Holly Lacey

Event Management

Individual Appraisal

Social Media Manager

My Role:

As the social media manager, I have been in control of all of our social media platforms and will manage all of the digital marketing, advertising and promotion that will be put across our accounts.

I have needed to ensure that Enlist Events is shown in a positive and authentic way into order to attract consumers to attend our event and donate money to our fundraising efforts. Across our pages I have needed to build up following and build a rapport with these consumers in order to ensure they stay engaged with our events company- to this, I need to ensure that our unique selling points are communicated efficiently and clearly.

Duties

- Design, create and manage promotions and Social ad campaigns.
- Monitor, listen and respond to users in a "Social" way while encouraging them to donate and attend event.
- Identify threats and opportunities that is surrounding the company and report notable threats/opportunities to appropriate team members.
- Monitor effective benchmarks to measure the impact that social media campaigns are having on consumers. Here I will need to analyse, review, and report on the effectiveness of campaigns in an effort to maximize results.

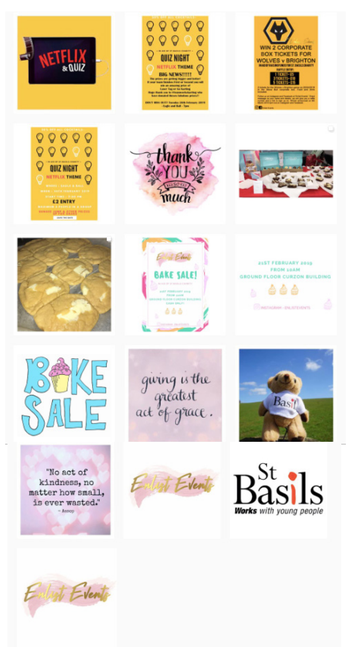
Objectives:

- I will need to make sure that I am checking our social media pages frequently and ensure that the information that is being given is consistent and clear.
- As well as this I will need to be making sure that we have clear content strategies and clear promotional strategies to inform consumers/followers.
- Finally I will need to build a positive rapport with consumers across our social media pages to ensure that we are remembered therefore gaining more interest in our event.

Key Roles that I have contributed to

My contributions included:

- Social Media
- Contact with Veronica McAleer and MAKUP Academy
- Wolves Raffle
- Quiz Night
- Crisis and Vulnerability Plan
- Bake Sale
- Proposal Presentation
- Event



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All content that was posted on instagram was also posted onto facebook.
This was an automatic function I used when posting.

Our instagram account reached 137 followers. Our reach came from the use of hashtags and the following of relevant pages.

All content that was put on social media was designed by me. I did this to keep my social media branding clear, consistent and concise.

Veronica McAleer & The Makup Academy

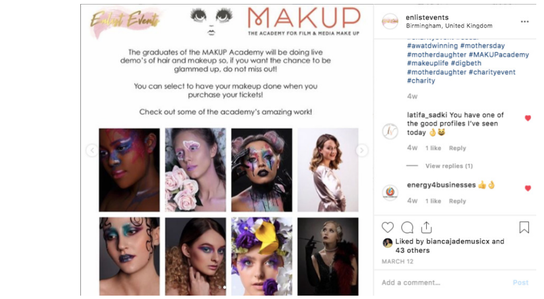
Emmy awarding winning and two time Oscar nominee make-up artist Veronica McAleer and her team of graduates from The MAKUP Academy attend our event.

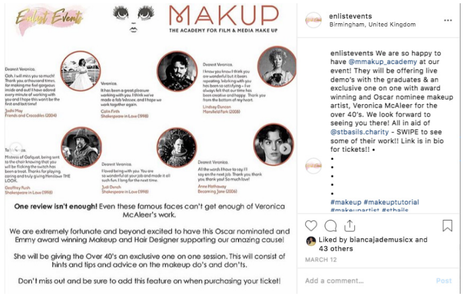
From one of my contacts, I contacted Veronica McAleer. She has many awards to her name and is recognised massively in the industry.

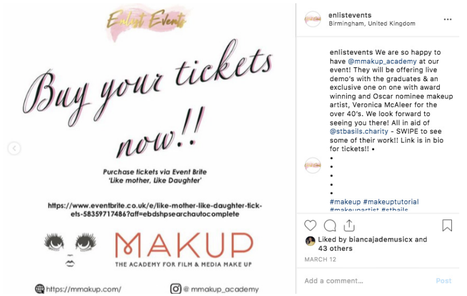
After emailing Veronica and explaining the event concept, she was thrilled and extremely excited to attend. From here I arranged a meeting with her via email. I met with her along with the communication manager on Tuesday 5th March 2019. Here we discussed the event and outlined our ideas. The original plan was to have SFX demonstrations in order to create a unique selling point, however we decided that a better route could be a 'Over 40s exclusive One on One' with Veronica herself.

Before the event I was put in charge of collecting equipment from Veronica to bring to the event as well as designing their stations.

At the event, I was their point of contact, whereby anything the artists needed or had questions about, I was there to answer and assist.







Emails sent to Veronica Mcaleer
- Event Proposal

Enlist Events <enlistevents@gmail.com> Thu, 14 Feb, 09:21
to lxncemua

Hello,

My name is Holly and for my university module, events management, we are putting on an event in aid of St Basils. St Basils is a homeless charity based here in Birmingham that helps people between 16-25 who are either homeless or in need of practical support.

I'm aware that Lance has already spoken to you regarding the event but I just wanted to confirm whether you are still able to attend.

