Christmas around the world!

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PREFACE

This report is written within the minor of 'Co-Creating Events & Designing Experiences' at Breda University of Applied Sciences, located in the Netherlands. The report provides post-experienced insights into all relevant subjects necessary for preparing and executing an event successfully as an integral part of the specialization.

The event executed took place on Tuesday, the 11th of January 2021 in an online setting as a preventive measure due to the on-going covid19 pandemic.

Aiming to learn relevant aspects of strategic planning, successful media communication, logistical and timely matters, as well as hospitality within the course, this end report focuses on all the above stated.

Unless quoted differently, all contents are written by:

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INTRODUCTION

The end report is a report about the event New Year's Around the World, that took place on the 11th of January in 2022. The event had to be changed several times because of the COVID-19 regulations set by the Dutch government.

The original idea was to have a Christmas related event, as Christmas is a very popular time during the year and the main goal of the event was to make feel internationals at home in the Netherlands.

With the original way the event was planned, they would also learn about different countries and cultures.

The original idea was to have an event called 'Christmas Around the World' where visitors could start the event by having a glass of glühwein, then by enjoying dishes from six different countries that were mostly represented at Breda University of Applied Sciences, followed by an afterparty with a DJ. The event would take place at sports bar/café Old Dutch in Breda from 18:00 till 00:00.

However, this event could not take place as eventually the whole Netherlands had to go into a lockdown. Therefore, the alternative of an online event was held on the 11th of January. The online event had a Kahoot quiz, where participants could win prizes.

OVERVIEW OF THE DIFFERENT CHAPTERS

This end report can be seen as a detailed approach to our own event that was executed on the 11th of January 2022. After reading this report, other people should be able to organize the event in the exact same way as we did. Each chapter of this report focuses on a specific subject that is related to the execution of the event. Those chapters are explained in more detail below.

The first chapter of this report will describe the concept and design of the event. It gives all insights that are needed to understand the underlying thoughts about the concept.

The second chapter of this report will focus on the program that relates to the event. Here, a detailed overview is given that contains the Who, What, When Why and How.

The third chapter will show the marketing and media aspects that are crucial for the event. It explains how the target audience can be reached best and it clearly shows coherence in all social media posts.

The fourth chapter will address the organizational part of the execution of the event. Several logistical elements will be discussed, such as how the flow of people and goods can be managed in the most efficient way. Furthermore, the location (Old Dutch) will be analyzed.

The fifth chapter will focus on hospitality. Since the event can be considered as a food event, hospitality is an important aspect to address within this report.

The sixth chapter will analyze the period of the event that is needed to properly execute the event.

The seventh chapter of this report will focus on the organization behind the execution of the event.

The eighth and final chapter of the report will address the conclusions and recommendations.

DESCRIPTION OF DIFFERENT ANALYSES

In this chapter the sub sector of the event is described, as well as some trends, the organizer and the best practices.

ORIGINAL EVENT

The original event was called the Christmas Around the World event, which would have been an international small bites dinner, with a quiz and afterparty with a DJ.

Sub sector of original event

In the book 'Events as a Strategic Marketing Tool' events are distinguished between two types of events: cooperate and public events. In this case the original event was a public event; focus on amusement and food. Public events have four main objectives, according to Kuiper and Kamp (2015): aesthetic, idealistic (educational/social), entertainment and commercial. The original event was a combination of both entertainment and idealistic, since the quiz would give information about different cultures.

Trends

In the original idea, several trends were used. These trends were:

- Social media
- Plant-based diets; vegan and vegetarian options
- Heritage cooking
- Sharing economy and co-creation

Social media

The event was mostly promoted via social media channels. Both Instagram and Facebook were used to attract and inform (potential) visitors to the event. On Instagram, the feed would have a similar look and feeling, as also described in the chapter of media&marketing. With the use of hashtags, mentions and emojis, the posts were created and interaction could begin. On Facebook, both an event page as well as an organizer page were created to post the same posts as we did on Instagram. For Facebook, likes are most important.

Plant-based diets

In the last couple of years, people do not only eat meat anymore. There has been a shift to plant-based diets. A lot of companies have now those vegetarian and vegan options, and therefore it would have been wise to implement this trend in our event as well. By deciding which dishes, we would include, from whatever country, we could look for a non-meat option. This would have satisfied everyone's needs.

Heritage cooking

Heritage cooking is understanding the embracing of cultures through food. Many different countries around the world have different recipes passed down for generations. By organizing the event in the way we planned, we would have incorporated the traditional dishes of several countries.

Sharing economy and co-creation

By doing research on which countries to represent, as well as asking people about different dishes,

we co-create. Also connect people together by including different countries, posting on social media and stories to which people could interact is a form of the sharing economy.

Best practices

The best practices of the original event would have been the six different dishes from six different countries. This was the main focus of the event, as visitors would really see how we included their country in our event, and with the food give a feeling of being at home. The food would also give a good topic to chat about, as visitors from that specific country could tell how it's made and why this dish is a traditional dish.

Good examples for this event were both Christmas parties being organized by bestpartiesever, since they are experts on throwing these kinds of parties. With their theming and use of entertainment options, we could see that it was possible to do both a quiz and an afterparty with a DJ. Another good example was the Dutch festival of 'Rollende Keukens' where food was the main topic of the festival, and with our event this was the case as well.

Actual event

Sub sector of actual event

The actual event was an online event that took place via Microsoft Teams and a Kahoot quiz was played. The actual event would not differ much from the original event, as the focus was still to entertain and to educate people about countries around the world. The event was also still a public event, as everyone could participate and see the link that was given via various social media platforms.

Trends

The trends used for the actual online event were:

- Social media
- Technological innovations and online events

Technological innovations and online events

The group continued using the same channels for promotion even after the event was changed. Thanks to technological innovations and the shift towards online events in the past two years due to COVID-19, the group was still able to execute the event using Teams for video call and Kahoot for making the quizzes that were played during the event.

CONCEPT/DESIGN

THE CHRISTMAS THEME

Suggesting different ideas for the execution of an event was part of the first supervised meeting within the minor to get a general idea of what everyone would like to embrace during the semester. Groups have not been formed yet, but since three group members were interested in Christmas related events (Dionne Mellema, Anouk Bogers & Timo Koll) it made sense to form Fantastic Four. The fourth member, Gergana Kircheva was interested in doing a music related entertainment offer, which could be nicely combined with the overall theme of Christmas.

Doing brainstorming together as an international group, two ideas have been developed:

1. Providing a Christmas market at the outside area of BUas with stands from countries all over the world.

2. Planning a Christmas dinner – *no framework*

Different considerations, such as logistical matters, the covid regulations, but also taking the weather into account needed to be made. Our group had a walk around campus and figured out that having a Christmas market outside with different stands would be a logistical masterpiece, as well as taking possible obstacles, such as precipitation into account. Additionally, the other groups in the class were consulted to suggest us as well to execute the event as a Christmas dinner.

PLANNING AN INTERNATIONAL CHRISTMAS DINNER

Considering the setting of 'Fantastic Four' being one of the rare groups, where Internationals were presented, Gergana and Timo had some input towards the Internationalization of events within Breda and the local student community. Due to most of the students at Breda University of Applied Sciences being Dutch – *roughly 80%* - and many Internationals not being able to go home during the Christmas days and often feeling lonely, the group has decided to create an international framework for the Christmas dinner.

By deciding to make international students the target group and wanting to make them feel at home in Breda, it was decided to make English the language of communication on all platforms to welcome everyone and exclude no one.

To this point, it was clear that a Christmas dinner in a globalized setting would be executed. Considering the hospitality aspect of the evening, as many students as possible should be attracted by representing their native countries in the form of a traditional dish served during the Christmas time in the respective countries.

The mission therefore was to unite people from all over the world and to cherish different cultures and food. Additionally, the aspect of travelling was considered as by offering food from countries all over the world, people will indulge themselves and travel with their senses around the world. The visitors should forget the hassles of covid-19 for one evening and meet new people and be able to expand their student network. Ultimately, the title of 'Christmas around the world' has been given to the project.

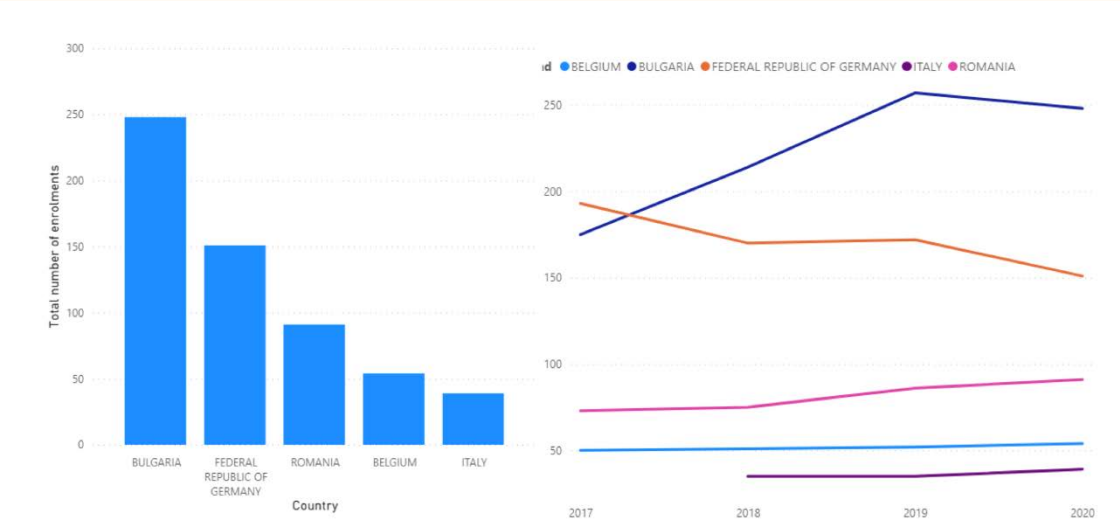
SEATED EVENT WITH AN AFTER PARTY

Since the framework of the concept was relatively clear an organization needed to be found, which firstly likes the idea and secondly fits within the concept. Three different venues have been considered and our group has ultimately decided to work together with The Old Dutch (*more details in Chapter 7; Organization*).

