

EVENT PLANNERS TALK

HACKATHON - APRIL 2020
GROUP #5
PYAT ANUM

'12-month business plan for an event agency affected by COVID-19'

1. Executive Summary

Pyat Anum is a full-service event agency with offices worldwide. The founders have many combined years of experience in event planning, execution and hospitality. Even in economic and industry downturns, companies still have team building activities, partner summits, product launches and will still need someone to organize these events live or online. In short, the need for corporate event planning/hosting services rarely diminishes, it is a steadily increasing demand that our agency *Pyat Anum* will capitalize on in the future.

INTRODUCING PYAT ANUM



Linda
Owusu

As co-founder and Executive Director an events agency in Ghana, with a special focus on reaching females audiences across all sectors. Now focusing on creative ways to translate the company's planned live events into digital and hybrid forms following the hit of the pandemic.



Anastasiya
Saukina

With a broad experience from sociology, hotels and tourism industry to events, Anastasiya developed her own project more than 3 years ago. She is specialized on tailor-made corporate and gastronomic experiences.



Amy
Cowan

Amy is a freelance event manager specialising in corporate, pharmaceutical and biotech conferences. With 20 years experience Amy is now putting all her knowledge into delivering seamless live, digital and hybrid events.



Katinka
Meszaros

Katinka Meszaros is a freelance Events and Protocol Consultant specialised on corporate events, protocol, VIP management and emergency preparedness for events. She is also a board member of MPI Belgium Chapter.



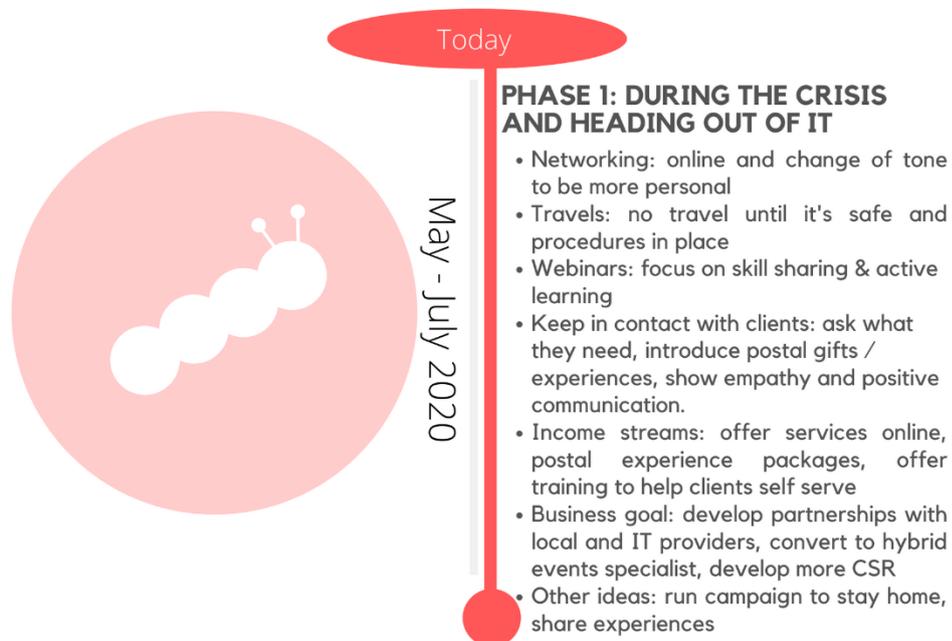
Natasha
Russell

With over 15 years across mass participation sports events, third sector, festivals and corporate, Natasha has a rounded understanding of the events industry and is seeing the current pandemic hit each 'sector' in different ways.