Details regarding the event:
- We aim to have our event on Sunday 24th March 2019, however, this could change as the venue hasn't been confirmed.
- As this is the week before mothers day, our consumers will be mothers and daughters.

Looks we want to achieve:
- Everyday beauty tutorials- some different tips and tricks that both mothers and daughters can follow
- Glam looks
- SFX looks
- Maybe a character look depending on if you can cater to it.

If you are able to attend the event, what requirements would you need regarding the venue? Is there anything in particular?

Look forward to hearing from you.

Kind Regards,

Holly Lacey

Lance Breakwell <lxncemua@icloud.com> Thu, 14 Feb, 09:36
to veronicamac, me

Hi V,

This was the event I was on about about for you and your students.

Lance x

Veronica Mcaleer <veronicamac@mac.com> Thu, 21 Feb, 11:38
to l1a9n9c3e, me

Hi Holly ,
apologies for not replying to you sooner but I have been recovering from a recent operation.
Your event sounds great - a really good idea and yes I would love to help you. How many makeup artists are you aiming for in total ? and how many people would you be aiming to attract.
Obviously it requires my graduates to have their own makeup. which most do but if it's corrective makeup then foundations are expensive and get used up quickly so I would suggest you try and get some makeup companies to sponsor you and supply some makeup, in particular foundation but make makeup palettes would be good if anyone will donate them .
You would need makeup mirrors ideally, I have four which I am happy to loan for free.
Could defiantly do some SFX workshops and some character demos.
What kind of publicity are you doing ? as I would love to be included in your press and publicity for the event as a sponsor.
I am around next week if you want to chat in person?
Kind Regards
Veronica

MAKUP
THE ACADEMY FOR FILM &MEDIA MAKE UP
WEB: WWW.MMAKUP.COM TEL: 07758417584

Enlist Events <enlistevents@gmail.com> Fri, 22 Feb, 10:09
to Veronica

Hi Veronica,

Thank you for getting back to me, hope everything is ok with you and you make a speedy recovery. So glad that you are willing to help!! We are currently looking into venues for the event, we currently have one in the pipeline, but we are just awaiting prices. Depending on the outcome of that, will depend on how many of your students we will need. We are also getting in touch with makeup companies to gain some sponsorships in order to get some foundation/palettes to use on the day. We would 100% be grateful for the mirrors on the day- thank you.

As well as the beauty looks with the tips and tricks we will like to do some SFX and character looks in order for us to create a unique experience. In regards to publicity, we currently have our social media pages that we will be promoting on and we hope to have promotion from the venue and will get in touch with local journalists. We will definitely include you in that as we would want to showcase you guys off as well.

We will be happy to meet you in the week if you are available? Is Friday afternoon at around 3 any good for you?

Kind Regards
Holly

Veronica Mcaleer <veronicamac@mac.com> 23 Feb 2019, 10:36
to me

Hi Holly yes we could meet at 3pm on Friday , shall we meet at the custard factory as I will be In my studio. I will email my students and see who wants to get involved.
In terms of character it would be best it they were demos on pre chosen models, unless you have some other ideas.
Anyway see you next week.
Kind Regards
Veronica

TWITTER:- @makupacademy
INSTAGRAM:- mmakup_academy
FACEBOOK:- Makup Academy
Web:-www.mmakup.com

Enlist Events <enlistevents@gmail.com> 25 Feb 2019, 12:18
to Veronica

Hi,

That's perfect, thank you. Look forward to meeting you.

Kind regards
Holly

Veronica Mcaleer <veronicamac@mac.com> 27 Feb 2019, 13:09
to me

Hi Holly , really sorry but I can't make Friday as I appointment for my son that I had overlooked , how about Monday or Tuesday of the following week?

Enlist Events <enlistevents@gmail.com> 27 Feb 2019, 18:34
to Veronica

Hi Veronica,

Not to worry. Is Tuesday 5th at 3.30 ok for you?

Kind regards
Holly

Veronica Mcaleer <veronicamac@mac.com> 4 Mar 2019, 10:59
to me

Hi Holly yes that still good with me regarding meeting tomorrow.
Kind Regards
Veronica

Emails sent to Veronica Mcaleer
- Meeting Arrangements

Emails sent to Veronica McAleer
- Written Confirmation

Enlist Events Mothers day event confirmation

Inbox ×

Enlist Events <enlistevents@gmail.com> Thu, 7 Mar, 13:19
to Veronica

Good Afternoon,

Hope you're well, it was nice meeting you on Tuesday. We have spoken with our group and have confirmed how the day will go.

If it is ok with you instead of 4 sessions we would prefer 3. The times of the sessions are listed below.
- 12.30-13.15
- 13.15-14.15
- 15.00-16.00

We hope yourself and two students will be attending the event. In each slot, each student will have a person to do the demo of makeup and hair on (6 all together throughout the day).

We have also allocated 6 slots for the over 40's to have a one to one appointment with yourself for 20-30mins. This is advertised when customers purchase tickets.

Thank you for providing for the details of Louise, we are in the process of contacting her.

Kind Regards,

Holly

Veronica Mcaleer <veronicamac@mac.com> Sat, 9 Mar, 09:59
to me

Hi Holly, yes that's fine fe 3 sessions with 6 makeovers In total. I will have have four graduates though, two per model one to do hair the other makeup, otherwise it will take too long and they are only fledglings.
If my sessions could finish at four too that would be perfect.

Just confirming though that MAKUP will be mentioned in All your pr and marketing but needs to be as a findable link- so either list the web address www.mmakup.com or if social media then please list the relevant links as below, so could you edit your Instagram post please to include my full instagram handle.