One of the biggest tasks was to decide whether a seated dinner with pre-decided meals should be served, or a buffet with small dishes and cocktail tables to chat with one another should be provided. Considering the logistical aspects of the organization as well as having plenty of opportunities to talk to one another on the dancefloor during the afterparty or outside the location, it was decided to have a seated dinner event with smaller dishes from several countries served by waiters onto the table. Visitors would hereby have a nice mixture between being able to sit and enjoy their food, but also to talk, interact and dance.

CHERISHING CULTURES AND THEIR FOOD

Research was being done about the most represented nationalities at BUas, which can be seen on the picture below.



Breda University of Applied Sciences, 2021

As the decision was made to present dishes from six different countries plus provide a free alcoholic beverage (mulled wine) beforehand, the group clearly wanted to focus on attracting as many international students as possible. The six countries where most BUas students are from – *except the Netherlands* – have been chosen to be represented with an individual dish during the evening. Those countries/regions are:

- Bulgaria (ca. 250 International students)
- Germany (ca. 150)
- Romania (ca. 95-100)
- Belgium (ca. 50-55)
- Italy (ca. 40)
- Curacao (ca. 30-40)

The concept of 'Christmas around the world' was feasible and clear. All relevant aspects of hospitality, logistics and finance, as well as marketing had been discussed with the responsible person of the chosen company, Old Dutch.

The following **vision** summarizes the concept:

Creating a feasible platform for the International Student community in Breda to cherish, interact and celebrity diversity.

By means of serving six different dishes from six different countries and having an afterparty the concept was steady. An additional element planned was an approximately 30 minutes long lasting quiz about different countries, food and customs from all over the world. It was considered to get help from international students and integrate them into the evening. During the planned afterparty with a DJ it was supposed to hear Christmas hits from all around the world, as well as party hits to which everyone could sing or dance along with.

Considerations could not be elaborated further due to the unfortunate cancellation of 'Christmas around the world'.

Design

Talking about the design of the event, the beneath portrayed decoration style has been decided on. The intention was to visualize a Christmassy look but keeping it rather classy and not overpowering it. Main colors chosen were white/beige underlined by golden elements, perhaps bringing some blue elements into it. The tables were supposed to be lightly decorated, additionally having a Christmas tree at the event venue was discussed.

Talking about promotional tools, the same style as for the intended decoration was used. Gold/white fonts were present, next to some typical Christmassy backgrounds with lights in the dark. More about these aspects can be found in the chapter of marketing and media.

After it was clear, that the Christmas-themed event could not take place, the design has only changed slightly by removing Christmassy aspects from the visuals and rather underline it with visuals, which would symbolize New Year's Eve (champagne classes cheering).

Adaption to 'New Year's around the world'

When the '5 pm lockdown' came into effect, it was clear to the group as well as to the organization, that the evening event could not go through as planned. Also, a potential shift to the early afternoon was kind of senseless, since the event was planned on a Tuesday and many students would still attend university at this time of the day.

After some consideration, the date of the event was shifted from the 9th of December 2021 to Tuesday, the 11th of January 2022 by renaming the concept to 'New Year's around the world'. The entire framework of the original event should have stayed, except providing Christmas dishes but rather having a more general approach of country related food. Research was done about this, and the preparations were ongoing, until a new press conference of the Dutch government announced a full-on lockdown at least until the 14th of January 2021, which forbid any kind of event execution.

With these measurements decided, it was impossible continuing any offline event and the partnership between the group and the Old Dutch had to be terminated with hopes to work in the future together again.

Online event

Still not willing to give up executing an event for Internationals, the group has decided together to shift the event online and stick with the date of the 11th of January. The lockdown has been in effect for about 3 weeks currently, barely giving people any space to meet up and socialize. The vision – *as mentioned above* – has remained the same and the concept accordingly needed to be adjusted to an online executable version of the original one.

The final concept of the online event has been decided together by means of a 'Quiz around the world', covering different topics of general knowledge of artists, events and countries all over the

globe. To make it technically as simple as possible and avoid any inconsistencies an easy format was chosen for people to join the event.

'Microsoft Teams' as a platform was the best choice, as students from the two universities of Breda – BUas and Avans – would follow online lessons there and would respectively have an account on Teams. By means of a quiz, the platform 'Kahoot' was chosen, as this is a widely used tool in universities and most students are familiar with it. One does not need to have an account nor subscribe to use Kahoot.

The concept was therefore to cover different topics of general knowledge, underlined by some chats with the participants of the quiz to get to know each other and hand out prices to the winners of each category. The atmosphere was supposed to be relaxed and inviting, everyone was welcome to join, and the language of communication was English. More details about the content can be found in *Chapter 2, Program*.

PROGRAM

Substantiating the concept, it was of utmost importance to find a program fitting the theme of 'Christmas around the World'. Several meetings with the person responsible for the organization have eventually led to a nicely thought through program.

CHRISTMAS AROUND THE WORLD

The evening was supposed to start at around 6pm by personally welcoming people with a free alcoholic beverage (*Glühwein*), or a non-alcoholic drink of one's choice. This was supposed to happen outside, so that everyone would find the place easily and could potentially already connect to other guests standing outside. A hot beverage during the cold wintertime brings people into the spirit of Christmas and warms them up from the inside. This was additionally seen as a way for smokers to be able to have a cigarette before the event would start.

Kicking the party off with a free drink ought to be a sign of hospitality and an inviting attitude. Once people would go upstairs to the event location on the 1st floor of the Old Dutch one of the group members or employees of the Old Dutch would ask people to show their QR code (proof of vaccination) and identity card. It would be about 6:30-6:45pm around this time and the visitors would be able to hang their clothes in a cloakroom. When it comes to sitting down at the tables, no distribution was supposed to be made, meaning people could sit wherever they want and mingle with others.

The event location 'Old Dutch' from the outside. The event would have been on the 1st floor (big window).

Supposedly starting at around 7pm with dinner six different dishes were prepared to be brought to the tables of the customers. The six courses were divided into starters, mains and desserts, so that 2 each could go per round. For each round approximately 30-35 minutes were planned to be followed by a small break in-between.

The dishes were supposed to be brought in by the employees of the Old Dutch and underlined with musical elements in the background by the countries were the food served is from. The multi sensational experience would cover the senses of tasting and smelling by eating the food, the sense of seeing by looking at the mesmerizingly decorated plates and the sense of sound by listening to typical folklore of each country in the background. The program during the dinner part was intended to be a full-on experience of a new dimension within travels.

The broad plan of serving the dishes was like this:

7pm -> Starters: Italy + Bulgaria

7:30pm -> Main courses: Curacao + Germany

8pm -> Desserts: Belgium + Romania

More details about the food can be found in *Chapter 5, Hospitality*.

Traditional Christmas music from both, Italy and Bulgaria would have been played while serving the starters, being followed by Christmas music from Curacao and Germany at around 7.30pm, respectively the same applies for Belgium and Romania. Dedicated staff members would take drink orders from the visitors, as well as serving the plates and taking them with them once the food was eaten.

Once the dinner would be finished at around 8.30-8.45pm, guests could take a break to digest, enjoy themselves, get another beverage at the bar or smoke a cigarette. At around 9pm a 30-45-minute-long quiz was planned.

This quiz was supposed to be done like the quiz executed at the online event, covering different aspects about countries representing and asking Internationals on the stage for example to teach the audience on how to say ‘Merry Christmas’ in different native languages or explain their personal connection to one of the dishes presented during the evening. The aim of the quiz was to have an interactive element within the program, where people could actively participate and learn something new about countries and Christmas customs from all over the world. The top contestants would win prizes sponsored by the Old Dutch itself (25€ voucher) and other local shops in Breda to create awareness with local partners.

No further consideration about the quiz had been made at this stage, since the event was cancelled at quite an early stage.

The event was supposed to finish with a fantastic after-show party with a DJ. The duration of the after party should have lasted from around 9.30/9.45pm until about 11.50pm. At this stage the closure of restaurants at midnight was the current covid regulation, so we had orientated ourselves onto that. Music should have covered original and ‘spiced up’ Christmas hits (underlined by EDM beats) – orientating onto trends -, but also personal requests by the audience.

At around 11.50pm the organization team would have approached the guests by thanking them for coming and asking them to kindly fill out a survey during the next days, which was planned to be sent via email to the purchasers of the tickets. Everyone would have left the premises of Old Dutch at midnight most lately.

Since the event could not go through, the date was shifted to the 11th of January keeping the general planning schedule. After this approach had to be terminated as well, a solution was found in planning the event online.

The online event

After the group has decided to do an online event in the form of a quiz, the program needed to be established. Since it was clear that the date of the event would remain the 11th of January 2022, a time needed to be found. 8pm seemed to be a good time for people to be back home, being able to have dinner beforehand and enjoy the evening. Also, the fact that a press conference by the Dutch government was planned at 7pm and many people might have wanted to follow that, the group has decided to start the event at 8pm with a duration of approximately 1.5 hours to it.