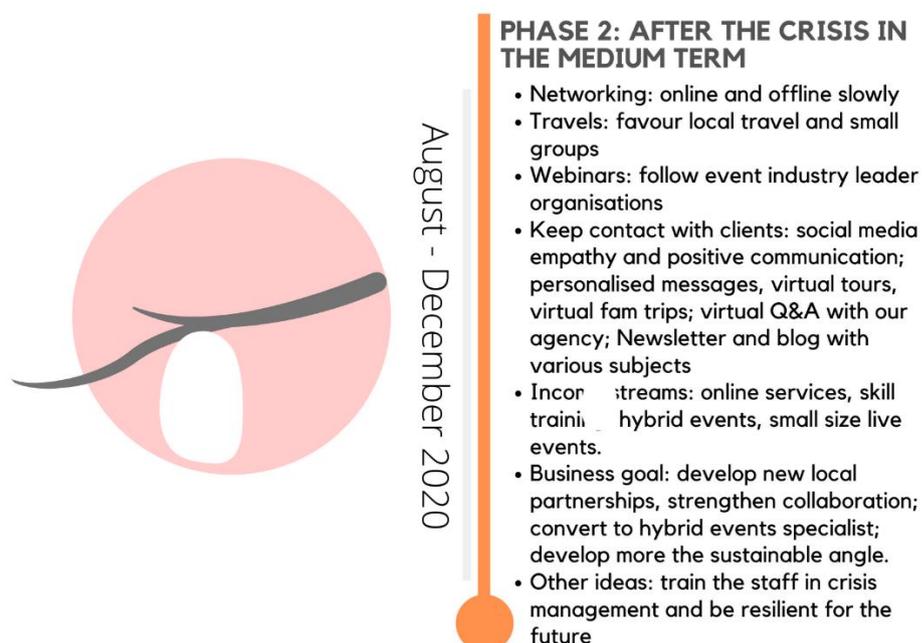
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Our methodology in the business plan for the next 12 months is divided in three phases. Phase one is during the crisis and heading out of it from May to July.



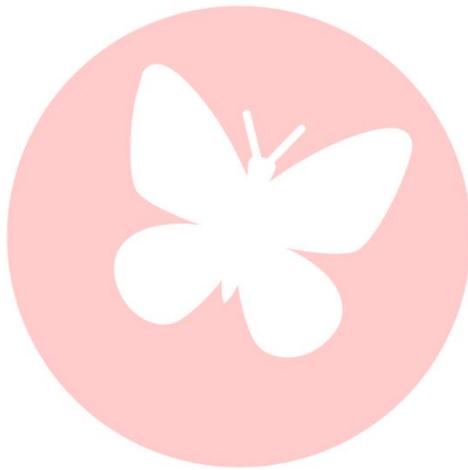
Phase two will be after the crisis in the moderate period, estimated to take place between August and December 2020.



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The third phase takes place from January 2021 till May, when the agency is back to full business operations and recovered from COVID-19.



January - May 2021

PHASE 3: BACK TO FULL BUSINESS

- Networking: online and offline
- Travels: more hybrid events (better access online to good speakers); incorporate more local activities in events to raise the added value of travelling for an event;
- Webinars: follow event industry leader organisations
- Keep contact with clients: social media empathy and positive communication; engagement content and announcements of upcoming event.
- Newsletter and blog with various subjects.
- Income streams: online, offline and hybrid events; extra additional services learnt from phase 1 and 2, medium size corporate and social events.
- Business goal:., strengthen collaboration with partners; become a hybrid events specialist leader; develop more the sustainable angle, CSR.
- Other ideas: be resilient and offer crisis management service to clients as well.

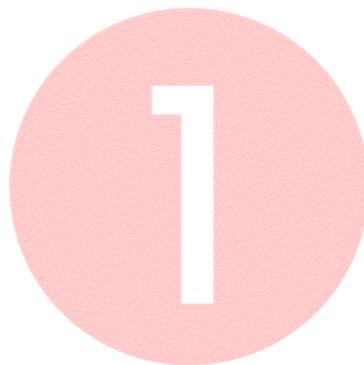
For this strategic business plan, we are mixing traditional business plan structure with innovative and adapted points in order to make sure we have a plan to recover from COVID-19. Attached visuals will accompany our plan and its structure. In this business plan, we will show the different objectives and how can we achieve those in the next twelve months.