Also I would like a little more description to be added to All your posts as currently there is not enough information. So something like this? (for Instagram as it has the right Handle , you would need to edit the link accordingly)
We have the Amazing mmakup_academy sponsoring our event- Award winning and Oscar nominated Makeup Artist Veronica McAleer and her team of graduates will be offering some Pro Tips, Know how's and No No's.

I am happy to help in return for as much publicity and PR as possible and would like to know what your plans for promotion are and that it's not just Instagram. I am giving up attending the cast and crew of Dumbo in london to do your event so in-terms of pr you need to make it worth my while😊

Kind Regards
Veronica x

Enlist Events <enlistevents@gmail.com> Mon, 11 Mar, 12:51
to Veronica

Good Afternoon,

That is fine, thank you for the additional students - we look forward to seeing you all at the event.

We will make sure that your sessions finish before 4. We appreciate the time that you are taking out to help us, as St. Basils is such a worthy cause.

In regards to promotion, we are promoting you and your Academy on our social media platforms (which I will edit to add more information and direct tags). I am also planning a dedicated post for yourself and the Academy, which will showcase some of the work you have done - is it ok if I take some imagery from your Instagram?

Additionally, we have also noted your involvement on all posters and leaflets that we are using to promote within surrounding areas.

We are also in the process of contacting news agencies and newspapers for PR and marketing. All of the Press and Marketing materials we plan to use, you have been recognised in.

I can confirm that on all types of promotion, we have clearly stated your name, your accredited achievements, and the MAKUP Academy.

Moreover, I asked about the website and it is called 'Canva.com'. I hope this helps. The girls use it and feel it is a very good site.

Kind Regards,
Holly

Emails sent to Veronica McAleer
- Final Detail Discussions

Enquiry about Foundations

Inbox ×

Enlist Events <enlistevents@gmail.com> Mon, 18 Mar, 14:06
to Veronica

Hi Veronica,

Hope you are well. Just a question about the foundations.

We have gathered foundations samples from Estée Lauder for you to use at the event, however we made contact with a brand ambassador for Tropic skincare for a stall. The ambassador is willing to have a stall at the event, but they have an extensive make-up range that has just launched, and were wondering whether you would be willing to use their foundations in your tutorials. We wanted to ask and get your confirmation/opinion before agreeing to anything.

The brand is vegan and cruelty free, and is used by Bryony Blake, who does the make-up for This Morning and other shows on ITV.
Here is their website for you to review.
https://tropicskincare.com/collections/makeup

Please let me know whether you would be okay to use the foundation.

Kind Regards,

Holly

Veronica Mcaleer Mon, 18 Mar, 18:21
to me

Hi Holly , I am happy to use thier products, but not exclusively as they only do a mineral based foundation powder. But I love trying new products so that's fine to use what I think is appropriate.

My students are concerned about foundations as it's a big expense for them so as many samples as possible would be good for them as well as being able to keep for their kit. The only problem I foresee is that they won't know the colours or the product coverage itself which will make it difficult for them to be confident about their outcome.

Did you manage to put together any mood boards ?

So there will be five of us including myself and we will arrive 30/45 beforehand to set up, so just to make sure we have access. I will leave it to you arrange setup the tables and mirrors etc, and we need to arrange pick up of them sometime on Friday between 10 and 4.

Hope all it's all going well.
Kind Regards
Veronica

Enlist Events <enlistevents@gmail.com> Tue, 19 Mar, 14:58
to Veronica

Hi Veronica,

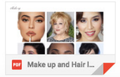
Thank you for agreeing, we will let the ambassador of Tropic know. We presently have 8-10 samples of all skin tones of double wear foundations from Estee Lauder however the Tropic ambassador said she will bring as many samples as she is able. We will also try and get some more Estee Lauder to be safe. Do you need us to provide anything else other than foundations?
Also if the live models come on the day with makeup on, would you be able to facilitate the removal of makeup, or will we need to provide makeup wipes?

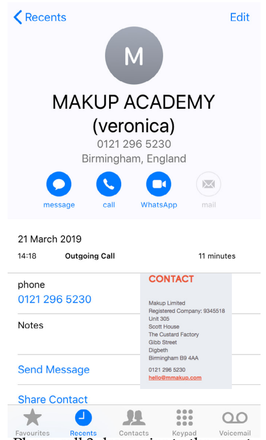
I have attached a mood board with some potential looks. I have tried to incorporate glam and day to day looks, as well as a range of hair looks. If you could look over them, that would be great - if there is something you'd wish to change I am happy to edit them accordingly.

We will make sure that you have access to the venue when you arrive, we will be at the venue from 9:30am. On Friday, what is the latest time I can collect the mirrors, as my dad will be coming with me to collect as he has space in the van to transport them to the event?

Also, do you or your students have any dietary requirements or allergies that we need to be aware of for the afternoon tea?

Additionally, the venue does not possess any clip-on microphones for you to use. We can enquire at university, however, if we are unable to acquire any, would this be a problem?





Phone call 3 days prior to the event to confirm times with Veronica McAleer, mood boards and action plan of the day.

Wolves Raffle

Fundraising completed by myself and the Communication manager.
From this raffle, we raised £750.

From a contact from the Communication Manager, we raffled off 2 corporate box tickets for Wolves v Brighton Game on 20/04/19. I raised £145.00 of these funds and the communication manager raised £605.00. Originally we raised £740.00 but due to popularity an extra £10.00 was given at the end making our final total raised £750.00.

