Appendix

# Chapter 3: The post event and evaluation phase

*Table 3.1: Legislative acts that govern ethical events*

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| ***The Supply of Goods and Services Act 1982*** | * The Supply of Goods and Services Act in the UK require traders to provide services to a proper standard of workmanship.
* If a definite completion date or a price has not been fixed, the work must be completed within a reasonable time and for a reasonable charge.
* This act was partially superseded by the [Consumer Rights Act 2015](https://en.wikipedia.org/wiki/Consumer_Rights_Act_2015).
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| ***The Bribery Act 2010*** | * This act came into force on 1st July 2011 and was designed to create a fairer business environment and increased transparency.
* The guidelines need to be carefully reviewed, as there are many `grey areas’. in the events industry.
* Initially caused great concern for agencies operating within this sector, who felt that all incentives and commission structures might be eradicated under this act.
* In fact it serves mostly as a guideline policy to ensure that all client to supplier activities are reasonable, proportionate and are not designed to criminalise established activities.
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| * ***The Disability Discrimination Act 2010***
 | * This act was revised in 2010.
* Under the Disability Discrimination Act (DDA), it is unlawful for employers to subject jobseekers or employees with disabilities to discrimination.
* According to the Disability Rights Commission (DRC) guidance, a person has a disability if their physical or mental impairment has a substantial and long term adverse effect on their ability to carry out normal day to day activities.
* The law covers all aspects of employment from recruitment through to career termination.
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| * ***The Data Protection Act 2018***
 | * The new General Data Protection Regulation (GDPR) came into effect in the UK in May 2018
* It has a significant impact on the way event organisations and businesses collect, use and store personal data.
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| * ***The Modern Slavery Act 2015***
 | * On 29 October 2015 the Modern Slavery Act 2015 came in to force, with a new requirements for businesses to report on slavery and human trafficking.
* The Modern Slavery Act 2015 is a UK act of Parliament designed to tackle slavery and human trafficking through the consolidation of previous legislation and the introduction of new measures.
* Specifically, it introduces new requirements for organisations in regards to their business and supply chains.
* The hospitality industry is not immune from trafficking; and often recruits foreign workers and casual labour for hotel jobs, sporting events, theme parks, on cruise ships, and in restaurants etc.
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| * ***The Equality Act 2010***
 | * This act was designed to legally protect employees from discrimination in the workplace and in wider society.
* The act replaced previous anti-discrimination laws, including The Disability Discrimination Act; Sex Discrimination Act 1975 and The Race Relations Act 1976, with one single act to make the law easier to administer and understand.
* Ethically this act is very important within the industry, which has a duty to discuss and improve sexual and age discrimination on an ongoing basis.
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| * ***The EU Working Time Directive***
 | * The EU Working Time Directive is a ground-breaking piece of legislation in the UK, stipulating the working week should be a maximum of 48 hours, on a 17-week average, and that workers had a right to rest breaks and paid annual holiday.
* The directive states that employees under 18 are not permitted to work more than eight hours a day and only for a maximum of 40 hours a week.
* It also allows the employee a right to annual leave of a minimum of four weeks or 20 days, including Bank Holidays and a minimum rest time of 20 minutes in any shift of six hours or more.
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| * ***The Communications Decency Act 1996***
 | * This act has an impact on ethical use of communications in the industry, particularly with reference to what is posted on social media.
* Any posts on social media and Twitter accounts should not be controversial, slanderous or open to misrepresentation.
* All social media sites have an ethical responsibility to ensure that a mechanism is in place that will enable the removal of any infringing content, should this be requested by the copyright owner.
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*Table 3.2: Example of evaluation tools*

