Appendix

# Chapter 10: Event careers, human resources and consultancy

*Table 10.1: Tips for starting up an event business*

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| ***Write a concise Business Plan*** | * A business plan is an overview of the strategic and operational aspects of the new business, including growth potential and ROI.
* This will help define whether there is a gap in the market and be a useful tool when trying to secure funds from potential investors, sponsors or the bank.
 |
| ***Identify the Target audience*** | * You may already have some customers Speak to them and potential customers about their wants and needs and whether they will be willing to pay for the service.
* Who will be the target audience for the product or service?
* How will you market and sell to them and build sales volume?
 |
| ***Identify the business USP*** | * What does the business do and is there an identified gap in the market for this product or service?
* Is the idea compelling with commercial viability?
* Consider your track record and also competitive advantage.
 |
| ***Understand the competition*** | * Try to improve on that product or service offered by the competition.
* Could be about cost, customer service, efficiency or creativity.
* Is anyone else out there selling a similar product or service, but cheaper?
* Why would customers choose that product over others on the market?
 |
| ***Define the teams skill set*** | * Analyse key skills within the team.
* Investors will be investing in the team, so the right people need to be on board.
 |
| ***Plan your Profit and margins*** | * What is the realistic forecast regarding sales for the business venture?
* Long-term financial projections will need to be included, together with cash flow forecasts, profit and loss forecasts and if possible projected balance sheets for income and expenditure.
* Be clear about what funding will be needed, through a Start Up loan, ‘business angel’, crowd funding or venture capital.
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| ***Decide on a name and register a domain name*** | * The company name can have huge implications on success.
* The name will give the business authority and a brand image.
* Rebranding is costly, so take the time to get this right the first time.
* Link the name to the product or service if possible, avoid difficult spelling and make it easy to pronounce.
* Once the company name has been decided, make sure the domain name is available for the website.
 |
| ***Think about business premises*** | * Assess whether it’s possible to set up from home in the initial stage, or will the business need an office or small unit to develop the product or operate in.
* Any rent costs will need to be included in the business plan.
* When choosing a business venue, parking for customers and staff, rates and accessibility need to be considered.
 |
| ***Design and produce marketing collateral*** | * A website is a necessary marketing platform today. This can be designed in-house or through a web designer.
* It is also worth investing in headed business cards and stationery to stand out to customers.
* Think about contacting local radio and newspapers for some P.R. and offer an incentive, such as discounts or voucher codes to encourage new customers and increased publicity.
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*Table 10.2: Items for inclusion on a CV*

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|  |  | Examples |
| ***Career statement*** | Should be concise, short, specific and to the pointTarget your career objective whenever possible and be clear about your short- and long-term goals**Targeted Objective (preferred)*** Lists specific job and company you are applying for

**General Objective (optional)*** When you do not know company or specific job applying for
* Posting on a career website
* Attending Job Fair and handing out resumes
 | What you can do for the employer |
| ***Personal details*** | Name (as a heading rather than ‘CV’)AddressTelephone numberEmail addressMake sure this is a professional email address, not ‘sexybeccy@hotmail.com’  |  |
| ***Personal profile (optional)*** | Choose interests and activities which can demonstrate skills relevant to the job | * Teamwork
* Organisation
* Commitment
* Intellectual abilities
* Personality traits
* Creative/artistic ability
 |
| ***Education from GCSE level –institutions, qualifications & date*** | This should start with the most recent qualificationDo not forget your current studyMention relevant modulesYou might like to mention top marks rather than list allInclude the years of studyPrimary school details are not needed | 2011 – Present University of Kent BA (Hons) Photography (Predicted 2:1) Modules include: Creative photography, technical equipment and business skills for photographers.Highlights include: Winner of the College Photography AwardPortfolio grade of 75%2009 – 2011 Maidstone Grammar School A-levels: Media Studies (A), Art (B), Information Technology (C)2005 – 2009 Wrotham School GCSEs: 8 GCSEs grade A-C including English and Mathematics |
| ***Relevant work experience*** | This should be as relevant as possible, Dates, name of company, position, location. This should not just ne a list of duties, but a chance to detail your skills and provide evidence. Ensure the skills are relevant to the position/company you are applying to. However, if you have only previously worked in an unrelated field to the current vacancy you are applying for, you should still include it. | April 2016 – June 2017 - **Sales Assistant Teas Made coffee shop, Maidstone*** Delivered excellent customer service as demonstrated by my mystery shop result of 91% and by receiving ‘Sales Assistant of the Month’ award three times.
* Achieved a sales result of 5% above my target illustrating my advanced selling skills, as well as my determination to succeed.
 |
| ***Work history*** | This should also be detailed chronologically, starting with your present job and working back, and should probably only cover a 5-10 year period |  |
| ***Other information*** | Other professional qualifications of awardsSpecial interests or achievements | 2015 Duke of Edinburgh Award |
| ***References/Contact names of referees*** | Ideally, one academic and previous/current employer.Ask permission from your referee and let them know what position(s) you’ve applied for.Use relevant references if possible. |  |

*Table 10.3: Sample job description*:

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| **Job Title** Hotel Receptionist**Reports to:** Hotel Venue Services Manager**Responsible for:** Assistant receptionists (2)**Salary:** **£7.95 per hour - 5-6 month contract** **Full-Time - based in Central Edinburgh****Purpose of post:**5-star hotel based in Central Edinburgh are currently looking to recruit an experienced Hotel Receptionist on a 6 month temporary basis. The successful candidate will be responsible for providing reception and front of house support.**Duties involved in this role will include:**\* Front of House duties\* Checking in and checking out guests\* Answering telephone enquiries from guests\* Booking reservations\* Arranging travel for guests including taxis\* Taking payments\* Ad hoc administration duties as directed**In order to be considered for this role, candidates must have the following:**\* Previous experience in a Receptionist capacity - preferably within a hotel environment - this is essential\* First class communication skills, both written and verbal\* Strong administrative abilities\* Excellent organisation skillsThe successful candidate will be required to work a variety of shifts across 5 out of 7 days - this may require you to work weekends. If you feel you match the requirements above and are interested in the role we'd love to hear from you!**Please note that applicants who do not meet the criteria above will not be considered for the role - If you do meet the criteria above and you are interested in applying for this role, please submit your CV via the advert ASAP or contact Gayle Courtney for more information on 0131 240 3330.** |