Direct message through social media accounts or face to face conversation were how people entered and paid either cash, pay-pal or via our Go-fund me page.

Raffle options were:
1 ticket- £5.00
3 tickets - £10.00
5 tickets - £15.00

To announce the winner, myself and the communication manager did a Instagram Live, (that was later posted on Facebook) on 8th March 2019 at 3pm.

The poster that was designed by myself and the communication manager.

Wendy Bird
Unassigned

Mark as done

FEB 24, 2019, 5:04 PM

Hi, I'd like to enter the competition for the Wolves Tickets.

Hello, that's great news- how many tickets would you like to purchase? Payment can be made either via the just giving page https://www.gofundme.com/uq2qh-enlist-events?utm_source=facebook&utm_medium=social&utm_campaign=fb_dn_postdonate_r or via paypal (holly.lacey24@hotmail.com) which ever you prefer, just make sure your name is attached. Let me know and I'll send you your ticket number. Thank you.

Enlist Events

Click here to support Enlist Events organised by Enlist Events

*ALL MONEY RAISED WILL GO TOWARDS HOSTING AN EVENT, ALL MONEY RAISED AT THE EVENT...

FEB 24, 2019, 6:55 PM

Hi, thank you for your payment of £10. Your 3 raffle ticket numbers are 211, 212, and 213. Could you please provide a contact number, that we can contact if you are our lucky winner. Good Luck!!

Sent by Holly Lacey (?)

Hi, I can be contacted on 01952 691094, here's hoping , many thanks.

Thank you. 3 chances of winning so fingers crossed. If your the winner we will give you a call and post it on our facebook page on 8th March at 3pm so be sure to keep your eyes peeled

Sent by Holly Lacey (?)

Thank you

Good afternoon! Can I have 5 tickets for the wolves box please?

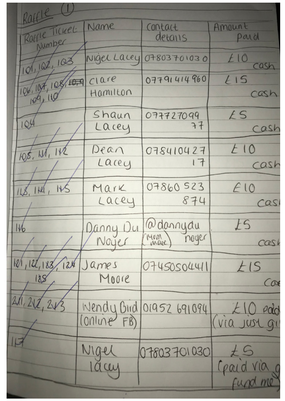
Hello, that's great news- Payment can be made either via the just giving page https://www.gofundme.com/uq2qh-enlist-events?utm_source=facebook&utm_medium=social&utm_campaign=fb_dn_postdonate_r or via paypal (laurensinar97@hotmail.co.uk) which ever you prefer, just make sure your name is attached. Let me know and I'll send you your ticket number. Thank you

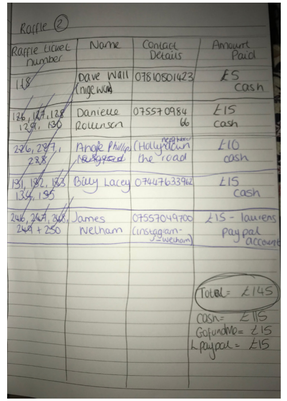
Paid!

Thank you! Your raffle numbers are 231-235. Have you got a contact number we could use if your our winner please

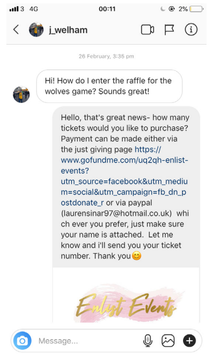
Thank you! My number is +447495030756

lovely, thank you again and good luck



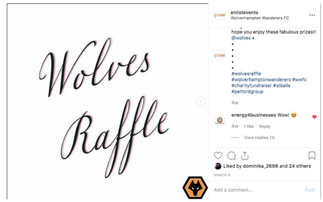


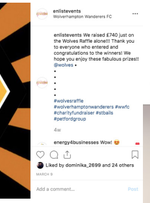
This book is how I kept on track with who purchased raffle tickets, how many and at what price.

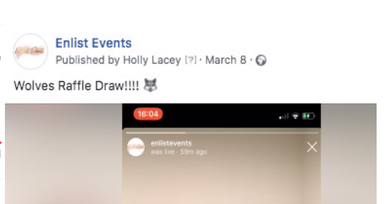


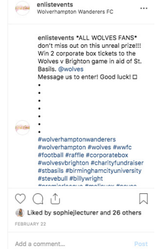
Examples of Instagram and Facebook messages that I replied to.

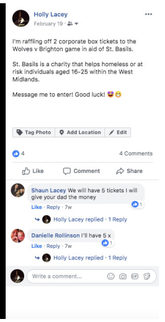
Keeping track on who has entered

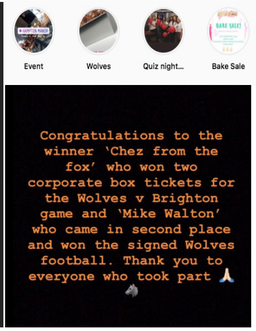












Promotion I put on Social Media

- Before and after

Quiz Night

Netflix and Quiz.

Myself, the communication manager and fundraising manager visited the Eagle and Ball (BCU pub) to enquire as to whether we could use their venue to host our quiz night. We spoke to the manager and secured the venue free of charge, for 26th February 201. This allowed us to charge guests £2.00 entry and as we didn't have to pay for the venue and all prizes were donated, everything we made would be a profit.

Leading up to the Quiz night, I created a quiz, - 6 rounds each having 6 questions with different topics around the theme 'Netflix'

On the day myself and the fundraising manager hosted the event and took on the role of quiz master.