The organizers went online at around 7.58pm to be present once people would join the chat and welcome everybody personally. Until 8.05pm people came in the chat until finally 18 participants, next to the organizers have gathered. Kicking off with some introduction from the team members and the purpose of the event seemed to be a smart idea to give people an impression of what the goal of the event was. Afterwards, a quick introduction was given to explain Kahoot and how the quiz would be working out.

The program after the introductory part has been as follows:

8:05pm - Start of the quiz with questions dedicated to Music (20 questions) + announcing winners

The Music quiz was chosen to be the first one as many ice breakers were provided and people could sing along to the songs and enjoy themselves with some drinks. The questions were very general, covering much about European pop culture. After the 20 rounds were played, 3 lucky winners were announced.

8:30pm – Short break

Since the introduction and music quiz took some time, it was decided to take a quick break as some people have requested that in the accompanying Teams Chat.

8:35pm – Art Quiz (8 questions) + announcing winners

The next quiz was about Art and since the questions were rather difficult and challenging, it was only chosen to take eight of them. Questions covered knowledge about styles of paintings, different genres within painting and famous monuments and sculptures. At the end, three more winners had been announced.

8:45pm – Geography Quiz (24 questions) + announcing winners

No break was taken between the Art Quiz and the following Geography quiz, since the Art quiz was done within 10 minutes. The geography quiz covered 24 questions within 4 domains (6 questions

each). The first domain was flags around the world, after being followed by languages and language styles. Thirdly, six questions about capitals were being asked, by eventually leading into the 'Ultimate Geography Quiz', which covered six questions about geographical know-how. Ultimately, the top 3 were announced again and awarded prizes.

9:10pm – Short break

After the two quizzes it was time to take a break. It was requested via the Teams chat.

9:15pm – Food & Beverage Quiz (20 questions) + announcing winners

The last quiz of the evening was Food and Beverages related. 20 questions, from which 10 covered knowledge about food from all over the world and another 10 covered questions about beverages from all over the world. Afterwards, the overall top 3 participants of the quiz were announced, since the quiz finished in general.

9:30pm – Final words of the organizers

After the final prizes have been distributed, a general word of thanks and appreciation has been shared with the audience. Thanking for taking part in the event and hoping that everyone had a good time and could forget about the current lockdown was the main intention during the evening. Further communication could be done via the dedicated Instagram channel of the group.

9:35pm – The event finished

Once everyone has left the Teams chat, the event finished at 9:34pm, so it was very aligned with the originally set time.

Simultaneously to the online event, it was able to communicate via the Teams chat by one group member taking care of that. The Instagram names of the winners of the prizes have been communicated, so that the group could get in touch with them.

The program finished two days after the actual event, once all prizes have been handed out to the winners in person.

Marketing and media

Media

As main promotion channels, Facebook and Instagram were used as those platforms are mostly used by the target audience. Same posts and captions were posted on both platforms, keeping the consistency of the event graphics. According to the changes of the event title, the posts were adjusted keeping the original design.

When it comes to Instagram, @xmasbitesparty was the first page name, until it had to be changed due to the rescheduling of the event after New Year to @newyearsbitesparty.

Through Facebook, multiple international groups were contacted such as Breda Internationals Group, ESN Breda Community, Events in Breda, in order to spread more awareness.

For the design of the posts, Photoshop was used, the two main fonts being Lemon Milk and Ander. All pictures used are copyright free, downloaded from Unsplash.

Next to the two social media platforms, the group established contact with Richard Thiel, Internal communication advisor at Breda University, who helped the event get promoted on the TV screens located in the university campus from 17.11.2021 until 09.12.2021. Posters were also distributed in both Breda University and Avans University facilities.

Yung-Hsin from the Community Project Committee at BUAS also contacted the group, requesting more information about the event and offering to write an article regarding it. However, after the email containing the details was sent, no further contact was established with Yung-Hsin.

Proof of communication and social media posts could be found in Appendix A and B.

Marketing

In this chapter the marketing strategy is described for the New Year's Around the World event as well as the original event called 'Christmas Around the World'. Marketing is about the introduction to the event and the communication with the target groups.

Communication strategy

The communication strategy is a plan on how to approach the designated target group, and what message needs to be sent to them.

Target group

The target group were (international) students from BUas and Avans. While not excluding non-students, or students from other schools. The event and all communication would be in English, to include everyone.

Message

Since we wanted to include everyone, and mostly focus on the international students, all messages and communication about the event had to be in English. The message had to be informative as well as exciting and positive, because we wanted to attract participants.

Because the event had to be adapted several times, we needed to be transparent and had to keep everyone up to date. We also wanted to have a consistent media platform, where posts would have

the same look and feelings, as it looks much better and professional this way. The same messages were posted on both the Facebook page and the event on Facebook and Instagram.

How to target

The target group are students; therefore, they probably have social media. Two most used platforms are Instagram and Facebook, and both platforms were used to promote the event.

Communication plan

Via visually pleasing posts and complementary text, we created excitement for the event and kept everyone up to date. Since the event was changed several times because of the regulations, the main goal became to keep everyone excited, as we were still organizing an event. The communication plan had to be adapted as well, because of the changed situation.

The original communication plan was as follows:

Communication target group	**Communication goal**	**Communication message**	**Communication tool**
Product group – (International) students from Buas and Avans from the ages of 18-25 – Other students – Non-students	– Make the event known to target group – Create awareness for the event – Buy tickets for the event – Creating encounters between people	– Attract them to the event and even buy a ticket – Inform about different cultures	– Promotion via social media: Instagram and Facebook page/event page – Posters at school – Showing video on screens at school
Other parties – Breda University of Applied Sciences – Avans Hogeschool – Old Dutch Breda	– Extra help to create awareness for the event → posters, videos on screen, portal – Arrange and provide necessary materials/equipment – Buying food for the dishes – Arrange DJ	– Increase brand awareness – Future collaborations – Positive image	– Personal approach; telephone, mailing and face to face meetings, Teams

As shown in the original communication plan, most of the communication took place via either social media or face to face meetings with Old Dutch to discuss how the event should look like since they were the location and co-organizer of the event.

New communication plan

The new communication plan after all the adaptions, looked like:

Communication target group	**Communication goal**	**Communication message**	**Communication tool**
Product group – (International) students from BUas and Avans	– Create awareness about the event – Create excitement – Keep involved	– Information about refund of tickets (cancellation of original event) – Inform about new date and time – Inform about new event plan	– Social media channels; Instagram and Facebook
Other parties – Supervisor – Old Dutch Breda	– Good cooperation – Approving ideas	– End of cooperation with Old Dutch because of regulations – End on good terms – Still being able to execute an event	– Personal approach: via Teams, offline meetings face to face

The new communication plan focused more on being transparent to the target group about the changes, and ending things on good terms with Old Dutch, since they have helped us a lot concerning this event.

LOGISTICS

This chapter is about the logistics of the original event 'Christmas Around the World' and the new event 'New Year's Around the World', that eventually took place on the 11th of January 2022.

BACKGROUND INFORMATION

When the groups of the minor were formatted, an event needed to be executed. While brainstorming, the original idea was to have an event on Thursday the 9th of December at sports bar Old Dutch in Breda. The event would be called 'Christmas Around the World and would focus on food from six different countries, a quiz and an afterparty with a DJ. The target group of the event would be the (international) students from Breda University of Applied Sciences and Avans Hogeschool Breda. At the beginning of the event, the visitors could enjoy a free glühwein before going inside to enjoy the food. The event would take place from 18:00 till 00:00.

Via Eventix, which is a ticket selling platform, interested parties could buy a ticket for the event for €26 in total (€1 service cost to Eventix).

Due to the COVID-19 regulations, the event could not take place as originally planned, and alternatives needed to be found. The event was adapted several times because of the regulations, as the first time, the times of cafes and restaurants changed, and people were only allowed to stay until 17:00. The event was adapted to be a food event only, from 14:00 till 17:00 with no afterparty anymore. After discussing more with the external party, Old Dutch, this idea was not feasible enough as the target group were students. Therefore, it was decided to change the date to the 11th of January, in hopes of having no limiting regulations anymore. The original idea was still the plan.

Unfortunately, on the 19th of December, the country had to go in a complete lockdown till the 14th of January, meaning that restaurants and cafes were not allowed to be open. Therefore, the event that was planned on the 11th of January could not go through offline. Ideas were thought of, namely doing a 'drive thru' style type of event, take away boxes and even just having the glühwein stand outside. However, our school supervisor and Old Dutch were not too enthusiastic about this idea. In the end, we decided that it was best to end our cooperation with Old Dutch and were just having an online quiz event for free, accessible for everyone.

ORIGINAL EVENT

The original event as described above had of course some logistically challenges in them. The event would take place at sports bar Old Dutch Breda, located in the city center at the Sint Janstraat 3A. The table below gives an overview of all the logistic elements (van Rijn, van Damme, 2015).

