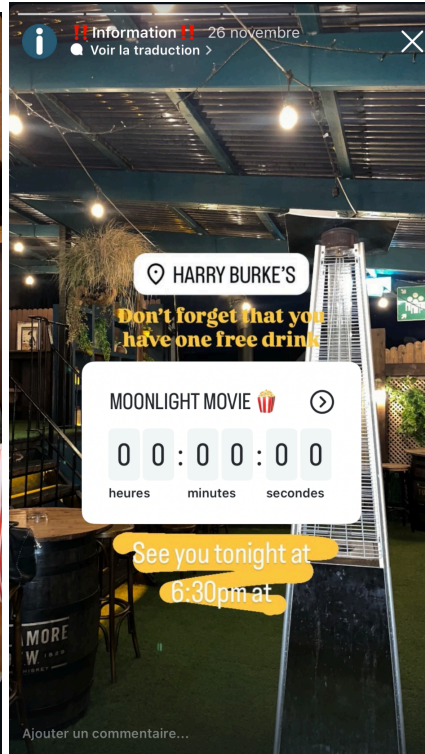
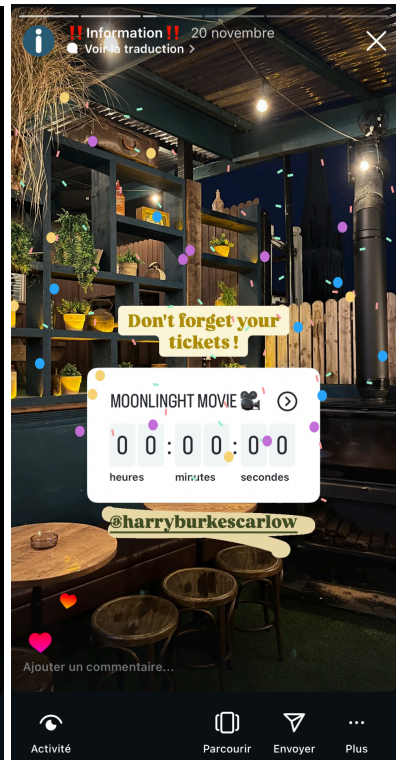
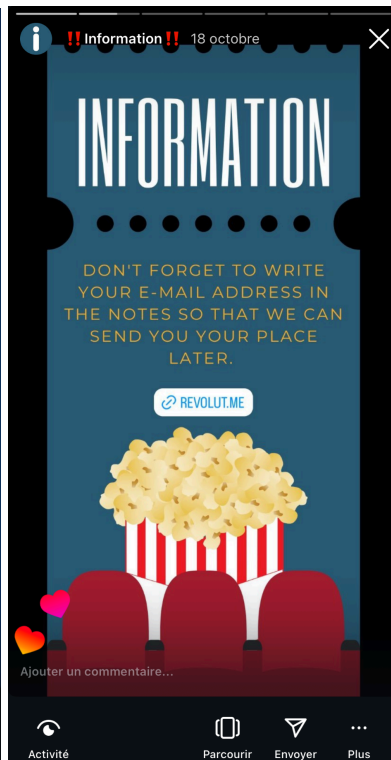
This visual channel enabled us to share information, teasers and regular reminders to generate excitement.

Non-media communication : Word of mouth

SCHEDULE DATES	KEY MESSAGE	TARGET AUDIENCE	COMMUNICATION MODE
16 OCTOBER 2024	Announcement of the event, date, time, venue and price	SETU student, aged between 18 and 25	Instagram (Post)
18 OCTOBER 2024	Reach more people thanks to the audience generated by a Reels, encourage them to buy a ticket, remind them of our event	SETU student, aged between 18 and 25	Instagram (Reels)
18 OCTOBER 2024	Information about payment and the information to be provided	SETU student, aged between 18 and 25	Instagram (Story)
29 OCTOBER 2024	Announcement of our sponsor and thank you	SETU student, aged between 18 and 25	Instagram (Post)
8 NOVEMBER 2024	Announcement of any changes to the event, price and venue	SETU student, aged between 18 and 25	Instagram (Post)
19 NOVEMBER 2024	Last post, reminding you that the date is approaching, announcing the latest information about the event	SETU student, aged between 18 and 25	Instagram (Post)
20 NOVEMBER 2024	reminder that the date is approaching and that you need to pick up your tickets	SETU student, aged between 18 and 25	Instagram (Story)
26 NOVEMBER 2024	Reminder that the event will take place this evening at Harry Burkes	SETU student, aged between 18 and 25	Instagram (Story)
26 NOVEMBER 2024	Countdown over, the event to begin and thanks to the participants and our sponsor	SETU student, aged between 18 and 25	Instagram (Story)

Our post :



