

**AY2024 TERM 4  
(SOH SDHBM WSP Intake7E & Non-WSP Intake 14  
& STA DET Intake 3)**

**H2100C EVENT OPERATIONS MANAGEMENT**

**COURSEWORK FINAL ASSIGNMENT**

<b>Student Name:</b>	<b>Tan Yan Ping</b>
<b>Student ID no.:</b>	<b>5554922P</b>
<b>Class:</b>	<b>H2100C</b>

**Total marks: \_\_\_\_\_ / 40**

<b>Criteria</b>	<b>Marks</b>
Content	<b>/ 36</b>
Relevance	<b>/ 12</b>
Format	<b>/ 12</b>



# Plagiarism Declaration Form

## AY2024 TERM 4

### H2100C Event Operations Management Graded Assignment


*Any assignment submitted without the completed form will not be accepted*

I declare that:

- This submission is my original work – all sources have been properly referenced and acknowledged.
- I have not copied the words or graphics or ideas or codes from another person/source and submitted it as my own.
- I neither received nor rendered any assistance (*either paid or unpaid*) on work that requires individual effort.
- I have not communicated, discussed, shared or made available my work with other students, in part or in whole, formally or informally. By doing so, I am also guilty of plagiarism and cheating.

If found guilty of committing any act of academic dishonesty, I understand that I will be liable:

- for disciplinary action by the school
- to the full extent of penalties, including immediate failure for this assessment and other disciplinary actions such as dismissal

Student ID	Student Name	Signature
5554922P	Tan Yan Ping	

Date of Submission: \_\_\_\_\_16/01/2025\_\_\_\_\_



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Word count: 971

A suitable venue for the event would be at the Singapore EXPO Convention and Exhibition Centre since it is big enough to fit the requirements of a total of 100000 square feet which brings to one of the characteristics of choosing a venue. Space, the venue must have sufficient space to accommodate the number of people that will be attending, as well as the exhibitions that will take place over there to avoid overcrowding. The second characteristic is the location and how accessible is it to the attendees, the Singapore Expo Convention and Exhibition can be easily reached by the Mass Rapid Transport and is only a short distance away from Changi Airport, making it super convenient for local and global attendees to reach the venue. It also has places to eat at the venue itself, making it easy for attendees to find food if they were to get hungry. Another characteristic would be infrastructure. The last characteristic is infrastructure, the venue must have good network capabilities like wifi and have in house AV capabilities to support the hybrid event. The venue must also have adequate spaces for loading and unloading equipment and items needed for the event as well as easy accessibility for the handicap.

The first item for site inspection checklists would be the checking of internet connectivity. Checking the venue's internet speed to make sure if it can support live streaming and high-quality video conferencing for the hybrid audience.

The next site inspection would be to check the AV equipment and technology to see if the projectors, microphones, screens and video recording equipment are up to function and are not faulty to minimize disruption during the event due to faulty equipment.

The third would be checking the power and backup systems. It is important to check if there are available power outlets as well as backup power systems to avoid any technical difficulties during the event.

Technical Support would be the fourth site inspection item, making sure that there are people to assist and deal with any potential technical issues that may occur during the event.

The last site inspection item is to confirm the hybrid space flexibility, taking note on whether the venue has enough space to set up a hybrid event with things like equipment, screens for the slides and virtual presenters.

So firstly, checking for internet connectivity can help ensure the events' success because it promotes a seamless experience for the virtual audience by having a good internet speed to support the live streams and real time engagement through the various livestreams.

Similarly, checking the functionality of AV systems is important for an event's success because they are the crucial part in delivering content, providing effective communication and immersing audiences. The availability of this equipment can easily influence the professionalism level of the event, for example having high quality sound systems can make sure that every word the speaker says can be easily heard and understood by the attendees. This can help to ensure that the overall message is conveyed clearly.



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Next for power and backup systems, having available power outlets especially backup power systems are important for an event's success due to the fact power is the main source of everything in the events. Without it, there would not be any lighting, live streaming or even audiovisual components. When an event has enough power outlets to ensure that all devices like laptops, speakers and projectors can all operate at the same time without overloading the power supplies and having backup power systems can prevent disruptions during any power outages, especially during a live stream to avoid loss of engagement.

Fourth, for technical support. Since the event is a very technology driven one, the need for tech support is very much needed for the event to be able to run smoothly especially if any tech issues occur during the live stream events, there will be on site members who will swiftly deal with the issue and if the problem gets dealt with quickly and efficiently, it will give the audience a sense of professionalism and improve the events standing with them.

The last item is the hybrid setup flexibility. It is important for the venue to have enough space for both digital and physical interactions as well as the equipment to avoid cramping and improve the overall experience of the event.

Two items that are needed in exhibition layout and setup would be furniture and lighting, and the functions they provide for the event's success is. For furniture like tables and chairs, they can provide designated spaces for attendees to relax and feel comfortable. For example, after walking around the exhibits for a while, attendees might feel tired from all that walking and would want somewhere where they can rest their legs. Doing so can encourage them to stay longer instead of the attendees leaving due to exhaustion. Using lighting can also help by using it to highlight products and features to highlight key features and attract the attention of attendees, having light also can make sure that attendees can easily view information and products due to how illuminated the exhibitions are.

The slogan is "Innovating Tomorrow's Taste Today"

One branding application that can be used for the exhibition would be to use logos, slogans and websites

The first exhibition experience would be to use lighting to create atmosphere, which can be achieved by using different lighting techniques like ambient, accent and task. For events such as this one, it is better to use brighter and more focused lighting to highlight key areas so that there is an air of professionalism that the attendees would be able to feel. The next exhibition experience would be hands-on displays, encouraging attendees to engage directly with the use of exhibition models and products, keeping them entertained and engaged.

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