Flow of goods	Flow of people	Facilities
• Supply of goods • Flow of goods at the event • Removal of goods	• Flow of public/visitors • Flow of artists • Flow of employees • Crowd management • Crowd control • Mobility plan	• Goods • Visitors • Artists • Employees

Supply of goods

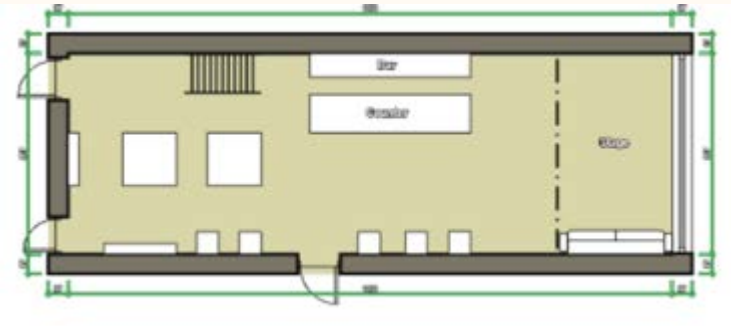
The supply of goods are all the necessary goods that need to be there before the event starts. For the event, it started with the tickets. Then the location needed to be decorated appropriately in Christmas style, the glühwein stand had to be there outside, the DJ and quiz equipment needed to be on the stage, and the wardrobe should be ready as well.

Before the event

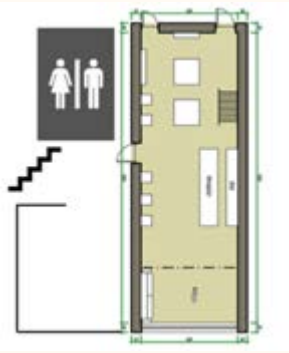
When knowing what the event would look like, and discussing everything with Old Dutch, tickets needed to be sold. Via Eventix, which is a platform where you can add an event and sell tickets, the tickets were sold for €26 in total, where €1 went to Eventix itself under so called 'service costs'. Included in the price were: a free glühwein, dishes from six different countries, the quiz and the afterparty. The platform gave a good overview of how the ticket shop should look like, the tickets itself with an image, and which information you would have liked to know from your target audience. When people bought tickets, you could see the information that they needed to provide, and also an overview of how many tickets were sold. The link to the ticket shop was shared via social media: Instagram and Facebook.

Location

The second logistical challenge was the location itself and how the event should be organized. This is the map of the first floor of Old Dutch, where the event would take place.



The event would have a stage for the DJ, a bar to get drinks, some cocktail tables to enjoy the food and a wardrobe where people could hang their coats. There are also bathrooms available on the first floor, which can be seen in the second image.



Flow of goods at the event

During the event

When visitors would arrive at the event, they would get a free glühwein at first. The glühwein stand

would be outside the location at Old Dutch. The stand would have been provided by Old Dutch with all the necessary equipment. At the stand, we would also check the tickets for the event itself.

After the visitors had their drink, they would go inside and take the stairs to the first floor. Here they will see the wardrobe. The visitors could store their coat for €2 and receive a number that is also placed in their coat. With this number, they can pick up their coat again when they wanted to leave.

Then the main part of the event would take place, namely the six different dishes being served. The dishes would arrive in three rounds, where two dishes from two different countries would be placed onto a big table so visitors could pick up the dishes themselves and no servers had to walk around. This is also called buffet style.

After everyone has eaten their dishes, the stage would be used to do a quick quiz of 45 minutes. The necessary equipment for this quiz would have been a microphone, a beamer and a screen to display the quiz.

After the quiz, the afterparty would begin. Since the stage was already there, the DJ could already have set up the necessary equipment to play. The cocktail tables would be shoved to the side, so there would have been room to dance.

Removal of goods

After the event, the employees would clean the place and we, as the organizers, would help them as well.

Flow of people

During the original event, there would have been several parties involved: the organizers, employees, visitors and the supervisor.

Flow of visitors

The visitors would firstly go to get a free drink that was included in the ticket price, then they would continue to go inside via a stair to the first floor. Here they would remain for the rest of the event, until 00:00 or go earlier by choice. During the event visitors could go to the bathroom or take a smoke break outside.

Flow of employees

Since the dishes would be served in three rounds, in a buffet style, the employees had to carry the new dishes in and put them on one big table so the visitors could pick up the dishes themselves. They could walk around and keep the place as clean as possible. The bar personnel would stay behind the bar and make the drinks.

Flow of organizers

The organizers of the event would walk around and talk to people, help out where needed e.g. at the glühwein stand outside and present the quiz.

Crowd management and control

Since the visitors would arrive by the transportation of choice, they all had to meet before the glühwein stand at first to get their free drink, as well as scanning their ticket. This could have caused

some queues, so in order to prevent that we would make sure not everyone would stand outside for too long, and kindly ask them to go inside.

After the event

After the event took place, the visitors would go home again. The event would last to 00:00, meaning that those who stayed for the afterparty would leave at the same time. To prevent that from happening, we could have regulated it ourselves by giving directs to a group of people who could leave.

Mobility plan

The mobility plan consists of a demand and supply side. On the demand side the target group and mobility are displayed, and on the supply side it is about the location and accessibility. Both the demand and supply side create a customer value (van Rijn, van Damme, 2015).

Target groups

The target group were (international) students from BUas and Avans, as well as other students or even non-students.

Mobility and location

The location was Old Dutch at the Sint Janstraat in Breda. The location was in the city center. The main event would take place on the first floor of Old Dutch, accessible by stairs. This meant that those who have a wheelchair, would not be able to come to the event.

Accessibility

Since Old Dutch is located in the city center, as shown on the picture below, it is easy to reach by public transport, by car (parking at parking centers) or by bike. See Appendix G for an overall map of the area.

Customer value

Since the whole event would have been internationally oriented, by speaking English and also including countries that were represented the most at BUas, the visitors would've felt at home in the Netherlands. This was one of the main goals of the event. The value was also that for a not too high of a price, they had a whole evening of entertainment. Not only would they have enjoyed food, but also an afterparty with an actual DJ. The whole evening was also so that the visitors would learn about other cultures and would talk to each other to get to know new people.

Challenges

The main challenges of the original event would have been:

- Queue at entrance/glühwein stand
- Trash from dishes
- Enough cocktail tables
- Queue at end of the event

The actual event

The event took place on Tuesday the 11th of January at 20:00 via Teams. Each of us made a quiz on a certain topic: music, art, geography and food&drinks. These quizzes were combined in one long Kahoot quiz. The participants could win prices if they were in the top three after every quiz.

Logistics

For the event there are some event logistics and which elements need to be included in that process.

Flow of goods	Flow of people	Facilities
• Supply of goods • Flow of goods at the event • Removal of goods	• Flow of participants • Flow of employees • Crowd management • Crowd control • Mobility plan	• Goods • Participants • Employees

In the case of the online event, not everything is included in the process since some elements were not present during the event.

Flow of goods

The flow of goods are the processes of goods that need to take place before the event starts. The flow of goods consists of:

- Supply of goods
- Flow of goods at the event
- Removal of goods

In this case, there is no removal of goods.

For the online event, the Kahoot needed to be made, the link to the Teams meeting, and the set up itself.

Supply of goods

The event consisted of a quiz where prizes could be one by the top three after every quiz took place. There were four quizzes, so 12 prizes to win in total. These prizes needed to be delivered before the event took place, so that during the event we could show those who won the prize itself. We also had to think of which prices would be suitable for the numbers 1-3 every round.

Flow of goods at the event

During the event, one long Kahoot would be played. Kahoot is a platform where you can type in questions, give options for answers, and participants could play by mobile via a PIN code that is given by Kahoot itself. The participants would get four options to choose from and then receive points for answering fast and correctly.

Flow of people

During the event there were three parties involved: organizers, participants and the supervisor. The event took place via an online platform called Microsoft Teams.

Flow of participants

The link for the Microsoft Teams meeting was made beforehand, so it could be shared on the social media platforms of Instagram and Facebook. This way everyone would know where to be on the 11th of January.

Flow of employees

The employees, in this case, were the organizers themselves. The organizers would start the meeting around 15 minutes before the actual event time at 20:00. This way they could set up the quiz by sharing a screen so everyone could see the Kahoot. Via another laptop, we could see all the participants who joined. In case of people already joining in, we could welcome them as well.

Mobility plan

The mobility plan consists of a demand and supply side. On the demand side the target group and mobility are displayed, and on the supply side it is about the location and accessibility. Both the demand and supply side create a customer value (van Rijn, van Damme, 2015). The mobility plan is illustrated in Appendix H.

Target groups

The target group were (international) students from both BUas and Avans Hogeschool Breda. Of course, non-students were also welcome, or students from other schools. The main focus lied on the quiz and that the evening would be in English as well.

Mobility

The quiz was online; therefore, everyone could join in from their homes without having to travel to a certain location.

Location

The location was in the end online via Microsoft Teams. The platform is used by most schools to give online classes during the COVID-19 pandemic where schools were closed. Therefore, most participants already had an account. If they did not, it would be very easy to make one. The link was shared on the social media platforms of Instagram and Facebook, on the school environment on Teams, and via Whatsapp.

Accessibility

To participate, you needed to have both a laptop to watch the quiz and join the meeting, and a mobile phone to play the Kahoot. Since most people nowadays have both items, it was not a burden for everyone. You also needed a good internet connection.

Customer value

By still giving a quiz, that had topics that were fun and oriented on the international aspect, we still showed that we cared and wanted to do something. The participants could also win prizes, which made it more interesting and valuable to participate.

HOSPITALITY

This chapter contains several elements that can be linked to hospitality. Therefore, the target group will be analyzed, followed by the customer journey and a touchpoint analysis from a hospitality perspective will be given. This chapter is aiming for a deeper understanding of the hospitality experience that will take place during our event.