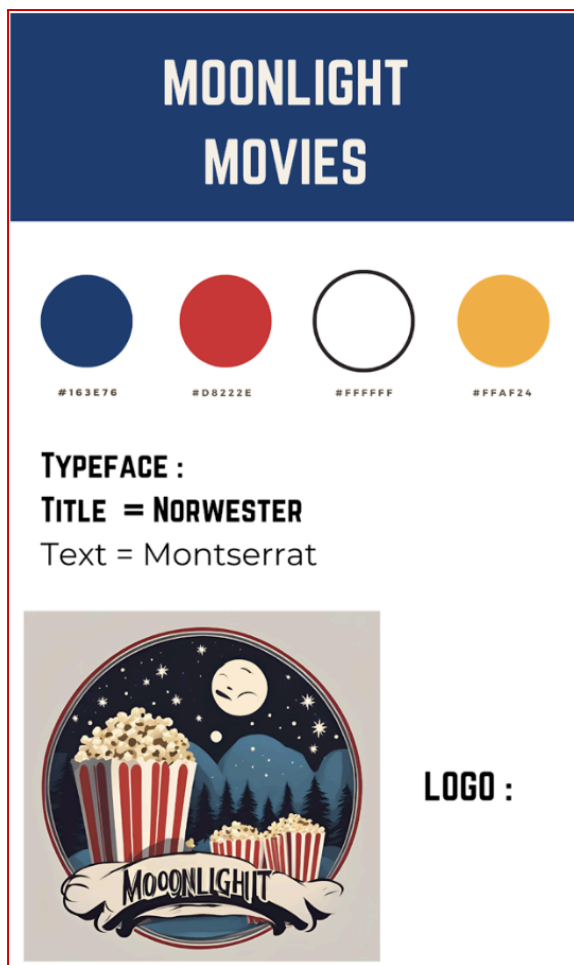


Link :

https://www.instagram.com/moonlightmovie_setu/profilecard/?igsh=MW1zeHhnMDBpZjJicQ



Graphic charter



The logo depicts a starry night with mountains and popcorn in the foreground, under a smiling moon. This visual perfectly illustrates the concept of Moonlight Movies, a semi-open-air cinema evening. The warm, retro style evokes an atmosphere of conviviality and nostalgia.

For the colours, we chose those most reminiscent of Christmas. As for the writing, we wanted to keep it simple.

f) Public relations plan :

<p>Highlights:</p> <ul style="list-style-type: none"> - Warm atmosphere with decorations, drinks and snacks - Cult film 'Home Alone - Possibility of an after-party at Harry Bakes, once the film is over - Very affordable ticket, with drinks included 	<p>Weaknesses :</p> <ul style="list-style-type: none"> - Depends on the weather (even if the terrace is semi-covered, if it's too cold, nobody comes) - Additional cost for participants, if they want cocktails and snacks as well - Volunteer management
<p>Threat :</p> <ul style="list-style-type: none"> - Several events take place during this period - The number of spectators is lower than expected - Less comfort than expected 	<p>Opportunity :</p> <ul style="list-style-type: none"> - Potential for promotion on social networks - Collaboration with a local bar - Involvement of a young audience

VI. Contractual considerations and risk management

To organise our event, we had to draw up several contracts.

Firstly, a partnership contract with Harry Burke's Bar. This was our most important contract.

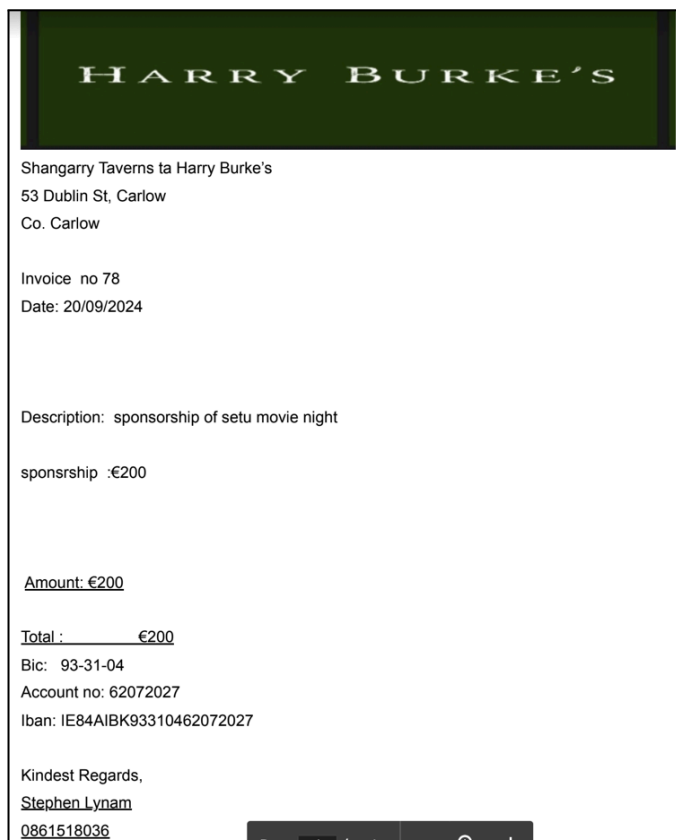
a) Partnership contract

Thanks to a partnership file, we presented our project to various companies. This file highlighted the benefits that a company would gain by sponsoring our event. Harry Burke's Bar, represented by Stephen Lynam, became our main sponsor. It was agreed that the event would attract customers to his bar after the screening and throughout the year and that we would advertise his bar. In exchange, he sponsored us to the tune of €200 and made available an open room at the back of his bar for us to hold our event.