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2. Business goals for the next 12 months

Our business goals for the next twelve months will be focusing on the following aspects to recover and develop the business:



BUSINESS GOALS FOR NEXT 12 MONTHS

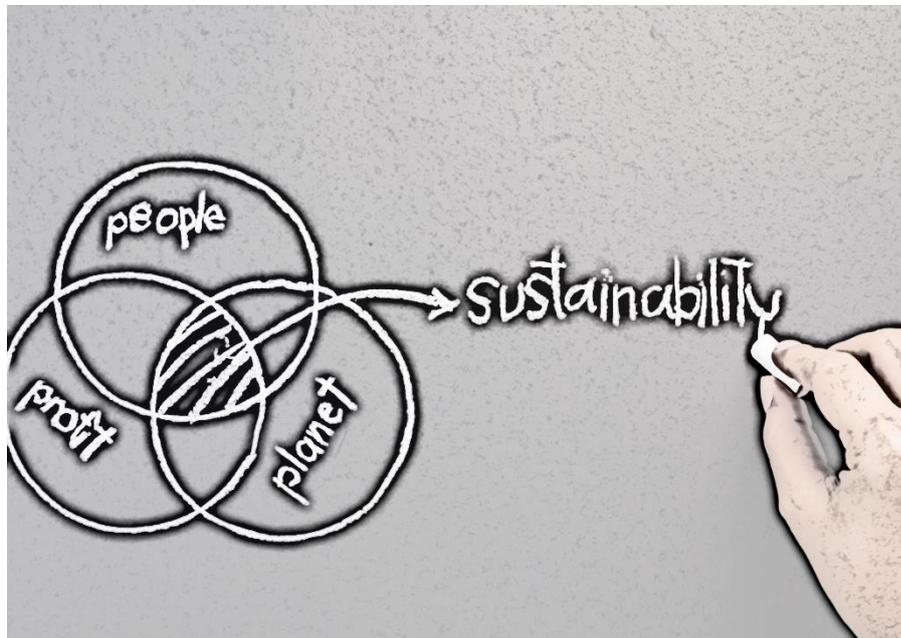
- Maintain Relationships
- Sustainability
- Hybrid events
- Increase Client Base

Firstly, create and maintain customer and partner relationships which will be adapted to the new context due to covid-19. The aim is to strengthen the collaboration between our agency and the different stakeholders and clients. We will develop on the following pages the 'how' of achieving this.

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Secondly, we continue to work on sustainability.



Going to 'local' providers and suppliers will play a big role in achieving this. As part of strengthening the relationship with our clients, we will send personalised packages to our clients by mail, so they feel more engaged with online events and they feel more connected to us.

In the second phase of the plan, we will encourage local travel inside of the country in small groups up to 20-30, exploration of new partnerships (sport and mountain certified guides and instructors, farm and winery visits, ideas of unique local masterclasses).