TARGET GROUP ANALYSIS

To ensure the event is executed among the right target audience, a quick and dirty analysis has been made. Therefore, the aim of the event needs to be decided first. The aim of our event is to attract as many international students as possible. Our mission is to bring international people together to create new friendships. Although, the event is mainly focused on internationals, Dutch students are also more than welcome.

With the 'Christmas around the world' theme, we wanted to bring people together in an interactive way. We wanted to create something enjoyable, while also being a bit educative. We came up with an international dinner, consisting of several bites from foreign countries. During the dinner, students could interact with each other. Thereafter, we wanted to have a quiz in which the international knowledge could be tested, but also expanded. With this evening, we wanted to give internationals a 'home-feeling', while not eventually being at home. Furthermore, the environment during the event contributes positively to this feeling. Different cultures are being present, the foreign food and the spoken language will be English.

The target group can be defined as: international students from BUas and Avans Breda. Exchange students are more than welcome as well. Like mentioned before, Dutch students are not excluded as they are also part of the international environment since they can represent the Netherlands to their international friends.

While looking at the international aspect, BUas and Avans Breda have the perfect resources to attract this audience as there are many international students present varying from different countries. Research has been done into the nationalities that were present the most at BUas. This research allowed us to decide which foreign countries needs to be served during our event.

The different nationalities can be found in Appendix I.

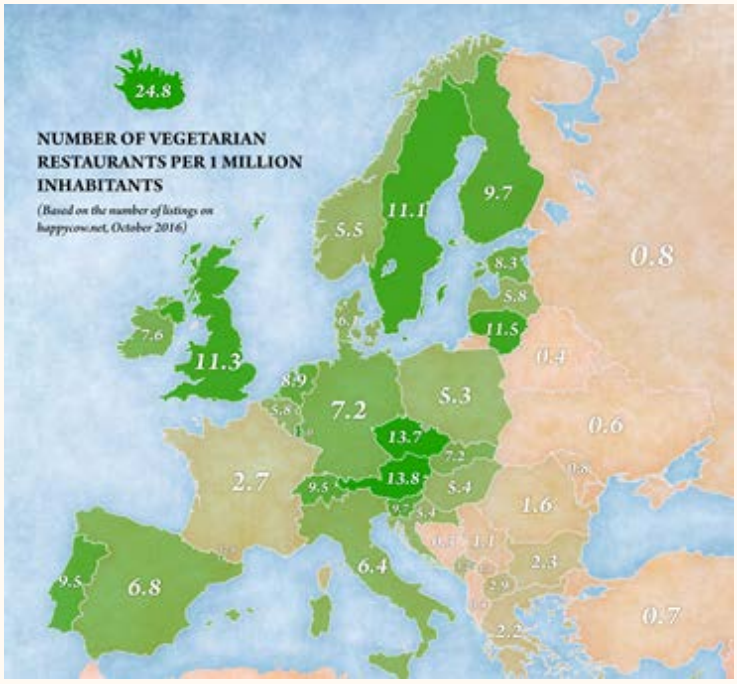
While looking at all the different nationalities that are present at BUas, some nationalities immediately pop out as they are bigger than other countries. Those countries are Bulgaria, Germany and Romania. We decided to create a menu that consists of the six biggest nationalities at BUas. Therefore, Belgium, Italy and Curacao were added. Since we also want to involve the Dutch nationality into this event, we decided to have a popular Dutch snack during the event, namely a 'bitterbal'. To give our guests a warm and hospitable welcome,

guests were welcomed with a gluhwein upon entrance. However, before the official menu can be decided, another crucial element needs to be considered, which are food trends.

Vegetarian and vegan

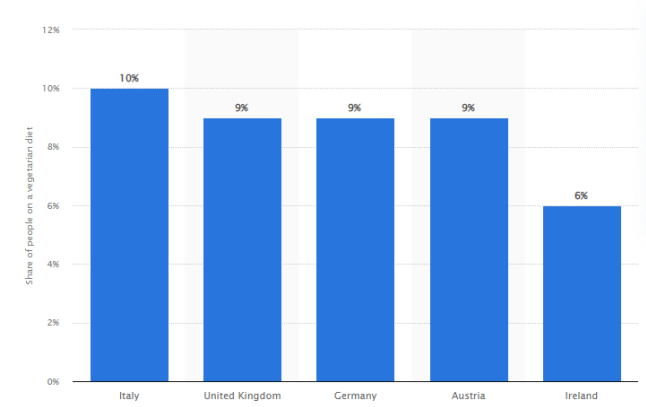
In the last years, the trend of vegetarianism is growing all over Europe. Also being vegan has become a side-trend. A vegetarian can be defined as a person who does not eat meat, fish, poultry or game. Someone who is vegan does not eat any products that are derived from animals. While looking at the different countries, some have more vegetarians and vegans compared to other countries.

The map below illustrates the number of vegetarian restaurants in Europe and shows the number of vegetarian restaurants per 1 million inhabitants. The map clearly shows the differences among the countries in Europe.



A consumer study in Europe has found that nearly a quarter of the population are now actively reducing their meat intake (Ho, 2020). Almost one-third of the Europeans does not consider themselves as full meat-eaters. Austria, Germany and Portugal have the highest number of flexitarian eaters, with the primary motivator reported by having a healthy lifestyle followed by sustainability.

This research is in line with the information that has been retrieved from Statista. The image below shows the share of people who are vegetarian in leading countries in Europe (Wunsch, 2019). When we compare this data with the different nationalities at BUas, we can conclude that having vegetarian dishes should be created since Italy and Germany are in top 5 leading countries and they will be present during our event.



Besides the above-mentioned food trend, more and more people are developing food allergies. People can be intolerant for several types of foods or ingredients. Therefore, the dishes need to be carefully chosen and cooked. The chefs should be aware of all ingredients and possible cross-contamination that could take place in the kitchen while preparing the dishes. To mention a few possible allergies: milk, egg, peanut, wheat, fish, shellfish, fruit etc.

The planned menu of Christmas around the world can be seen in Appendix D.

There has been made agreements with Old Dutch that these dishes including the gluhwein should have a maximum cost of 25 euros. Before the actual cost calculations could have been made for all six dishes, the Dutch Government sharpened the regulations for events and hospitality sector.

Customer journey

This paragraph of the hospitality chapter will focus on the customer journey. The customer journey can be defined as the visual storyline (e.g., the journey) of every engagement your customer has with your service, brand or product. Within the journey, several touchpoints will take place. Touchpoints are the points in which your customer interacts with the service, brand or product. The customer journey consists of the pre-service period, service period and post-service period. Within the pre-service period, expectations for the product, service or brand are created by the customer. During the service period, the customer goes through all different touchpoints. Finally, the post-service period is about evaluating the service. Is the customer satisfied or dissatisfied? Are expectations exceeded?

Our aim for the customer journey was to create a full satisfying experience. The experience started already at our social media channels, where our customers received information about the event and thereby create expectations of our event. During the service period, the international students will have several touchpoints. The customer journey starts when the customer has bought a ticket for our event. On the day of the event, the customer looks for the address of the Old Dutch. This can be looked up via Google, but also via our posts on social media. Then the customer arrives at the Old Dutch and will check in. The customer proves that he/she has bought a ticket. When the customer has entered the restaurant of the Old Dutch, he/she will have several interaction points with staff members, as well as interaction points with fellow students. Along the evening, several touchpoints can be created which are related to the dinner, the quiz and the party. When the event has come to

an end, the customers will go home where the evaluation of the event starts. Did they like it? Will they recommend the event to friends via word of mouth? Will they post a picture on social media that they were present at our event? These are all questions that will be answered in the post-service period. Within this phase, it is possible to gather feedback. This feedback is of utmost value to the organization as it gives the chance to improve next time.

Interactive experience model

Although, a satisfying experience is not only created by the customer itself. This is the point where the interactive experience model comes in. The model suggests that each experience is unique as customers are seen as 'prosumers', they produce and consume the experience at the same time.

Three different contexts can influence the experience: personal, social and physical context. A visualization of the model can be found in Appendix C.

The personal context will be unique for each customer. Some customers may have visited the Old Dutch before and thereby have created some expectations of the venue. Others will visit the Old Dutch for the first time and are somehow hesitant. Probably the most important one of the personal context is the motivation of the customer. Whereas one customer will be there to make new friendships and get to know new people, another customer might be there to have a nice evening with friends that he/she already knows. Furthermore, the role of the social context is crucial during the event as experiences involves people. Other people being present in the same environment can make or break the experience. For instance, when the event is fun, but the people who join the event are terrible, the event will be experienced as dissatisfying. Influencing this context is difficult, but it can be done by selecting the right target group which tries to avoid argues. The physical context can contribute positively to the experience. For instance, visitors can judge the location of Old Dutch with 'it was beautiful decorated'. The Christmas theme should be consistent throughout the whole venue. Also, the facilities of a venue contribute to the experience of a location.

The combination of all three above-mentioned contexts creates the experience. The total experience will be unique for all visitors as each individual shapes its own experience. The customers will all go to the same event, but none of them would experience the exact same things.

Touchpoint model

This part of the report contains the touchpoint model applied to the Christmas around the world. This model was explained in the lecture by Angelica van Dam. According to the book Events as a strategic marketing tool 'a good concept is based on the values that an organization has that have the power to touch people's hearts, as well as you can recognize and specify touchpoints' (Gerritsen, Van Olderen, 2020). By combining all different touchpoints from the three phases (e.g., pre-exposure, direct-exposure and post-exposure) a touchpoint model can be created. Within this paragraph, the focus would lie on the outside layers of this model. The outside layer would be placed into different categories which can all be applied to our event.