We then drew up a contract for volunteers.

b) Volunteer commitment contract

The purpose of this contract is to commit our volunteers so that they understand how important they are to the smooth running of the event. We have specified everyone's role in order to ensure better coordination on the day of the event.



HARRY BURKE'S

Shangarry Taverns ta Harry Burke's
53 Dublin St, Carlow
Co. Carlow

Invoice no 78
Date: 20/09/2024

Description: sponsorship of setu movie night

sponsorship :€200

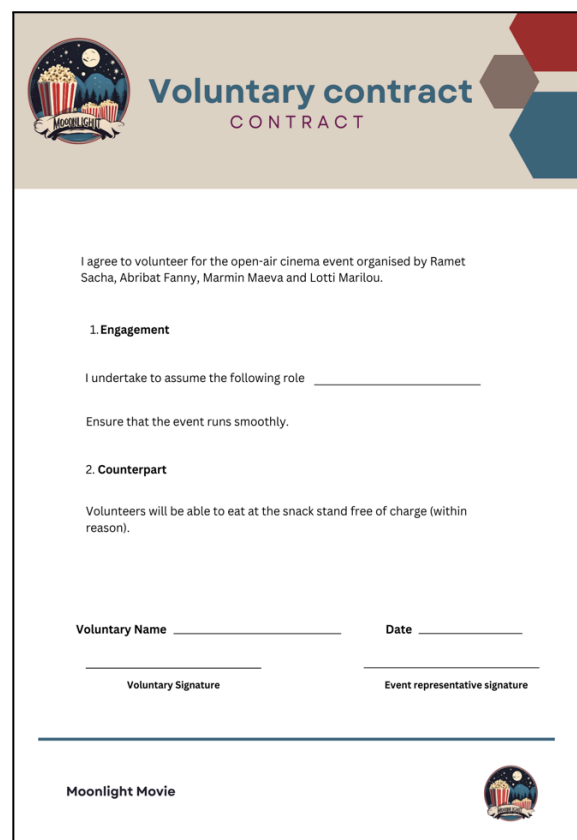
Amount: €200


Total : €200

Bic: 93-31-04
Account no: 62072027
Iban: IE84AIBK93310462072027

Kindest Regards,
Stephen Lynam
0861518036

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 **Voluntary contract**
CONTRACT

I agree to volunteer for the open-air cinema event organised by Ramet Sacha, Abribat Fanny, Marmin Maeva and Lotti Marilou.

1. Engagement

I undertake to assume the following role _____


Ensure that the event runs smoothly.

2. Counterpart

Volunteers will be able to eat at the snack stand free of charge (within reason).