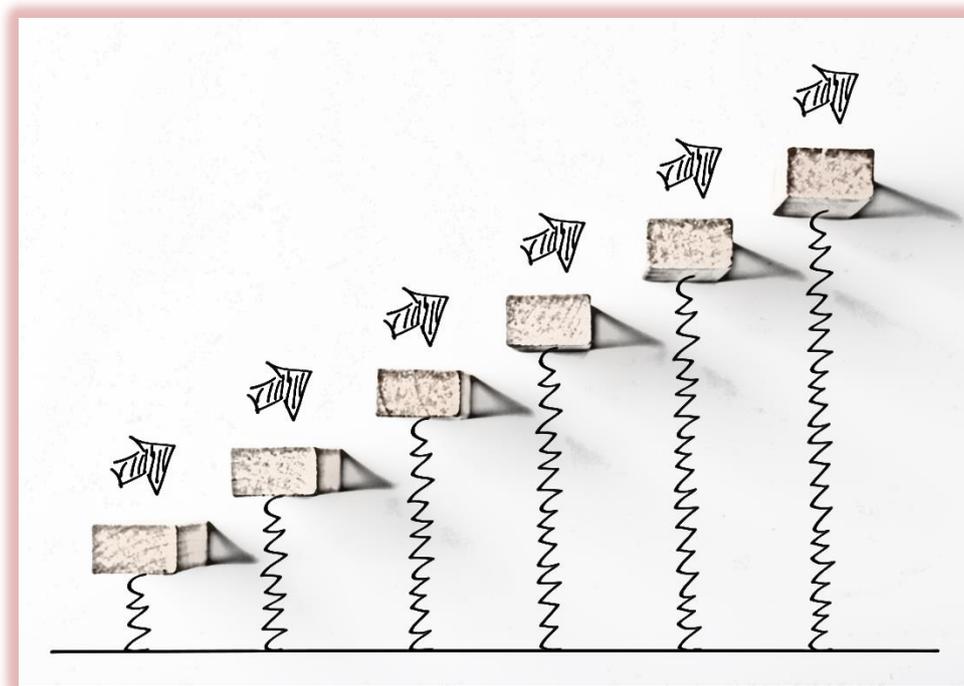
After the second phase, 'business as usual' will have a new 'normal'. Therefore, in the third phase, we will encourage incorporating more social and local activities when participants fly from different destinations, so they have more added value to 'travel'. In addition to that, we will develop and enhance a CSR plan to support clients/ community for future occurrences of any unforeseen events and prepare for crisis management.

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Thirdly, we will also organize hybrid events. This will allow participants to join online or physically, which will allow better participation numbers at our and our clients' events. We expect an increase in a popularity of hybrid events post-pandemic so this prepares us for the customer demands in 2021 and beyond.

Finally, we aim to continue to increase the number of clients by 10% per year through superior service, security and hygiene measures. We will take extra care of our clients and participants by providing excellent services and protecting their safety and health. We will train our team and offer crisis management services to best serve our clients in any future crisis by helping them with contingency planning, mitigation planning and emergency preparedness.



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Products and Services

Pyat Anum is offering event planning and management services for the corporate and social markets. We are enlarging and adding extra services to our live events after COVID-19 on two other levels, hybrid and online.

PRODUCTS AND SERVICES

- Corporate and social events
- Virtual Venue Finding
- Virtual Fam Trips
- Newsletters & Blogs
- Q & A sessions for Clients to help them self serve
- Virtual / Hybrid Events
- Postal Experiences / Experiences in a Box Type Products



Online services will include skill sharing/online teaching courses/design/marketing:

- Offering virtual venue finding / venue tours with partners
- Hosting a virtual FAM trip experience
- Newsletters/blogs with relevant informational pieces on various subjects e.g. recommended recipes, home remedies, etc
- Host virtual Q&A's with the agency and invite all our current customers to join

Hybrid services: We will organise hybrid events, team buildings, webinars by collaborating with IT companies who provide the IT solution to our services. Thanks to this, we will be able to reach out worldwide and better serve our clients at their events. We will collaborate with local venues to host a virtual event where speakers and part of the participants can get together and share the experience with many others online. This transforms our services during the COVID-19 but will grant business opportunities beyond, after the crisis as well.

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Next to these products, we will offer postal experiences, for example for a 'gin tasting' we will send packages to participants with all the ingredients and they can compose their cocktails. This will help to engage and have a 'real life' experience in the first phase, when social distancing and confinement are in place by the government's recommendation.

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3. Marketing Plan



MARKETING PLAN

- SWOT Analysis
- Market Segmentation
- Networking & Promotion

SWOT analysis:

Strengths: We are passionate event planners and love to engage with the community. We have the best local contacts and have partnerships with local providers and suppliers. We have long term projects and clients which allows us to have a low-income period in the first phase of our plan.

Our USP's are our team's varied experience across industries and event types (Festivals, Corporate, Venues, Not for profit) and our ability to work at both a strategic and tactical level on both events and in driving our company forward.

Weaknesses: We don't know yet very well the online events sphere and which requirements will be announced by our Government regarding events, so we will need to train our team to ensure excellent services for the future.

Opportunities: Online will be a new reality and we can mark our agency as leader in the local service providers. We will better collaborate with clients from different locations thanks to our online services.