Logistics

Safety

There should be an emergency plan, which includes where the emergency doors are located, what the fastest route is to escape. Besides, there should be an AED and first aid kit available.

Catering

The chefs of Old Dutch will prepare the food in their kitchen. Some of the food will be prepared in advance. This is not a problem, but it is crucial that the food is then kept cooled and hygienic according to HACCP regulations. Furthermore, the chefs should be aware of possible allergies and cross-contamination in the kitchen.

Parking

It should be communicated to the visitors of the event where they are allowed to park their bike. Customers who are willing to come by public transport, should get informed where the closest bus stop is.

Flow of goods and visitors

Bottlenecks situations should be investigated. For instance, a bottleneck could be the stairs at Old Dutch which is both the entrance and exit. However, with creating solutions, the bottleneck can be reduced or avoided. A possible queue on the stairs should be avoided. Probably there can be found a way that waiting can be done somewhere else.

Route

The walking routes are designed in such a way to avoid bottlenecks. The staff members will also communicate the routes to the visitors to get a fluent flow of people. Signage will be present: Buffet, entrance, bar, wardrobe, smoking area, and gluhwein stand.

Facilities

Garbage disposal

There will be several garbage bins available at the Old Dutch where students can drop their disposals. This ensures that the environment stays clean as that is important for a positive experience.

Toilets

There will be separate toilets for men and women available on the same floor as the event is.

Hygiene

Since covid-19 appeared, hygiene has become more important than ever before. Therefore, disinfection sprays will be available. Staff members will be present at the buffet to prevent every student is picking their own food. Furthermore, the tables, toilets and the restaurant of Old Dutch should be cleaned.

Communication

Information

Most information will be provided by our social media channels (e.g., Instagram and Facebook). Furthermore, there will be posters throughout the whole Buas and Avans building to create awareness for our event. There, information such as the date, time, venue will be present. The menu of our event is communicated through our social media channels. Although, only hints are given to create some more excitement among our visitors.

Tickets

When customers buy a ticket on Eventix, they will receive the needed information about our event. Visitors have the chance to notify their allergies or diets when buying a ticket.

Word of mouth

The organizers of the event will talk positively to potential customers and inform them about our event.

Teams

Our event is also shared on teams to create awareness among potential visitors.

Physical environment

Atmosphere

All decorations will contribute to a cozy ambiance and Christmas feeling. The restaurant of Old Dutch, which is originally a sports café, will get a makeover that it does not like that anymore.

Quality and service

The hospitable service should be created by welcoming everyone at the entrance, addressing them politely and etiquette during dinner should be paid attention to.

Personnel

Friendly

The organization team and staff members of Old Dutch should approach the students friendly and respect the different cultures that are present during the event.

Helpful

The staff members should be willing to help students. For instance, the staff members should help the students at the buffet.

International oriented

During the event, the spoken language will only be English. Therefore, the staff members need to be able to speak in English. Speaking Dutch will not be appreciated.

Skilled

The staff members of Old Dutch should use their expertise when preparing the dishes for example. At the bar, the bar tenders should know how to draft a beer or how a mix drink should be made.

Time

The 'Christmas around the world' was originally scheduled for 9th of December 2021. Due to the ongoing COVID-19 pandemic and the changed regulations at the end of November 2021 by the Dutch Government, the event had to be rescheduled. After a meeting with Kaj, the representative of Old Dutch Breda, the new date was set to be 11th of January 2022, with the possibility of turning the

event into a fully seated dinner (removing the DJ party from the schedule), due to the 1,5 m rule and changing the name to 'New Year around the world'.

However, after the press conference on the 14th of December and the closing of all hospitality sectors in the Netherlands, the event had to be adapted again, this time switching it to partly online event, with the idea of creating food boxes for the guests to pick up from Old Dutch.

Despite all effort from all parties involved in the organization, on the 22nd of December the cooperation between the team and Old Dutch was terminated, due to the decreasing amount of interest, as many ticket buyers requested refunds and the sheer lack preparation and promotion time as holidays were approaching.

The scheduled date stayed the 11th of January, 8PM, but the event was completely moved online.

In Appendix E the original action plan can be found.

ORGANIZATION

THE RIGHT CHOICE

Finding the right organization for the concept the group had in mind was important. Different considerations, such as the right setting for the target group, the financial aspects, as well as logistical aspects and accessibility had to be considered. Several venues within Breda have been contacted, such as the Mot Mot Gallery, Proost, Brack, STRND, 't Huis Breda, The Ingenhousz, The Old Dutch and the contact team of the chapel in the Hotel building of BUas.

After some companies did not respond, or declined the offer straightaway, two venues were generally open to suggestions and meeting up with them.

- Ingenhousz Breda, *Doctor Jan Ingen Houszplein, 4814 EH Breda*
- Old Dutch, *Sint Janstraat 3a, 4811 ZK Breda*

The group therefore met up with people responsible from both organizations for a general get to know each other and clearing general aspects. On Monday, the 11th of October the group had a meeting with Kaj, responsible for events at the Old Dutch. He gave a tour around the facilities and showed all amenities the Old Dutch could provide during the event. The event location would be on the 1st floor, which is usually a sports bar, but can be used for versatile occasions and decorated Christmassy. The atmosphere was rustical, yet cozy and charming and seemed to be appropriate for a target group of international students, considering the unbeatable location at the market in Breda. Additionally, the Old Dutch already has had experience with these kinds of events, hosting many ESN (European Student Network) parties. It was important for the group to differentiate from ESN, as 'Christmas around the World' was supposed to be a dinner party with a small after party, whereas ESN events often focus on disco-style parties.

The aspect of great accessibility was given, as well as being able to be creative within the process of doing the event ourselves. Kaj gave the group a lot of freedom and appeared transparent and helpful. The target group would most likely be aware about the Old Dutch, as they are very active on social media addressing (international) students. Financially speaking, no fee for the location would have needed to be paid, only a turnover of 2.500 Euros would need to be generated during the party by selling drinks and paying the entrance fee.

On Thursday, the 14th of October the second client was met, the Ingenhousz in Breda, outside the main city center in the suburb of 'Haagpoort'. Two current Hospitality students from BUas doing their internship at the Ingenhousz showed the group around the immense complex with all facilities. A big chapel where local artists perform was suggested as the right setting for the event. The chapel was huge, being able to accommodate up to 150-200 guests including a front stage. The general impression of the location was very posh, glamourous and slightly old-fashioned. 725 Euros would have been the price to rent out the chapel for the evening.

Comparing both locations, the very elegant aspect of Ingenhousz was appreciated, nevertheless the financial aspect, attractiveness for the target group and accessibility have made the group deny the offer at the second venue.

Old Dutch Breda

The Old Dutch was therefore chosen to be the event location for 'Christmas around the World'. A detailed background analysis about the company itself can be found in the 'Plan of Approach'.

During several meet ups with Kaj, the general framework of the event became clearer. A ticket price of 25 Euros has been discussed to accommodate people with six different small dishes and providing each one with a free mulled wine. The price seemed appropriate and doable to pay for the target group. The expertise within events of this matter was obvious, since Kaj had many ideas on how to attract the target group.

After the different dishes had been discussed and a common ground has been found regarding the food (*see Chapter 5, Hospitality*), it was offered by the Old Dutch to contact an external DJ to play during the event for 50 euros per hour. In Appendix F, one can clearly see which Organizations/stakeholders have been involved within the project.

The Old Dutch would have been integral in the entire process, since Catering and staff members for both (cloak room / QR code + waiters) are internal. Externally engaged within the event were Breda University of Applied Sciences by setting the general framework, as well as the organizers themselves and potentially international students helping.

Promotionally speaking, the Old Dutch gave the group freedom and suggested to be active on social media and create posters, that could be hung up in the restaurant itself. Since the original event needed to be cancelled weeks before, a closer look into promotional tools from the perspective of the company was not necessary.

Yet, another meeting was suggested to find a solution to the obstacles. After the group offered to try to host another event on the 11th of January 2022, Kaj agreed to this and requested the group to present a new approach. Whilst doing that, a full-on lockdown was imposed.

Some further considerations included providing an online event with food boxes from different countries, which people could eat simultaneously at the online event. Nevertheless, this suggestion was not possible to be executed realistically due to logistical matters, but most important because people would simply not buy tickets for events anymore at this stage of the lockdown.

By wishing each other all the best for the future the partnership has unfortunately ended, and the group decided to create an online event.

On our own

Being on our own meant organizing the online event ourselves without any external help except the supervisor of the course, Peter Jonkergouw. The group has decided to hold the event on the 11th of January 2022 and thought about the concept as stated above (*Chapter 2*). The right setting for the event was the house of one of the team members, since everyone could be accommodated there and a good WIFI infrastructure was guaranteed. Different tasks had been distributed to each team member for the online event to guarantee a smooth flow:

Hosting the event – *Timo mainly, getting support from Gergana and Dionne*

Technical support – *Dionne (Kahoot, sharing screens, potential WIFI issues)*

Support services – *Anouk (Interacting in the Teams chat)*

Showing the presents of the Top 3 winners – *Gergana*

Distributing the prizes after the event – *Everyone*

The clear distribution of tasks made it easy for everyone to focus on each one's duties and help if inconsistencies occur. Everyone was running smoothly except for a small connection error with the internet, which got fixed by Dionne within two minutes. Also, the prizes were distributed shortly after the event to the according winners.