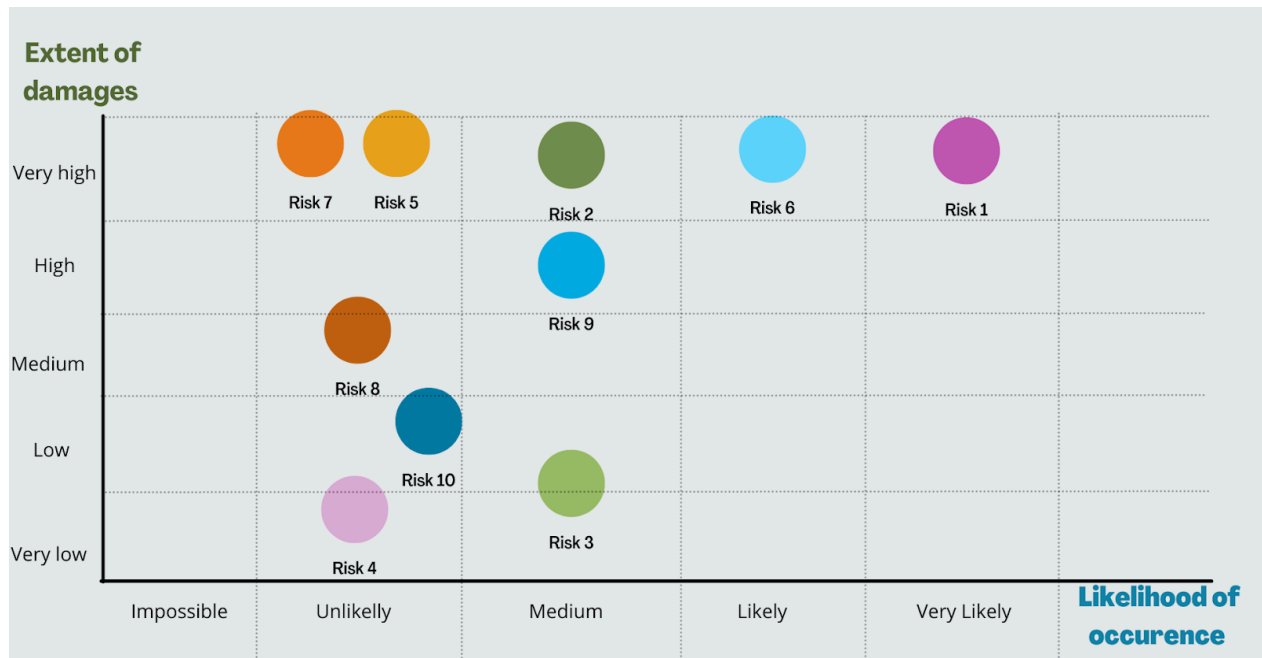
Voluntary Name _____ Date _____

Voluntary Signature Event representative signature

Moonlight Movie 

c) Risk management plan

To carry out this event, we had to take several potential risks into account. And we had to put in place appropriate resources and controls to respond to each potential risk.



Risk 1 : Weather

Risk 2 : Television and Speaker failed

Risk 3 : Participants speak too loudly

Risk 4 : Food and drink not good

Risk 5 : Television fire

Risk 6 : Someone choking with food

Risk 7 : Heart attack

Risk 8 : Damaged leased equipment

Risk 9 : Nobody comes

Risk 10 : Fight

1. Weather risk

The event took place in a semi-open room at the back of the bar to protect us from any bad weather. But we're never safe from a storm or difficult weather conditions. That's why we had agreed in advance with the bar owner to be able to retreat indoors and show the film on the bar's interior screens in case the semi-open room wasn't usable.

2. Television and speaker failed

To compensate for any equipment failure, we visited the venue 7 days before the event to test the television, speakers and wifi to ensure that they were working properly. We also provided back-up solutions in case any of the equipment failed. For the television, another one was available inside the bar so we could swap. For the speakers, we took along a large portable speaker and for the wifi we had our phones so we could share the connection (which we had to do because the wifi wasn't working...).

3. Participants speak too loudly

An announcement was made at the start of the evening to remind participants that the event had to be held in a calm atmosphere so that everyone could hear the film properly.

4. Snack quality

All the snacks (popcorn, cookies, pancakes) were stored in good conditions and checked before being served.

5. Television fire

We checked that the equipment was in good condition beforehand and a fire extinguisher was present in the room in case of need.

6. Someone choking with food

The snacks were easy to eat and one of the volunteers was trained in first aid. A telephone was also available in case of emergency to contact 112.

7. Heart attack

We have asked participants to report any major health problems in advance and, as mentioned above, we have a volunteer with first-aid training and a telephone always nearby for 112.

8. Damaged leased equipment

We secured the equipment so that participants could not touch it, and inspected it before and after the event.

9. Nobody comes

We have maximised communication and reminders of our events to avoid this problem. We have also adapted the quantities of snacks in case of low participation.

10. Fight

We created a friendly, relaxed atmosphere to avoid problems of this kind, and we ensured that the participants got on well with each other.

d) Crowd control

To ensure a calm and safe event:

1. Security and surveillance

- We and our volunteers kept an eye on the participants. As the hall was not very large, we were able to keep an eye on everyone.

2. Emergencies

- Anyone causing a disturbance had to be discreetly removed from the room with the help of the bar staff.

3. Communication

- We communicated loudly to announce the start of the film, the snack stand and so on.

4. Entrance and exit

- A member of the group was positioned at the entrance to the bar to welcome participants and check them off our list, and a volunteer was responsible for accompanying them to the screening room at the back of the bar.
- Exits were made naturally after the end of the film.

e) Crowd management plan

1. Number of participants

- We have planned for a 70-80% occupancy rate (maximum of 50 participants) to ensure the comfort of the audience.

2. Expected behaviour

- A festive and friendly atmosphere.

3. Layout

- A snack stand was set up in a strategic location at the entrance and behind the screen to avoid crowding and disrupt the film.

4. Emergency assistance

- Emergency exits were indicated, as the bar is licensed to receive the public.

5. Accessibility

- Unfortunately, the venue was not accessible to people with reduced mobility, as there were two steps to get to the venue. However, we could offer to help people who had difficulty getting into the room.