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Threats: Other event agencies are doing the same. The COVID-19 crisis could be longer than expected and could be extended which could make our timeline will. We lose more money if the timeline changes. We are not alone with our strategic thinking, which means every other event company is pivoting to online, so we will have a lot of competitions.



Market segmentation

Our agency provides services to corporate customers and other groups (incoming, private celebrations, gastronomic events, weddings) of all sizes permitted in different stages of pandemic outbreak.

Maintaining networking and keeping in contact with clients

Maintaining a strong identity as an agency and being visible during the pandemic is important and a key business goal, this will help our clients, staff and partners feel connected but also enable us as an agency to keep informed on current topics, share advice and tips and most importantly keep our agency and brand forefront in people's minds.

In the first phase of the plan, we will engage offline with our audience. We will send personalised things to their home for different occasions, such as birthday messages, especially in these tough times.

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- We will connect with clients via phone calls to check how they are doing in these difficult times;
- We will ask customers what support they would like to see from us, which in turn helps develop the business goals for the first period;
- On social media we will focus on empathy and positivity communication.
- We will engage with the media and give interviews about our work and how we adapt, so we keep our agency visible to the world.



There will be many opportunities to do this across various platforms, each with their own merits. We will not only engage as an agency but also engage as individuals, tagging contacts and encouraging further engagement from these contacts.

Key Social Platforms:

- LinkedIn
- Instagram

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- Facebook
- Twitter
- Youtube

Other social media platform to increase our presence:

- Snapchat
- TikTok

At the forefront of this networking will be social media, which gives us an instant opportunity to connect as well as allowing more considered and strategic communications. Staff will have guidelines regarding posting from their own social media platforms, whilst allowing their personalities to come through, they may also develop their own personal strategy to sit alongside the agency allowing some sharing between personal and business accounts. As an agency we will have a strategy to share, but also ask our audience what they would like to see. We will monitor engagement and work each platform as appropriate, creating appropriate content for each.

Content will take the form of images, video, tips and advice, questions, sharing of ideas, quotes, inspiration but will shy away from news and opinion on the current situation unless engaging in a specific non-political way.

Time will be dedicated to maintaining conversations on the platforms as appropriate, responding to comments and genuinely engaging in conversations.

Social platforms are also hosting 'networking' in their own formats, which will become key:

- Instagram Live - taking part and joining live broadcasts within networks and creating our own 'live' content
- Facebook live and virtual interviews
- TikTok - creating a viral fun moment our networks can be involved in
- Twitter - chats such as 'Event Planners talk' are key for information sharing, collaboration and support

We will also look to maintain networking by attending online meetings with other event & industry professionals, as well as outside of our sector where we can network with other businesses,

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industries, both on a local and national / international level, we recognise the support and value of these networks and connections not only whilst in the midst of the pandemic but also afterwards as we emerge into a changed environment and move towards getting back to normal / new normal.

Alongside these activities specifically targeted at industry professionals such as hackathons will prove invaluable for collaboration and new contacts. Allowing people to share skills and tips in a different format, and look at specific challenges and scenarios..

Although most of the staff and indeed the general public are on lockdown, we will also look to and allow staff to redeploy their skills within the wider world, through volunteering and pro bono work, not only will this allow networking within circles not usually explored by our traditional methods but allow a showcase of our skills to a wider audience whilst giving back to the community around us. This engagement will also give staff a sense of purpose and satisfaction (and provide great content to share on other platforms).

It will be really valuable also to 'monitor' and assess these activities not only within the current crisis but also afterwards and maintain those that serve the agency (which should be all of them), and not just been seen to be doing whilst the world is in the crisis. By doing this we can come through the crisis with a strong networking proposition once we are back working in a 'normal' environment and really make the most of our networks with a stronger sense of connection and solidarity.