Quiz Questions

Quiz

Round 1: Netflix General knowledge

1. What was the most binged watched show on Netflix in 2018?
   On My Block
2. When was Netflix founded?
   1997
3. As of 2018, how many million global subscribers does Netflix have?
   100 million
4. What was the most watched Netflix film of 2018?
   The Kissing Booth
5. What is the most watched Netflix show in the UK?
   Stranger Things
6. Who founded Netflix? Double point
   Reed Hastings and Marc Randolph

Round 2: Documentary and Crime

1. How many women did Ted Bundy confess to killing in the recent Netflix documentary 'Conversations with a Killer: The Ted Bundy Tapes'?
   30
2. What colour tile did influencers post on social media to promote 'Fyre Festival?'
   Orange
3. The events of "Making a Murderer" take place in which US state?
   Wisconsin
4. Who narrates Blue Planet?
   David Attenborough
5. Idris Alba is known for his hit role in Luther, but what other profession is he known for?
   He is a DJ
6. In what Florida location was the Netflix Documentary 'Black Fish' filmed?
   Sea World

Round 3: Series

1. In the series YOU, the main character Joe Goldberg killed Becks best friend, but what was her name?
   Peaches
2. What UK city is Peaky Blinders set in?
   Birmingham, UK
3. In December 2018, Black Mirror created its own standalone interactive film. What was it called?
   Black Mirror: Bandersnatch
4. In the recent Netflix series 'The haunting of hill house' which family member had a twin? Nell, Theo or Shirley?
   Nell
5. How many series of Narco's is there?
   3
6. In the Marvel series Daredevil, what is daredevil immune to?
   Kilgrave's Powers

Round 4: Film

1. In 'American Pie: The wedding' which city does Jim, Kevin, Finch and Stifler go to, to buy Michelle a wedding dress? Detroit, Chicago, Toronto or Los Angeles?
   Chicago
2. Who plays Carter Chambers in the 2007 film The Bucket List? Martin Freeman, Morgan Freeman or McKinley Freeman
   Morgan Freeman
3. In the film Birdbox, what US rapper's character took off with the car?
   Machine Gun Kelly
4. In the film Girl on the Train, Emily Blunt played the lead character Rachel Watson. What was she addicted to? Drugs, Alcohol or Gambling
   Alcohol
5. At the end of the film 'Inception', where did Dom Cobb return to?
   Home
6. In 'The Wolf of Wall Street', Jonah Hill played the sidekick to the Leonardo DiCaprio's character Jordan Belfort. What was his name? Donnie Azoff, Danny Azoff or Dennie Azoff?
   Donnie Azoff

Round 5: Guess the Series based on this description

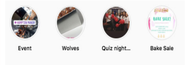
1. A terminally ill chemistry teacher teams with a former student to manufacture crystal meth to secure his families future.
   Breaking Bad
2. A privileged New Yorker ends up in a women's prison when a past crime catches up with her in the Emmy-winning series
   Orange is the New Black
3. After a teenage girl's perplexing suicide a classmate receives a series of tapes that unravel the mystery of her tragic choice
   Thirteen Reasons Why
4. A ruthless politician will stop at nothing to conquer Washington DC in this Emmy and Golden Globe winning political drama
   House of Cards
5. Set at a dysfunctional paper company, this caustic British mockumentary follows the day to day troubles of the firms uninspired desk jockeys
   The Office (UK)
6. In this updated take on Sir Arthur Conan Doyle's beloved mystery tales, the eccentric sleuth prowls the streets of modern London in search of clues
   Sherlock

Round 6: Music

1. **Power** https://www.youtube.com/watch?v=TGLwbMX0o5Y&t=9s
2. **Line of Duty** https://www.youtube.com/watch?v=NK5iQWrRx0k&t=34s
3. **Suits** https://www.youtube.com/watch?v=dENuJeajuPU
4. **Pretty Little Liars** https://www.youtube.com/watch?v=I_4rRM8CIwU
5. **Friends** https://www.youtube.com/watch?v=Niu9ZmrxOp8
6. **The Great British Bakeoff https://www.youtube.com/watch?v=VDiIDOISCKs**

Team Tie breaker:

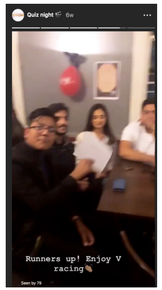
1. In the documentary 'Abducted in plain sight'- what was the name of the man who performed sexual acts with Jan, Mary Ann and Bill Brogberg.
   Robert Birchtold
2. In the last quarter of 2018, how much revenue did Netflix make?
   4.2 billion US Dollars

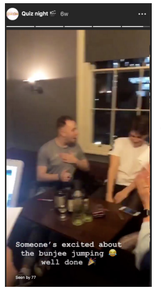


Examples of what was posted on social media before and after the event.

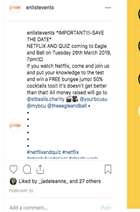
Every post was automatically posted to facebook.

Quiz night was saved as a highlight on Instagram.