VII. Event and logistics services

a) Event Schedule

Here is our schedule for the "Home Alone" movie night:

The "preparation" (2 months in advance) :

-> Search for potential sponsors : First, the search for sponsors took place for a month and a half. We started by writing down **potential sponsors on an excel** spreadsheet with the phone number, email and other contact details next to each of them. Here is the excel spreadsheet created below :

1	COMPANY	EMAIL	PHONE	SOCIAL NETWORKS	MESSAGES SENT	TYPE OF MESSAGE	REPONSE	APPOINTMENT
2	Barracks	info@thebarracks.ie	(056) 914 1781		OUI	e-mail		
3	Seven oaks	info@sevenoakshotel.com	353-(0)59-9131308	https://www.instagram.com/seven_oaks_hotel_carlow/	OUI	e-mail		
4	Tully's	workwithtullys@gmail.com	(056) 913 1862		OUI	e-mail		
5	Woodford Dolmen		353 56 914 2002	https://www.instagram.com/woodforddolmenhotel/?hl=fr	OUI	Instagram		
6	Carpenters Bar & Lounge		(056) 914 3049		OUI	Instagram		
7	The Irishmans Bar	theishmansbar@gmail.com	(056) 913 1171		OUI	e-mail		
8	Dinn Ri	info@dinnri.com	353 (0)59 9133111	Ne recois pas les message	OUI	e-mail		
9	Corcoran's bar		(056) 914 1200	@corcorans_bar_carlow	OUI	Instagram		
10	Carpe Diem		(056) 913 4580	@carpediemcarlow	OUI	Instagram		
11	Fancy Dress carlow	hello@partyworld.ie			OUI	e-mail		
12	Racey Bynnes Bar		(056) 913 1760		OUI	e-mail		
13	IMC Cinema Carlow	imo.ie/contact-us/Carlow/			OUI	P2F	Négatif	18/10 after 5 pm
14	The Thatch		(056) 913 4108	@thethatch_graigueculien	OUI	Instagram		
15	Reddys of carlow	info@reddyscarlow.ie	(056) 914 2224		OUI	e-mail		
16	Complex Cinema	https://www.complex.ie/company/contact			OUI	e-mail		
17	Miller Bar		(056) 914 3952		OUI	e-mail		
18	Harry Burkes Bar	harryburkesbarcarlow@gmail.com	086 151 8036		OUI	P2F	Give 200€	Friday 18/10 at 8 pm
19	Scaggs Alley			scaggsalleycarlow	OUI	Instagram		
20	The Med Bar	carlowarmed@gmail.com	(056) 914 1108	themedbarcarlow	OUI	e-mail		
21	Salt bar		(056) 913 3456		OUI	Instagram		
22	The Castle Tavern		(056) 914 0279	thecastleavoncarlow	OUI	Instagram		
23	Scaggs Alley	carlowscaggsalley@gmail.com		scaggsalleycarlow	OUI	e-mail	Thank you for contacting us. Please feel free to send sponsorship applications to carlowscaggsalley@gmail.com. If you'd like a bit of space to raise extra funds, we can organise event evenings in our Good Room, where we can host music, games nights, quizzes and more. The room can accommodate between 55 and 65 people.	
24	The Tara Arms Bar & Lasy River Cafe	Envoyer mail sur le site : https://tararms.ie/contact/	(056) 915 1305		OUI	e-mail		
25	Sheerins pub	Sheerinsbar@gmail.com	(056) 444 3169		OUI	e-mail		
26	JJ's Bar & Lounge		(056) 915 1286	@jjsbarandlounge	OUI	Instagram		
27	The Hunters Rest Bar	HuntersRestFenagh@gmail.com	(056) 972 7155	huntersrestfenagh	OUI	e-mail		
28	The Red Lion		(056) 972 1814	The Red Lion, Stown	OUI	Instagram		
29	Walshes of Killarig	walsheskillarig@gmail.com	(056) 916 3650		OUI	e-mail		
30	Moka	mokacarlow@gmail.com			OUI	P2F		
31	Alive & Well				OUI	P2F		Saturday 18/10 morning
32	Waterlilies	claytonlong217@gmail.com			OUI	P2F		

-> Contacting potential sponsors : We noted a total of 36 sponsors that we will then contact by email, phone call or social networks using an email written in advance.

-> Creation of visuals for social networks : We began creating visuals for our social networks using Canva pro software.

-> Designing the atmosphere of the event : We thought about and wrote down ideas to make the event warm and friendly.

-> Planning booth layout and space usage : Next, we thought about how the booths would be set up, what we wanted to sell, and how the space would be used.

-> Researching screening equipment : We researched the equipment needed to screen the film.

Two weeks before the event :

-> Post final details on social media (date, time, location, special cocktail, and promotions).

-> Work with the bar to organize the event (decorations, food stands, screen layout, and music).

One week before the event :

-> **Reminder to participants on social networks** and **calls to action** for the purchase of tickets.