4. Competitive Analysis

COMPETITIVE ANALYSIS

- Noted webinars to follow to stay ahead of the curve
- Focusing on local and sustainable partnerships



Our agency will adapt to the new conditions due to the pandemic outbreak quickly even though the competence is fierce. We will follow different webinars to keep an eye on the competition and follow latest trends in order to stay ahead of the curve. We are taking an active learning approach and participation in any webinar and online event where future partners and customers may be (webinars in other languages, countries in which we work from # abroad or have many clients from, hotels & tourism webinars, etc). The list of suggested webinars is attached in the Annex.

Other event agencies are adapting the same way, so we will differentiate ourselves by focusing on local products and suppliers and the promotion of our USP's (our experience and ability to work both strategically and tactically). We will also work on new ways of taking care and collaborating with our clients online and offline.

5. Operational plan



OPERATIONAL PLAN

- Management and staffing
- Personal & Professional Development

Planning our way out of COVID-19, we will continue to need computers, high speed internet, headphones, secure programs for online meetings, apps for online events and interaction.

In the post-pandemic world, our agency is investing in extra equipment and will ensure social distancing is respected. We are buying protective equipment, sanitizers and disinfectants to protect our staff members and use it at our events and with our client's meetings. Other equipment we are investing in is temperature checks and other tests that are available and can ensure the health and safety of our clients and event participants. We are developing policies and procedures for workforce contact tracing following positive coronavirus tests. We will hire the personnel needed to ensure the safety and health of our participants.

In other business operations, we will purchase all necessary software and platform licences for good execution (e.g. zoom enterprise version, good microphones, cameras, etc.). We will also collaborate with local suppliers when possible.

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Management Team

Our team is composed of 5 international event professionals with years of experience in the field divided into different Departments:

- Katinka Meszaros
- Anastasiya Saukina
- Natasha Russell
- Amy Cowan
- Linda Owusu

In order to get our team back due to technical unemployment because of the COVID-19 crisis, we are developing new roles according to the different needs. In the first phase, we are allocating our event professionals to the roles needed.



The first is social media managers to create social media content and design. They will also lead the communicating and engaging with our clients and potential clients online.

Next, we are shifting some of the managers to be content managers who will create online content about the crisis, what is our strategy and our next steps.

In addition, we are creating roles for logistics persons, who will oversee material creation that we ship to clients by post.

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The other managers who are not allocated to these posts will be working on relation building with our current and potential clients by calls, emails and online webinars. In the third phase, we will shift our roles back and hire more people so we can ensure our services are offline and online fully functional. Our plan is to get back to 100% operational within the team in the first 6 months post COVID and by 12 months, to develop 150% of our company size thanks to the additional services and personnel engaged.

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6. Developing alternative income streams

We divided the options for alternative income streams into three ideas:

- adapting current event offerings
- creating brand new event experiences
- looking at business options that use our skills and experience in new way

We can adapt events already on our books and look at repeat business that should be coming up and offer a way to fulfil the objectives without meeting in person. Taking these solutions, we can reach out to new business in the same way offering freelance support to corporate companies and other agencies.

Using our vast event experience, we can plan our own profit making immersive events, at home dining events, online meet ups and team building, motivational experiences and gifts that corporates can send to their staff to boost morale and incentivise. Our partner companies in the industry would be the place to look to expand, caterers, freebies, stand builders and interesting venues. Quiz nights, festivals, wine tasting can all be taken online in some form.

Should we exhaust these options and to support staff in this unprecedented time, we can look to the other skills we have in house and offer these as additional services, translation, copywriting, virtual assistants, project management and creative services for presentations for example, offering these to industries that are busier due to COVID-19 could bring revenue and introductions to support future business. Pharmaceutical, online hosting, software, medical devices and suppliers.