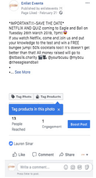




Instagram



Facebook

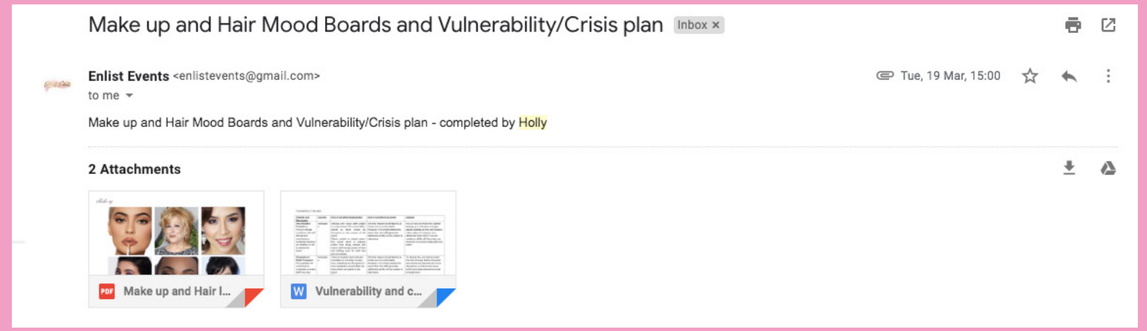


Promotion I put on Social Media

- Before and after the event

Crisis Plan/Vulnerability Audit

Due to other demands on the venue manager's time, I completed the crisis management/ vulnerability audit. By completing this, we were able to understand what potential hurdles we may face and how we would over come them.



Vulnerability / Crisis plan:

Problem and Description	**Severity**	**How it will affect stakeholders**	**How it will affect our profit**	**Solution**
Poor Weather Conditions: This will include conditions that will disrupt and contribute to customers decision on whether or not to attend the event	Noticeable	*Makeup and venue staff unable to attend event*- This would affect clients as there would be disruption to the content of the event. *Clients unable to attend event*- this would result in makeup artists time being wasted and venue staff having waste of food and staffing costs for staff that are not utilised.	Minimal impact of profitability as tickets are non-refundable. However, if no clients attend the event then the raffle generate additional profits will be unable to take place.	We will have to check the weather leading up to the event and give people updates so they can prepare other means of transport and additional travel time. If we are unable to raffles off the prizes, we could do it via social media after the event.
Disruption to Public Transport: This problem will contribute to customers or event staff may stop them attending the event	Noticeable	Trains to location have reduced timetable on a Sunday to every hour, therefore any disruption to train availability would affect the time clients can spend at the event. Other disruption to buses timetable or traffic problems would affect clients attending the event or time spent at the event.	Minimal impact of profitability as tickets are non-refundable. However, if no clients attend the event then the raffle generate additional profits will be unable to take place.	To resolve this, we need to check the train line app before the event and outline any planned rail or bus disruptions so clients and venue staff could make alternative travel arrangements.
Sickness: One of our team members or a member of hired staff are sick on	Noticeable	*Team member sickness* would affect grading of Events module as all team member need to be in attendance.	We may not have enough to organise the raffle, serve afternoon tea or deliver demonstrations therefore clients could demand	Minor sicknesses from team members is not acceptable due the impact on event module. Serious illnesses would require co-operation of all team members to work as a

the day of the event.		*Hired staff absence* could affect the demonstrations, the ability to serve afternoon tea and the smooth running of the event.	refund of tickets as we are unable to deliver what we promised. Poor client feedback affecting brand reputation and repeat business.	team and fulfil all required tasks, even if outside the remaining team members area of responsibility. If venue staff are ill, we will request that the company have alternative staff they can enlist in the event of emergency. We will ask makeup company if they have a back-up-artists that they can rely on, if one of their artists in attendance were unable to attend, and what their contingency plan would be. We need a full structured event itinerary shared with all team members. A skills assessment of all team members to ensure who could cover tasks in the event of non-attendance. Appoint one individual to oversee the running order of the itinerary and to allocate required tasks to alternative team members in the case of an emergency.

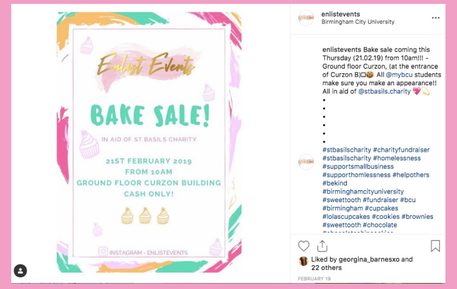
Staff Lateness- this would be staff who could impact the running of the event.	Noticeable	It will affect event timings. This could be either late serving of afternoon tea or disruption to makeup demonstrations, impacting client satisfaction.	Clients may demand a refund due to us not delivering on what has been advertised. Poor client feedback affecting brand reputation and repeat business.	We need a full structured event itinerary shared with all team members. A skills assessment of all team members to ensure who could cover tasks in the event of non-attendance. Appoint one individual to oversee the running order of the itinerary and to allocate required tasks to alternative team members in the case of an emergency.
Allergy and Intolerance to Food - consumers that have an allergy to certain types of foods. (such as nuts, eggs, gluten free)	Severe	If food was eaten by an individual with an allergy to that type of food, it could be fatal.	This incident could lead to criminal proceedings for our event team and the venue.	To confirm with venue that they have Public Liability Insurance in place. Before the event we need to ask all attendees if they have an allergy or intolerance to any food group. We must ensure in writing that any allergies are accurately advised to the venue catering staff. This evidence needs to be retained by us as an event team and on day of event.