-> **Final coordination** with the bar to ensure the smooth running of the evening, test the television for the screening of the film and purchase of HDMI cable for the screening of the film.

D-Day (from 5pm) :

Installation of decorations at **5:15pm**. Setting up of stands. Checking the sound and visual quality of the TV.

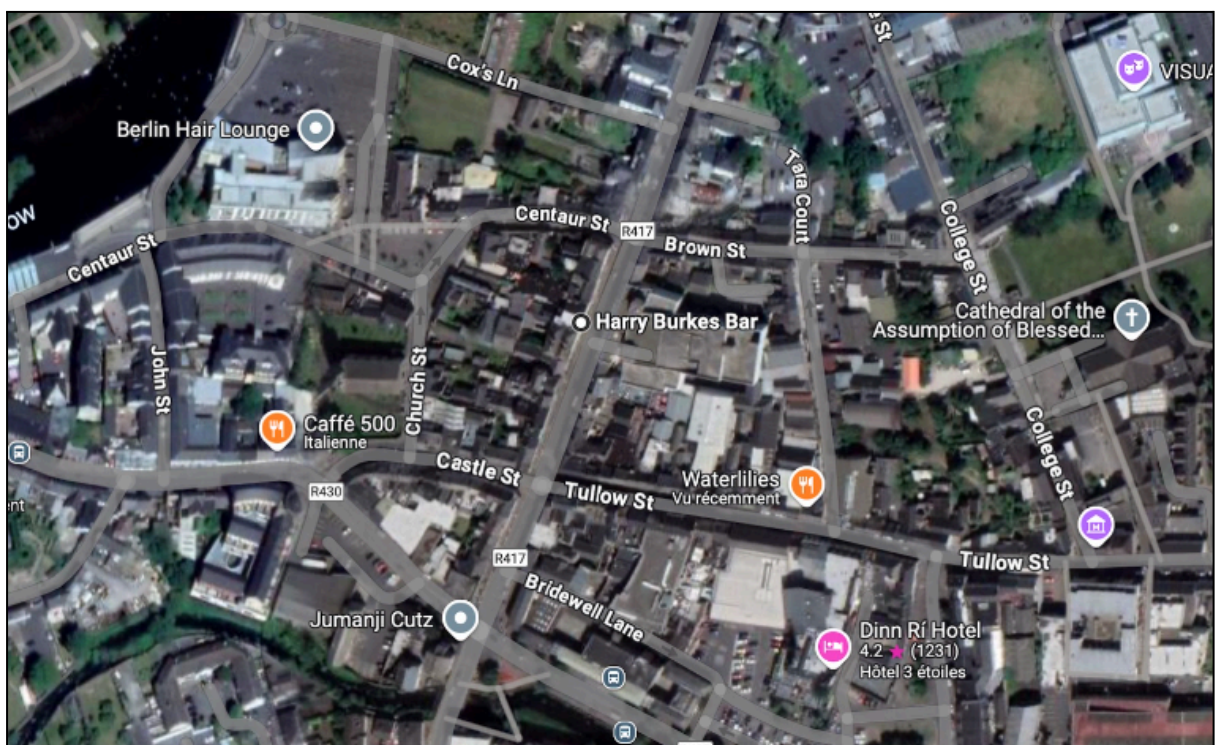
Welcome of participants at **6:30pm**, with explanation of the drinks offered and prices of snacks. Start of the screening at 6:40pm and monitoring of the atmosphere during the screening.

After the event :

Collection of feedback from participants and volunteers.

Thanks to the sponsor for their support and thanks to all participants for coming.

b) Site Map



c) Facilities Plan

Bar Entrance/Exit :

The **reception table** with ticket control and purchase possibility.

The 2 bins on the left for waste management.

Bar terrace :

Seats installed in different places on the terrace: table in front of the television, table at the back, tables on the sides.

Television located to the left of the entrance to the terrace facing the rest of the terrace.

Film is visible on the central television of the bar terrace.

The **food stand** will be located next to the clearly visible projection area

d) Food and Beverage Operations

For this event we have chosen to install two stands, one for **popcorn** and a second for **cookies/pancakes**.

We place the two stands **at the entrance** to the terrace to facilitate the passage of people to the bar and so that they can collect their snacks before settling in.

The **objective** of these stands is to **improve the experience of the participants** while offering a friendly and festive atmosphere.

e) Waste Management services

Regarding the waste management service, we thought beforehand about an organization for the location of the bins that we will install, the way we will collect the waste (recycling) as well as the organization to monitor this management.

First of all, we decided to place the bins at different strategic locations on the terrace :

- At the **entrance** and **exit** of the terrace
- **Next** to the food and drink **stand**
- **Next** to the film **screening** area

Regarding the way in which the waste will be collected, we wanted to allow participants to sort their waste by offering **a normal bin** and **a bin for recycling**.