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ANNEX

Group 5 members social media accounts:

Katinka Meszaros

- [Facebook](#)
- [Instagram](#)
- Twitter: @M_Katinka
- [Linkedin](#)

Natasha Russell

- [Facebook](#)
- [Instagram](#)
- Twitter: @tashjill
- [Linkedin](#)

Anastasiya Saukina

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [Linkedin](#)

Amy Cowan

- [Facebook](#)
- [Instagram](#)
- Twitter: @amycowanevents
- [Linkedin](#)

Linda Owusu

- [Facebook](#)
- [Instagram](#)
- Twitter: @LindaO88413257
- [Linkedin](#)

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Noted webinars to attend: Personal and Business Learning & Development

Organisations and Associations

By following event industry leader organisations webinars (like PCMA, MPI, EIC, local event organisations/associations, as well as more generic industry, entrepreneurial and business forums, we can gain not only industry knowledge and training but also more generic business strategy and recovery insights:

Event Focused:

- PCMA - <https://www.pcma.org/>
- MPI - <https://www.mpi.org/>
- AEO - <https://www.aeo.org.uk/>
- ACCED-I - <https://www.acced-i.org/>
- ILEA - <https://www.ileahub.com/>
- ESPA - <https://espaonline.org/>
- GMIC - <http://www.gmicglobal.org/>
- CEMA - <https://cemaonline.com/>
- IAVM - <https://www.iavm.org/>
- IAEE - <https://www.iaee.com/>
- NOEA - <https://noea.org.uk/>
- AIF - <https://aiforg.com/>
- Event Industry Forum - <https://www.eventsindustryforum.co.uk/>
- IFEA - <https://www.ifea.com/>

Business Focused:

- IWIB - <http://www.iwib.org/>
- International Association of Women - <https://www.iawomen.com/>

We will also take part in webinars and learning sessions hosted by industry media and blogs:

- Eventbrite - <https://www.eventbrite.co.uk//coronavirus-resources-event-organisers/>
- Marketing & other suppliers re hosting learning sessions e.g.:
 - <https://www.cvent.com/uk>
 - <https://www.socialtables.com/blog/>

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- <https://oneplanevents.com/>
- <https://www.eventbee.com/v/sxs-event-leaders/event?eid=190898511#/tickets>
- <https://community.ingo.me/event-virtualization-summit/>
- <https://www.citmagazine.com/>
- <https://mitmagazine.co.uk/>
- <https://www.eventmanagerblog.com/>
- <https://www.eventoplus.com/en/>

The event industry has always been hugely collaborative and never more so than now and there are several peer to peer learning schemes underway:

- Rupert Bassadone from Event Site Design is hosting Skills Share days (see LinkedIn)
- <https://www.safeevents.ie/blog/industry-insight-webinars>

Now is also a great time to engage in more general training and there are lots of courses around and many for free, whilst they might not be relevant to the current situation they are great for the long term development of the team.

- Health and safety - free course from - <https://www.ncrq.org.uk/safety-for-managers/>
- ACT COunter Terrorism Online Awareness Course - <https://www.gov.uk/government/news/act-awareness-elearning>
- ISRM - <https://www.theisrm.org/en/coronavirus-fast-learning-project> - also offering some free training where you just pay for the certification.
- Open University - <https://www.open.edu/openlearn/>

Added to that many inspiring entrepreneurial events around the world have been forced online making them super accessible to a wider audience:

- Hollis Co Rise Events - <https://thehollisco.com/pages/rise-live>
- Girl Boss - <https://www.girlboss.com/work/coronavirus-resources-women-work-businesses>

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Other Events

- <https://community.ingo.me/event-virtualization-summit/>
- Event Marketing summit <https://www.eventbrite.com/e/event-marketing-summit-tickets-44135215618>
- Creating and running live events <https://www.eventbrite.co.uk/e/creating-and-running-live-events-within-microsoft-teams-webinar-tickets-103241688670>
- Online conference Eventfulness <https://www.eventbrite.com/e/eventfulness-tickets-102771438138>
- Future of events (panel+ networking)- <https://www.eventbrite.com/e/future-of-events-online-networking-panel-tickets-101195263758>
- Event sustainability statement- <https://www.eventbrite.com/e/writing-an-event-sustainability-statement-tickets-102948640154>
- Future of events <https://www.eventbrite.com/e/what-is-the-future-for-events-tickets-103284107546>
- Event practices covid-19- <https://www.eventbrite.com/e/event-wedding-covid-19-best-practices-tickets-103530412250>