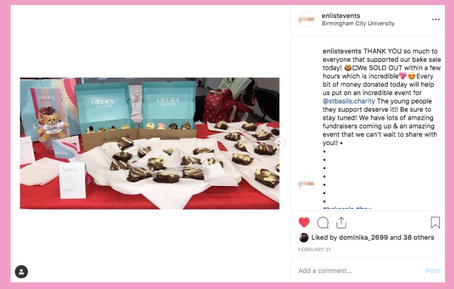
				We need to check this a few days prior to the event in order to give us opportunity to contact individuals. We need to do a four -eye check of client allergy recording prior to distributing this to the event catering team.
Allergy to makeup products - consumers that have an allergy to certain types of	Severe	If makeup was applied to individuals with an allergy, it could be fatal or cause skin irritation. This could impact the reputation of the makeup artist and the MAKUP academy brand.	This incident could lead to criminal litigation proceedings. It could be damaging for the makeup artist and the MAKUP academy brand, along with event team and BCU.	To confirm that the Make Up Company has Public Liability insurance in place. Before the event, we need to ask all attendees if they have an allergy or intolerance to any type of make up so that this can be advised to the makeup artists. We must ensure in writing that any allergies are accurately advised to the venue makeup staff. This evidence needs to be retained by us as an event team. We need to do a four-eye check of allergy recording prior distributing to the make-up team.

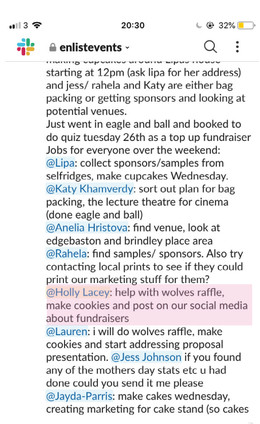
Inability to sell the required number of tickets to cover venue costs and additional expenses.	Severe	The venue has a minimum number of attendees to ensure they break-even and cover their costs. Makeup artists need to have enough 'models' in order to deliver the make-up demonstrations.	If we do not get the minimum of tickets, we will still need to pay the venue their break-even costs, resulting in reduced profits and the contribution that we make to our nominated charity.	Tight control of costs and regular oversight to ensure that we are not overspending against the funds generated by ticket sales. Knowing what the minimum ticket sales to cover venue costs. Generating additional funds through a raffle to supplement any lack of ticket sales.
First aid needed on day due to accident occurring	Severe	Stakeholders need to be aware of who their first point of contact is in the case of any emergency, allowing any issues to be dealt with in a calm and prompt way.	Not applicable.	To ensure all team members are aware of the first aid person at the event (provided by Hampton Manor). This will ensure any emergency is dealt with in an efficient, timely fashion. Staff who have been invited to work at the event need to know all our faces so they can report emergencies to us, and we can act accordingly. To ensure all event team are aware of emergency exits, access to any defibrillator, and have access to a telephone should the emergency services need to be called.

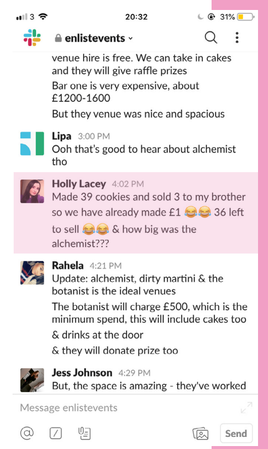
Bake Sale

My role, was to the bake the cookies for our first bake sale on 21st February 2019. On social media I introduced what we were doing as well as giving reminders to all our followers.