Finally, regarding the monitoring of waste during the evening, the team and volunteers monitored the terrace as well as the bins in order to empty the bins when they are full and collect the waste that was not thrown away.

At the **end** of the event, the **whole team cleaned the terrace** and made sure to leave the place the same as before the event. The rubbish was thrown in the Carlow waste areas.

f) Services de transport

We have **published the address** and a map of Carlow to help with directions to the bar, including nearby bus stops and Bolt bike parking.



Address : 53 Dublin St, Carlow, R93 R221

Green square : Bolt bike parking

Pink circle : bus stop

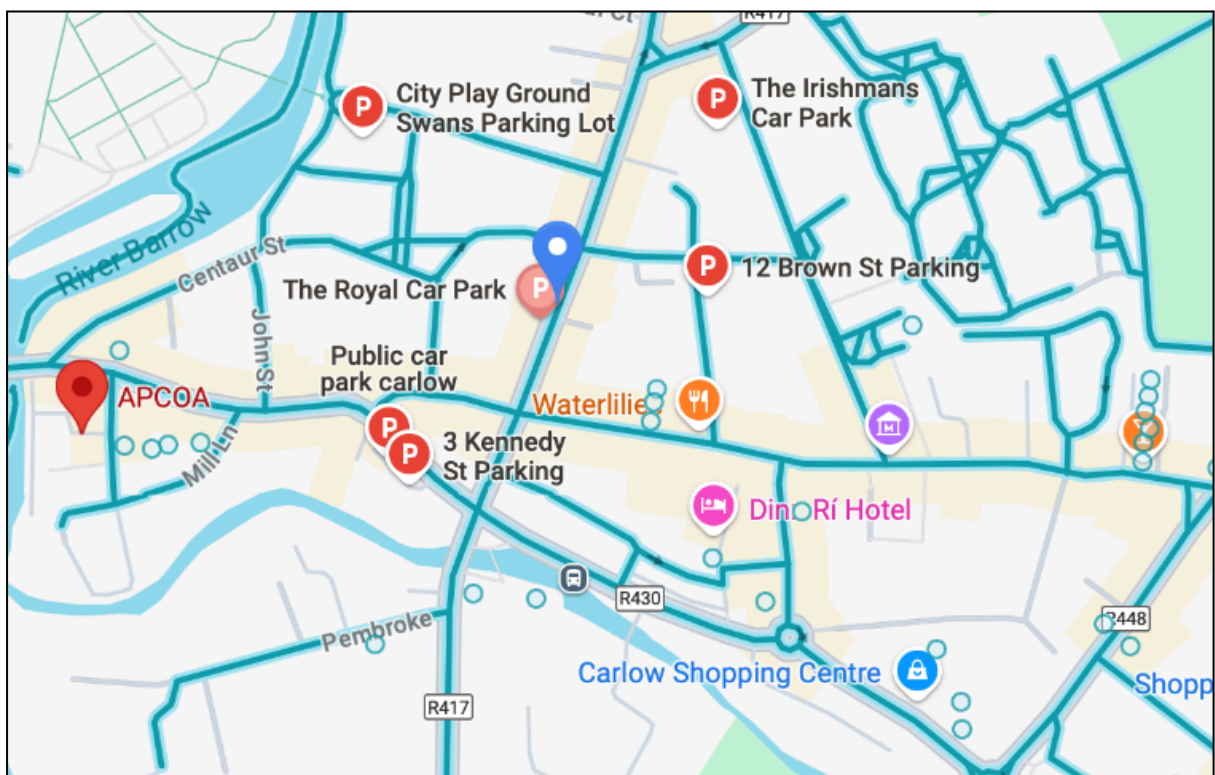
Yellow triangle : Harry Burk's Bar

g) Plan de stationnement

For those coming by car, we recommend that you park in the APCOA car park. This car park, just a 6-minute walk from the bar, is open 24 hours a day, which makes it much more convenient than other car parks that are not open all day.

For those on foot, HarryBurck's is located at **53 Dublin St, Carlow, R93 R221**.

It's easily recognisable by its green shop front and prominent sign. The bar is also located on a shopping street, making it easy to find.



VIII. Event Evaluation Plan

a) Financial Measures of Success

We'll start by looking at the different tables we noted during the 'forecasting' phase and comparing them with the results obtained.

	Predicted	Actual
Ticket sales	150€	105€
Snack sale	10€	10€

Although this figure was slightly lower than expected, it was still a good turnout. We had 17 tickets purchased online and 4 in cash on site.

As far as ticket sales are concerned, we sold fewer tickets due to the drop in attendance. In addition, we weren't expecting high sales of snacks because of the reduced number of participants, but we made them attractive, sold them and made 10 euros, which was positive because we were afraid we wouldn't sell anything and our prices were very low.

Finally, guest satisfaction was quite good, participants liked the decoration and the feedback was quite positive.