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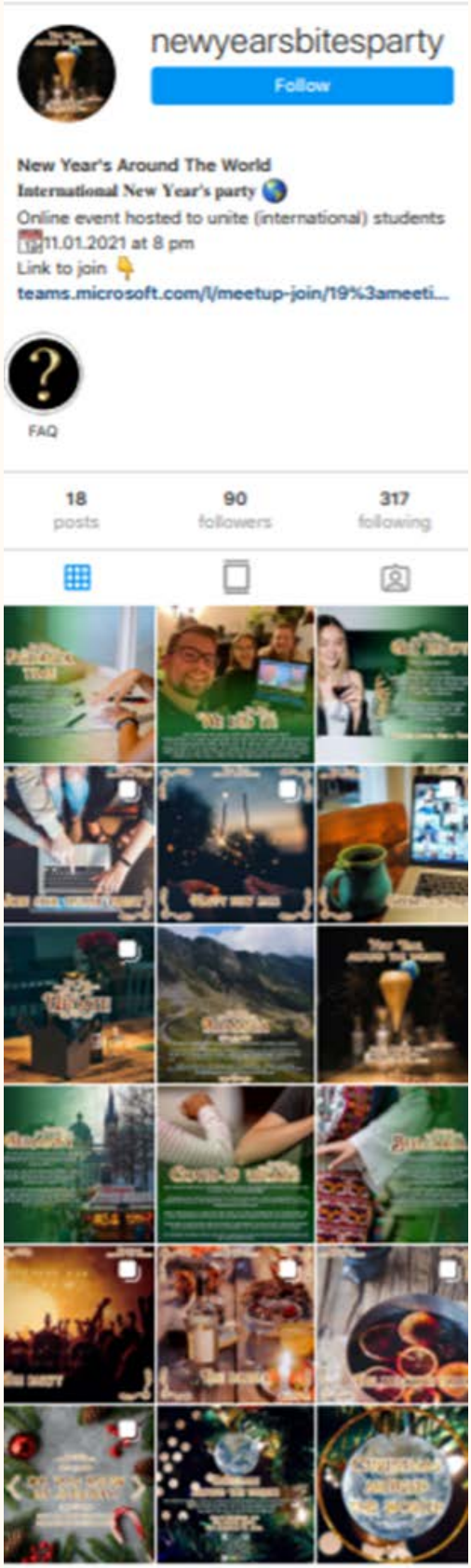
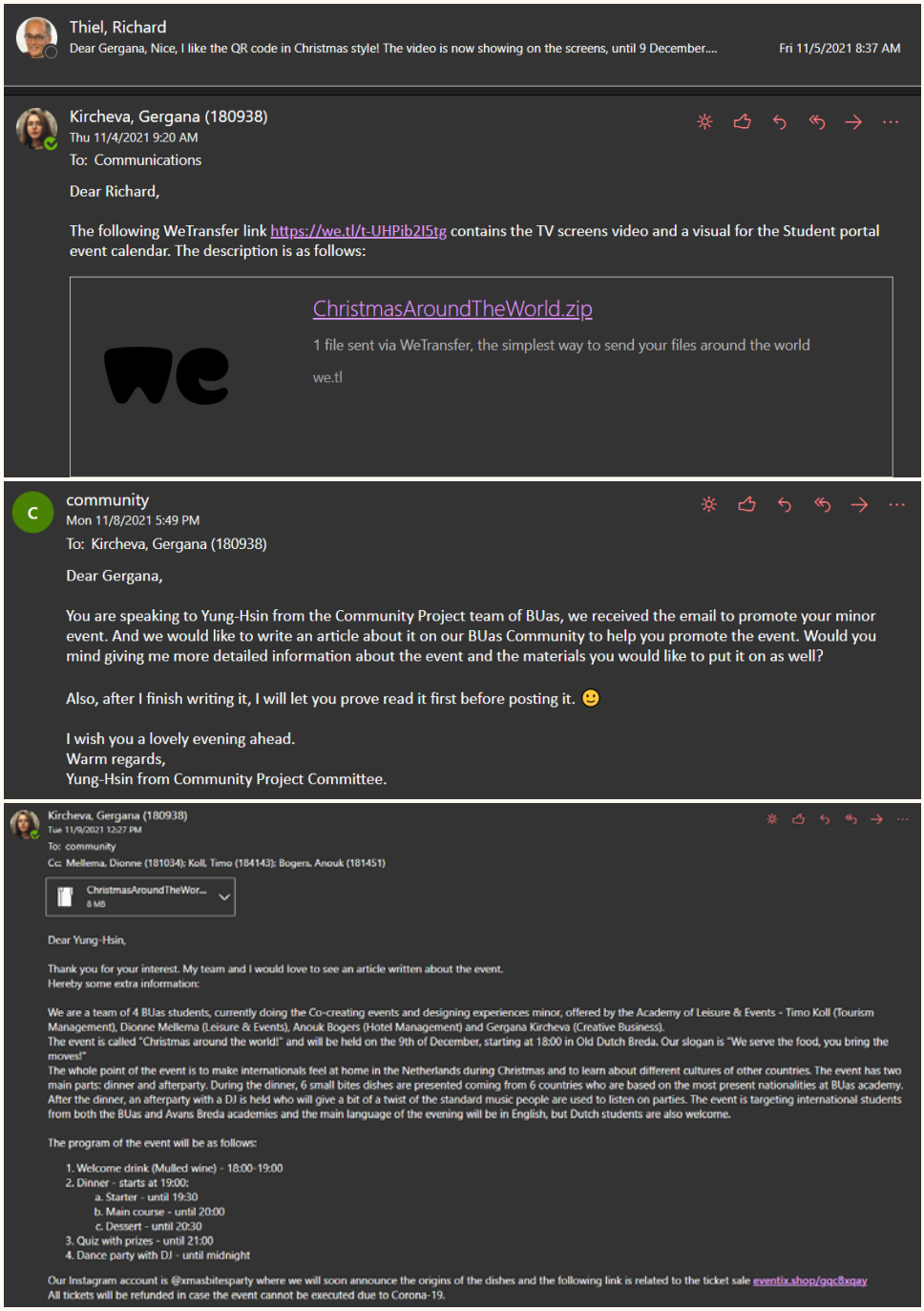
APPENDIX

APPENDIX A – MEDIA



APPENDIX B – COMMUNICATION



Thiel, Richard
Dear Gergana, Nice, I like the QR code in Christmas style! The video is now showing on the screens, until 9 December.... Fri 11/5/2021 8:37 AM

Kircheva, Gergana (180938)
Thu 11/4/2021 9:20 AM
To: Communications

Dear Richard,

The following WeTransfer link https://we.tl/t-UHPib2I5tg contains the TV screens video and a visual for the Student portal event calendar. The description is as follows:

ChristmasAroundTheWorld.zip
1 file sent via WeTransfer, the simplest way to send your files around the world
we.tl

community
Mon 11/8/2021 5:49 PM
To: Kircheva, Gergana (180938)

Dear Gergana,

You are speaking to Yung-Hsin from the Community Project team of BUas, we received the email to promote your minor event. And we would like to write an article about it on our BUas Community to help you promote the event. Would you mind giving me more detailed information about the event and the materials you would like to put it on as well?

Also, after I finish writing it, I will let you prove read it first before posting it. 🙂

I wish you a lovely evening ahead.
Warm regards,
Yung-Hsin from Community Project Committee.

Kircheva, Gergana (180938)
Tue 11/9/2021 12:27 PM
To: community
Cc: Mellema, Dionne (181034); Koll, Timo (184143); Bogers, Anouk (181451)

ChristmasAroundTheWor...
8 MB

Dear Yung-Hsin,

Thank you for your interest. My team and I would love to see an article written about the event.
Hereby some extra information:

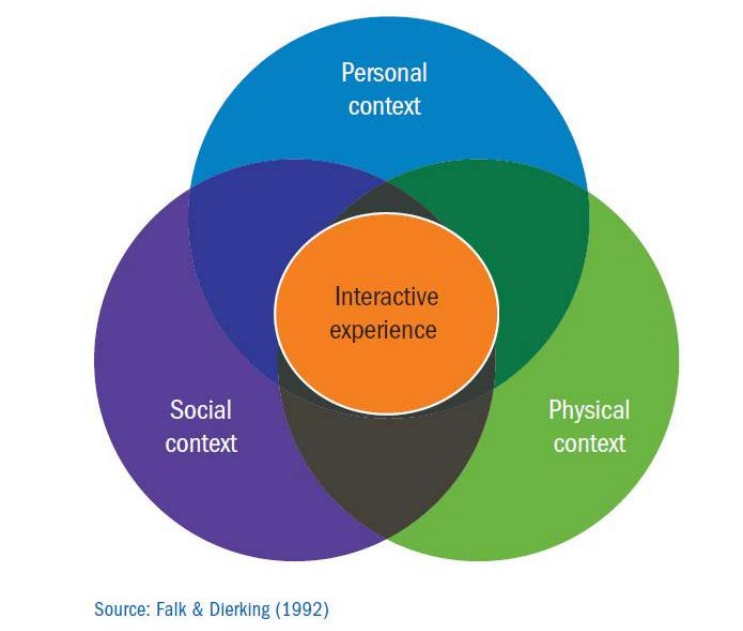
We are a team of 4 BUas students, currently doing the Co-creating events and designing experiences minor, offered by the Academy of Leisure & Events - Timo Koll (Tourism Management), Dionne Mellema (Leisure & Events), Anouk Bogers (Hotel Management) and Gergana Kircheva (Creative Business).
The event is called "Christmas around the world!" and will be held on the 9th of December, starting at 18:00 in Old Dutch Breda. Our slogan is "We serve the food, you bring the moves!"
The whole point of the event is to make internationals feel at home in the Netherlands during Christmas and to learn about different cultures of other countries. The event has two main parts: dinner and afterparty. During the dinner, 6 small bites dishes are presented coming from 6 countries who are based on the most present nationalities at BUas academy. After the dinner, an afterparty with a DJ is held who will give a bit of a twist of the standard music people are used to listen on parties. The event is targeting international students from both the BUas and Avans Breda academies and the main language of the evening will be in English, but Dutch students are also welcome.

