

# *Analysis and Optimization of Event Management. Case study: PoliKids Fest 2023*

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**Abstract:** *The planning and execution of successful events are crucial to various areas of activity, ranging from business conferences to cultural festivals. This paper explores the intricate world of event management, focusing on the analysis and optimization of the processes involved. By studying existing methods and implementing strategies for improvement, this research aims to enhance the efficiency and effectiveness of event management. Given the impact of well-organized events on the economy and society, this study provides valuable insights for both practitioners and researchers in the field.*

**Keywords:** *event management, conferences, process, organization, improvement, optimization*

## 1. Introduction

In today's world, event planning and execution have become an integral part of various sectors, from corporate conferences and trade exhibitions to cultural events, sports gatherings and kids' events. Events, in their diverse forms, serve as powerful platforms for communication, connection, and engagement, and have become a cornerstone of modern society. Whether aiming to convey a message, celebrate culture, foster innovation, or drive economic growth, events demand careful orchestration, strategic planning, and flawless execution. The efficacy and success of events hinge on the proficiency and wit of event managers.

The present article focuses on the complexities of event management and explores strategies for improvement. By examining the core aspects of event management and identifying opportunities for refinement, this research seeks to provide valuable insights to practitioners, researchers, and stakeholders in the field.

Event management is an important endeavour, requiring the harmonious blend of various elements. From setting clear objectives and identifying the target audience to meticulous planning, effective resource allocation, promotion, seamless execution, and post-event evaluation, each stage demands careful consideration and expertise. The pursuit of event management excellence requires an understanding of current trends, innovative practices, and adaptable strategies.

This paper aims to reveal the intricacies of event management. It provides a comprehensive overview of the *PoliKids Fest 2023* event, highlighting both its strengths and its weaknesses. A thorough analysis of the event, focused on the various stages of event management, has led to the identification of its strengths, challenges, and potential areas for improvement. The findings of this study have resulted in some recommendations to enhance the efficiency and effectiveness of event management.

## 2. Research method

My research is based on a thorough analysis and the optimization of event management, focusing on the case study of the *PoliKids Fest 2023* event.



After consulting various specialized documentation sources on event management, I have developed a framework of analysis to assess the *PoliKids Fest 2023* event. This framework has helped me identify the strengths and weaknesses in the organization of this event.

I have used the comparative analysis as a research method. Comparative analysis allows one to compare the different aspects of event management, to identify effective practices, and to detect

potential weak points, as follows:

<b>Aspect</b>	<b>Criterion</b>	<b>Description</b>	<b>Evaluation</b>
Budget	Cost estimation	5.000 €	✓
	Funding sources	Sponsorship from partners	✓
Venue	Location	Știința Stadium The Park next to the Faculty of Mechanics	✓
	Capacity	5.000	✓
Schedule	Date and time	27.05.2023	✓
Marketing	Promotion strategy	Facebook, Instagram, LinkedIn, posters, LED screens, Notice Board, StudentUPT application, press release	✓
	Target audience	1– 99 years	✓

Speakers/ Entertainment	Selection	Hot air balloon rides,  Slides, trampolines and carousel, Animation from “Degetu’ mic”, The play “Snow White and more Dwarfs”, magic show, workshops for children, Face painting, Bicycle competition with prizes,	✓
	Contractors	Degetu’ Mic, Nora Restaurant, Oltenia SKY Team,	✓
Logistics	Transportation	Provided by Politehnica University Timișoara.	✓
	Equipment	-	X
Catering	Menu	Nora restaurant	✓
	Dietary restrictions		X
Registration	Online		

n	registration		
	On-site registration	Free admission. Registrations were required only for the hot air balloon rides.	X
Evaluation	Feedback collection	Facebook comments, Face-to-face feedback	✓
	Post-event analysis	Press Review	✓
Safety	Emergency plan	There was a SMURD team on site.	✓
	Security measures	There was a security team on site.	✓
Promotion	Social media presence	Facebook, Instagram, LinkedIn	✓
	Media partnerships	TeleUniversitate a Timișoara	✓

### 3. Results

The assessment of the various aspects related to the PoliKids Fest 2023 event provides a comprehensive perspective on its strengths and areas

of improvement.

Budget management was well-coordinated, with cost estimation staying within the allocated budget and secured partnerships for financial support. The choice of the venue (Știința Stadium, in the park next to the Faculty of Mechanics), with a capacity of 5,000, was appropriate, and the set date for May 27, 2023, was also well-timed.

The marketing strategy was extensive, encompassing a wide variety of promotional tools to reach a diversified target audience, from 1 to 99 years old. The selection of speakers and entertainment options was diverse, offering a wide range of activities to participants, and contracts were secured with experienced specialists.

Logistics, transportation, and safety measures were appropriately addressed, with a SMURD team and security personnel present during the event. The promotion strategy through social media and media partners contributed to the visibility and success of the event. Promotion consisted of five Facebook posts, five Instagram posts, three LinkedIn post, two press releases, and three weeks of advertising on seven LED screens throughout the city.

However, there are specific areas that require attention for future improvement. Equipment provision was not implemented very well, which slightly affected the effectiveness of the event. Dietary restrictions should have been considered more seriously, given that it was an event for children. The limited registration options for the hot air balloon rides also caused some inconvenience.

To sum up, the PoliKids Fest 2023 event has highlighted multiple strengths in its planning and organization, particularly in what concerns budget management, venue selection, promotion, entertainment, and safety. To enhance the overall experience of the event, the organizers should approach equipment provision more seriously, give more consideration to dietary restrictions, and offer more convenient registration options to participants in future editions. The ability to adapt and improve in these areas are essential to the long-term success of the event.

#### **4. Conclusion**

This paper has revealed the intricate world of event management, with a particular focus on the analysis and optimization of the processes involved. It can be concluded that the case study of PoliKids Fest 2023 serves as a valuable example of how to identify the strengths and weaknesses of event planning and execution. In particular, this research has provided a comprehensive assessment of the various aspects involved in event management, from budgeting and venue selection to marketing strategies, entertainment choices, logistics, catering, registration, safety measures, and promotion.

The analysis of PoliKids Fest 2023 has revealed a well-organized event with several commendable aspects, including effective sponsorship partnerships, a suitable venue with ample capacity, a diverse array of entertainment options, and strong marketing efforts through various channels. Additionally, the safety measures, the robust emergency plan, and the dedicated security team enhanced the overall safety and security during the event.

Besides these strong points, there are also certain areas that will require more attention and improvement in the future, such as equipment provision, dietary restrictions, and a more streamlined approach to registration. However, successful feedback collection and post-event analysis prove commitment to continuous improvement.

Overall, the findings of this study serve as a valuable resource for event organizers and researchers, providing insights into best practices and areas for improvement in the ever-evolving landscape of event management. As events continue to play a vital role in modern society, the pursuit of excellence in event management remains paramount, and this study provides a roadmap to achieving just that.



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