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| ***Written questionnaire*** | * A written questionnaire can be given out at the event.
* As it requires time to complete, it is usually sent out by email or post, within one week of the event close.
* A favoured method of evaluation, particularly when more detailed information on various aspects of the event delivery are required.
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| ***Customer or company feedback form*** | * A standard form is handed out on site, which allows attendees to give feedback in a relatively short time. Guests are sometimes offered a goodie or take-away bag as an incentive to complete.
* iPads and tablets are often made available on site so attendees can complete the feedback form with ease.
* Return of questionnaires can be quite low, depending on how and when they are presented to the attendee.
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| ***E-questionnaire or online survey*** | * An online registration system, designed to include an evaluation questionnaire or survey, accessed via the internet.
* Can be sent out as an email alert, asking attendees to complete the survey, using software programmers, such as Survey monkey.
* Often sent out to all attendees by email straight after the event, or by iPad or tablets, or SMS.
* The pros are that they can be sent en masse, but the cons are that organisers have no way of knowing how many people will respond.
* An incentive, such as a voucher or future discount is often used to incentivise attendees to complete the online survey.
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| ***Telephone questionnaire*** | * A questionnaire that is conducted over the phone, or by mobile.
* Usually contains a mixture of open and closed questions to enable evaluation of both qualitative and quantitative data.
* Can elicit an immediate result, but often to get to speak to an attendee direct, due to use of voicemail.
* A push button response is often adopted for mobile phone use, where the attendee is asked to tap in a response on a Likert scale and adds any further feedback if required.
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| ***Feedback/suggestion box*** | * Boxes are usually placed on site in a visible place, for use during breaks between sessions, or on exiting.
* Allows for instant feedback, almost as a spot check, when detailed information is not required.
* Often preferred by delegates, as it does not require much effort or time from attendees and allows them to remain anonymous.
* A popular evaluation tool as it solicits feedback quickly and effortlessly and pinpoints any immediate issues, patterns or trends.
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| ***Internal team feedback*** | * Can be either a formal or informal group session held after the event with a coordinator or facilitator present.
* The session usually comprises a verbal summary and written report from each functional area
* This is followed by a group discussion and summary of key issues summed up by the coordinator or facilitator.
* Important to conduct with internal staff and stakeholders, before setting up an external debrief meeting with suppliers, sponsors or the client.
* This allows for an accurate analysis of the overall success or failure of the event in all areas.
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| ***Audience response/voting keypads*** | * Can be issued at the event to delegates to monitor the audience response, using bespoke software and a wireless link.
* This tool allows the organisers to engage with the audience with questions and display responses in real time.
* It is therefore possible to get instant feedback.
* Presentations and content can be instantly adapted using this versatile method to provide the audience with exactly what they want whilst still at the conference or event.
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| ***Vox pops*** | * Vox pops are short interview segments often filmed by event attendees.
* A camera crew need to film the material as guests mingle at the event, or as they leave.
* The audience clips can be used after editing the material, either to add new audience perspectives, different viewpoints, or even as a positive event endorsement.
* The footage can be relayed through Social media as a marketing tool.
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| ***Interviews*** | * Can be conducted by telephone or face-to-face or on the telephone.
* Effective for recording the interviewee, but can take time and manpower, can be expensive and need to be planned very carefully.
* They should not be ruled out, but they need to be planned in advance.
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| ***Word of mouth, comments, Public Relations*** | * An influential and cost-effective way to monitor the overall success of an event.
* Word of mouth comments provide a good indication of how well received the event was by attendees.
* Feedback now spreads very quickly through posts on social media, pictorial evidence or *Twitter* comments.
* This has also made organisers more culpable nowadays, as there is literally nowhere to hide if the event has been perceived as a failure and this news may have gone viral.
* The role of Public Relations is to put a positive spin on the feedback received and where necessary to adjust the copy and manipulate the data to reduce any possible damage to the image and brand.
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| ***Social networking i.e. Twitter or Face book*** | * Forums can be set up by attendees to discuss the event during all stages of the evaluation.
* As negative comments and posts can cause immeasurable damage to the reputation of the event, these forums can pose a threat to organisers and planners.
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