Revenue	Expenditure
315€ (with sponsor)	184€

In total, we raised **131** euros for the Movember charity.

The project paid for itself thanks to a significant contribution from the sponsor and good cost management.

b) Success of Marketing Plan

In terms of marketing, we aimed for a strong presence on Instagram with posts, stories and reels. Our goal was to reach 100 followers and get 10 to 20 likes per post, which we achieved by reaching 100 followers.

Instagram subscriber	100	99
Like post	10 à 20	10 à 20
Attendance	30	21

We posted 5 Instagram posts and 6 stories. So our target was reached.

For participation we expected a maximum of 30 people and a minimum of 15 people. Our target was reached with 21 people taking part, which represents a good engagement rate for our event.

Our communication on Instagram was clear and informative about participation in the event to mobilise the public to come along.

The information given was about online ticketing, payment on site, the venue, our sponsor and about snacks and drinks on site.

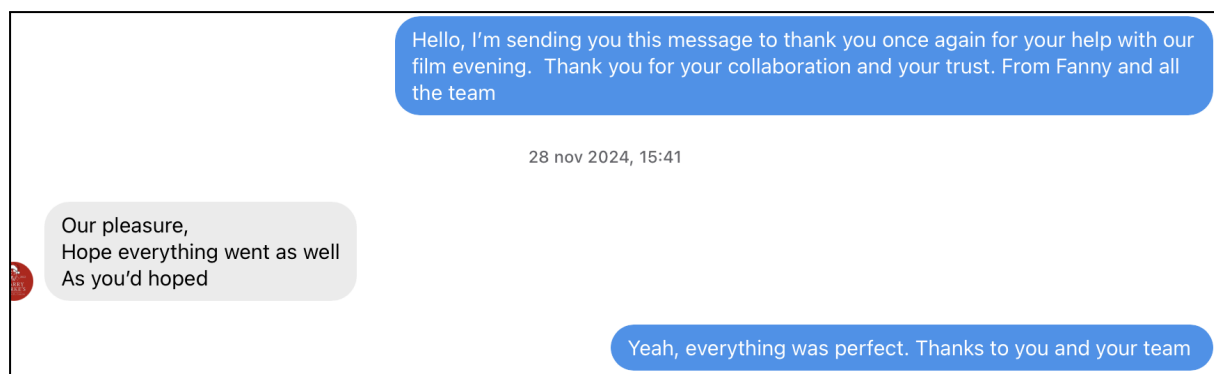
Where we could have improved was by creating a poster and posting it in strategic locations at SETU, such as the toilets, changing rooms and library.

c) Sponsor Feedback

Harry Burk's was very satisfied with our collaboration, thanks to this event, the bar benefited from high visibility as it was our main sponsor and from several customers on a Tuesday evening.

As far as the participants were concerned, we had a lot of positive feedback, which reinforced their image. Our collaboration with the bar enabled us to create a smooth and seamless event, thanks in particular to their terrace, their TV and their financial support.

At the end of the evening, we warmly thanked the bar and its staff for their invaluable help both before and after the event.



d) Post-Event Debrief and Feedback

We arrived at the bar at 5.30pm to set up the decorations and food stall. The participants arrived at 6.20pm. Their identity was checked at the entrance to the bar to make sure that they had paid the entrance fee, otherwise we would cash them in. The film was launched at 6.30pm, with one person manning the food stall and two looking after the drinks on offer.

After organising this event, we have a number of points that could be improved:

Logistics organisation	Communication and promotion	Financing and partnerships
We should have found out earlier about projector and loudspeaker hire, what it would cost and how it would be arranged. If we had done this, we could have had a more specific budget forecast for technical equipment expenses or explored partnerships for free or low-cost loans.	Communication could have been stepped up, with more information on how the event would run, such as the free drink on arrival and the closing time to reassure people that it wouldn't last long.	We should have started looking for sponsors earlier so that we could have several, done face-to-face meetings earlier and sorted out the companies that were most willing to sponsor us.
Anticipate the need for a licence to screen films in a private space. (university). We would have liked to find out more about this and the time it takes to obtain the agreement of (SEE MAIL NAME OF ASSO) and find out about the price.	Posters should also have been created and displayed throughout the university in the areas most used by students, such as the cloakrooms, corridors and toilets.	We should also have offered a lower price right from the start to attract more people.
Plan in advance to order Christmas decorations so that you can have cheaper ones delivered instead of buying them on site, or explore partnerships for free or cheaper loans.		
Have a back-up plan in advance in case the bar's wifi connection doesn't work properly. This was the case and we found the solution of sharing the connection with one of our phones and it worked very well, but this solution could have been anticipated beforehand.		

Provide a cash drawer to be able to separate all the money coming in during the event in order to separate the sale of snacks, the entrance fees paid on site as well as the money we spent to pay for the free drinks. This would have made it easier for us to do the accounts at the end of the event.		
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