The program of the event will be as follows:

1. Welcome drink (Mulled wine) - 18:00-19:00
2. Dinner - starts at 19:00:
    a. Starter - until 19:30
    b. Main course - until 20:00
    c. Dessert - until 20:30
3. Quiz with prizes - until 21:00
4. Dance party with DJ - until midnight

Our Instagram account is @xmasbitesparty where we will soon announce the origins of the dishes and the following link is related to the ticket sale eventix.shop/qqc8xqay
All tickets will be refunded in case the event cannot be executed due to Corona-19.

Appendix C – Interactive experience model



Source: Falk & Dierking (1992)

Appendix D – Menu

Appendix E – Action plan

Green – Done

Yellow – In progress

Red – Not started/ not done

Activity	Description	Person responsible	Date	Status
Creating a general planning document	-	Dionne	1st week	
Location search	Contact by phone or email: • Mot Mot gallery • Nassau hotel (Chapel) • BUas events • Avenue	Gergana	30.09	
Location search	Contact by phone or email: • Old Dutch • Ingenhousz • Futuredome • Parc • Proost • Brack	Dionne and Anouk	30.09	
Meetings with locations	Set a meeting with Old Dutch	Anouk	09.10	
	Set a meeting with Ingenhousz	Dionne	10.10	
Execute meetings	Old Dutch	Everyone	11.10	
	Ingenhousz		14.10	
Make general floorplan of venues	Old Dutch	Gergana	11.10	
	Ingenhousz		15.10	
Decide on location	-	Everyone	22.10	
Marketing plan	Create	Dionne	25.10	
	Discuss	Everyone	23.10	
	Make a content calendar	Dionne and Gergana	26.10	
	Content creation	Gergana	30.10	
	Contact ESN for promotion of the event (post on social media pages)	Gergana	20.10	

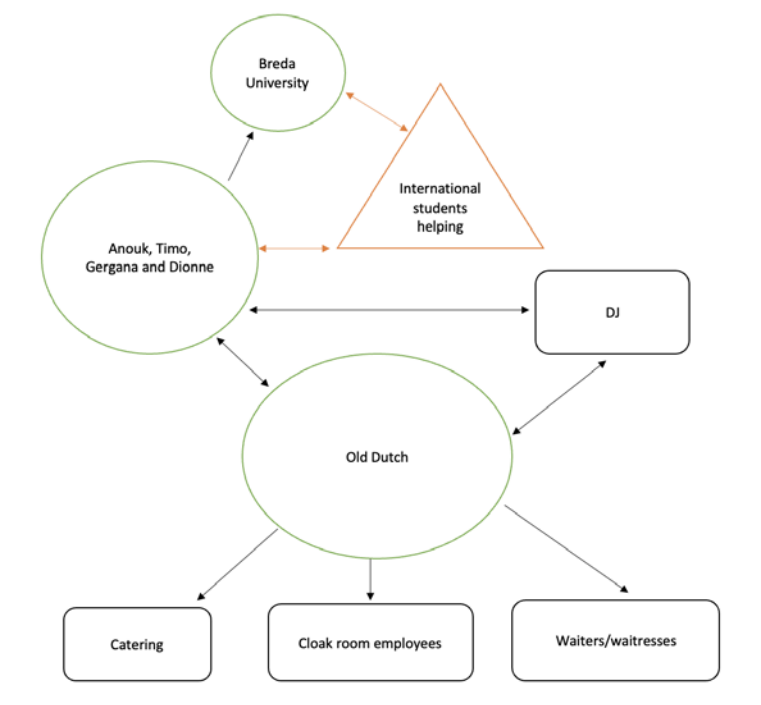
	Contact the venue for promotion of the event (post on their website/social media)	Anouk	20.10	
	Contact BUas HUB for promotion of the event (a post on their Instagram page)	Timo	20.10	
	Contact Avans for promotion of the event (post on social media pages)	Dionne	20.10	
	Make sure that the post is sent and uploaded by everyone that agreed with the correct description and link to the ticket website	Everyone	05.10	
	Post on the Teams channels of different BUas academies regarding the event	Everyone	01.10	
Budget creation	Discuss the general costs of the event	Everyone	22.10	
	Make a document listing all costs in detail	Anouk and Dionne	25.10	
Selling tickets	Research platforms to sell tickets	Timo	27.10	
	Discuss and pick the best option	Everyone	28.10	
	Make a visual of the ticket	Gergana	28.10	
	Launch ticket sale	Timo	01.11	
Menu set up	E-mail Student office to understand what the division of internationals per country is	Timo	13.10	
	Discuss and pick 6 countries to be represented trough food during the event	Everyone	23.10	
	Research dishes within these countries that are served during the holidays season	Timo and Anouk	05.11	
	For each separate course pick 2 countries to be represented by a single dish (1st course – 2 dishes from country A and B; 2nd course – 2 dishes from country C and D)	Timo and Gergana	05.11	
	Discuss with the venue chefs/representative if these dishes could be executed	Everyone	10.11	
	Make a list of ingredients for each dish and their quantity	Anouk and Gergana	10.11	

	Organize a day to taste dishes with the venue	Anouk	15.11	
	Make a visual of the menu card	Gergana	25.11	
	Arrange wine and find recipes for gluhwein	Timo	25.11	
Decoration plan	Discuss with the venue what decorations are available	Everyone	15.11	
	(If needed) Discuss and decide on (extra) decorations	Everyone	15.11	
	(If needed) Make a list of the decorations to purchase	Dionne and Anouk	16.11	
	(If needed) Order the items needed	Dionne	16.11	
	Order prize for the winner of the quiz game	Dionne	16.11	
	Arrange stand and tent for the gluhwein stand	Timo	17.11	
Preparation for the day of the event	Write a script	Dionne and Gergana	20.11	
	Make call sheets	Timo and Dionne	20.11	
	Find volunteers (if needed)	Everyone	21.11	
	Write down quiz questions	Timo	25.11	
	Discuss the playlist with DJ	Everyone	30.11	
	Create and print program cards	Gergana	05.12	
	Create detailed floorplan	Gergana	30.11	
	Make a print list of visitors	Dionne	05.12	
	Print call sheets and script	Dionne	05.12	
Planning on the day of the event	(Bring and) Set up venue decorations	Dionne and Gergana, (volunteers)	09.12	
	Check all devices needed for the entertainment part of the event (screens, DJ poll, lights)	Dionne and Timo		
	Arrange tables and chairs in the venue based on the floorplan	Gergana, Anouk and Dionne		
	Set up glühwein stand	Timo, (volunteers)		
	Test the food	Everyone		
	Check each visitor for their digital tickets and QR codes	Gergana, Dionne		

	Make an introduction	Dionne and Timo		
	Serve the three courses	Anouk, Dionne, Gergana, (volunteers)		
	Present and lead the quiz	Timo		
	Give rewards	Gergana		
	Help cleaning up	Everyone		
Post-production	Prepare a questionnaire regarding the experience of the visitors	Timo	10.12	
	Analyze the results	Timo	15.12	
	Write an end project report	Everyone	16.12	
	Format the end document	Gergana	17.12	
	Upload the document on LMS	Gergana	17.12	

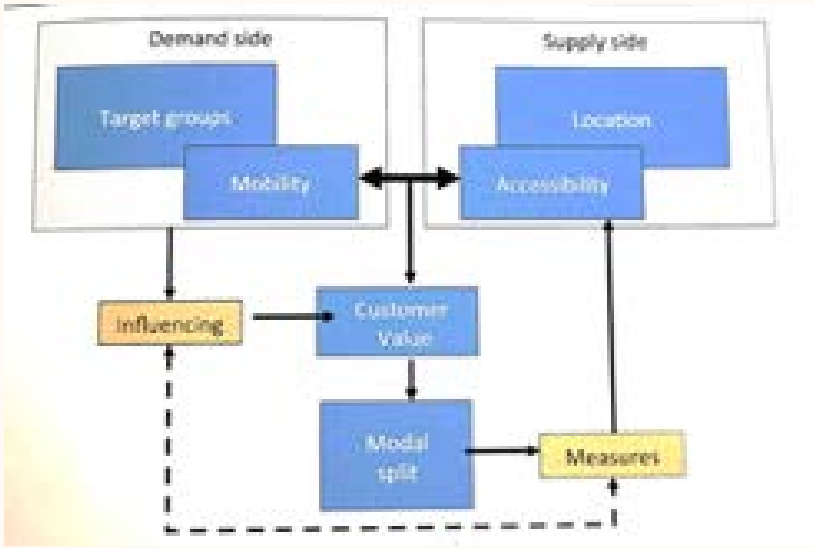
Note for volunteers: The volunteers will be hired if decided by the team extra hands would be needed. As volunteers will be targeted 1st and 2nd year BUas students.

Appendix F – Stakeholders



Appendix G – Map of the area

Appendix H – Mobility plan



Appendix I – Country division