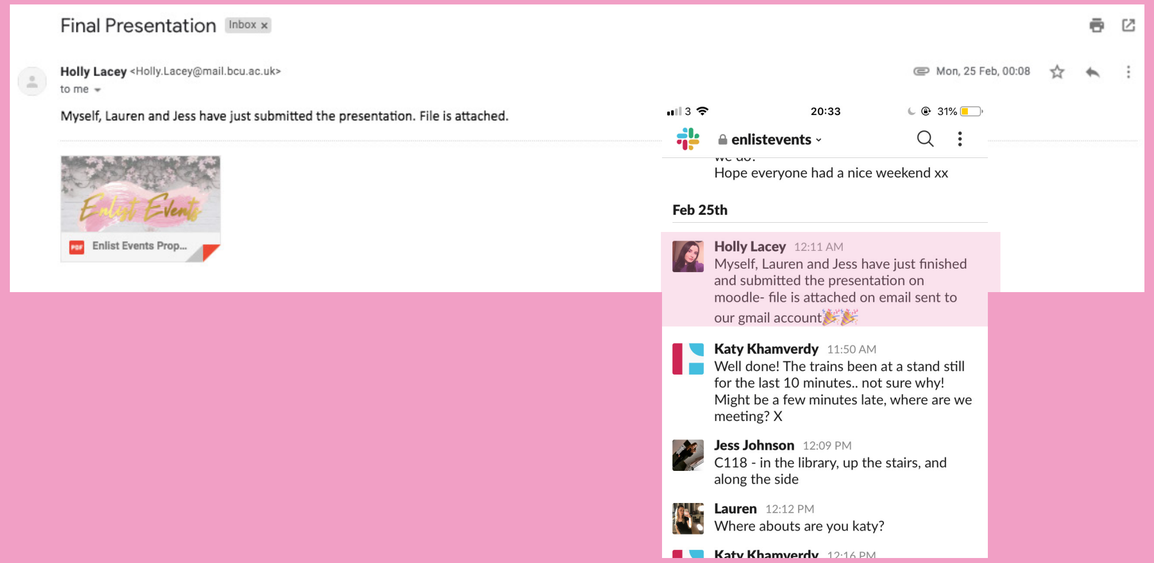


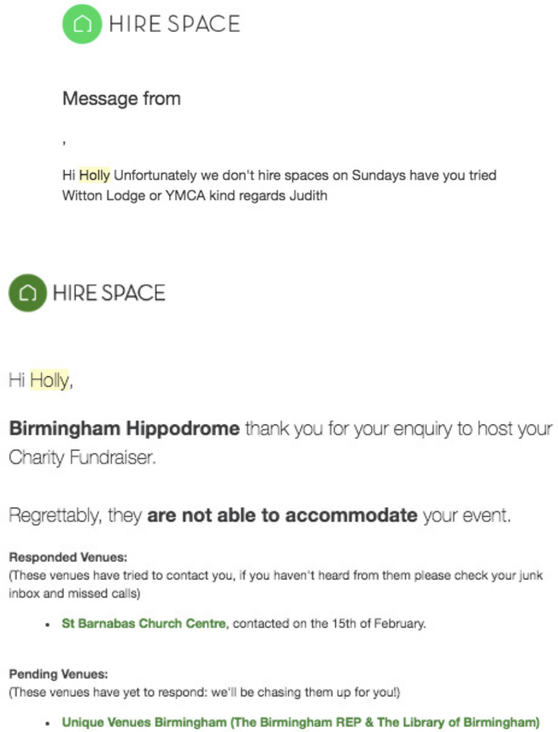




Other tasks that I have assisted with

Myself, the Communication manager and the Finance manager took lead on the Proposal Presentation. Whilst other team members provided some information, we did the design, put everything together and submitted the work.

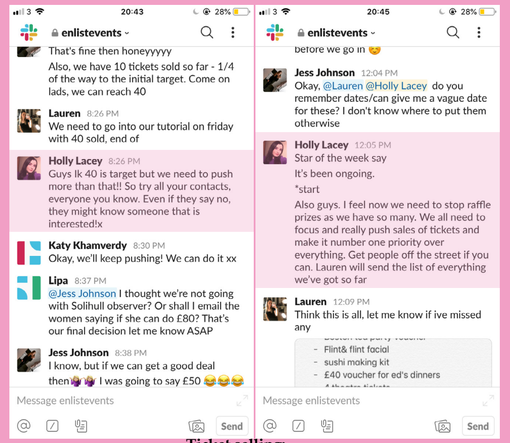




At the beginning of our initial hunt for a venue I came up with options but unfortunately they were inappropriate for what we had in mind.

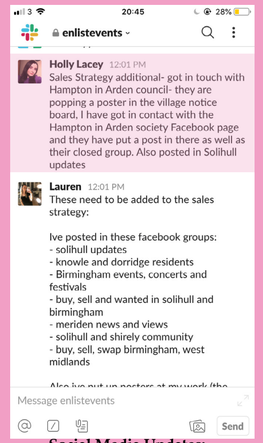
Slack

Communication on Slack.



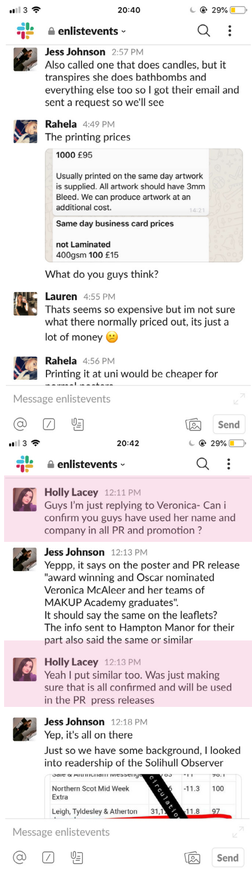
Ticket selling:

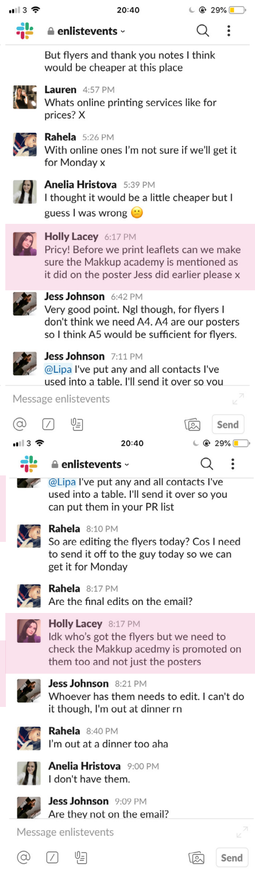
In the week leading up to the event I encouraged team members to focus on selling tickets.



Social Media Updates:

I had made sure that everyone knew what facebook groups and pages I had posted in during the lead up to our event.

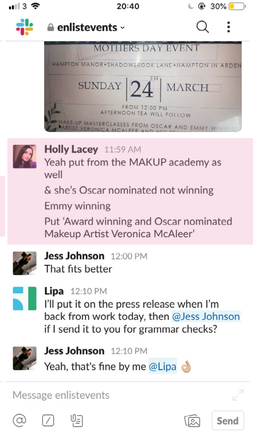


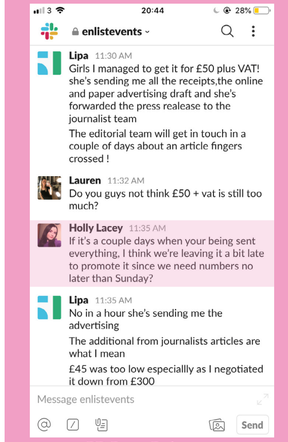


Printing:

One of our bad financial decisions was printing. This was the job of the event director, and when the printing prices were outlined, I stated that I believed that they were too 'pricy' as it would impact our profitability.

Before the visuals went to print, I outlined that we needed to check that the MAKUP Academy and Veronica McAleer name's were used.
This was not actioned resulting in a re-print at an additional cost.





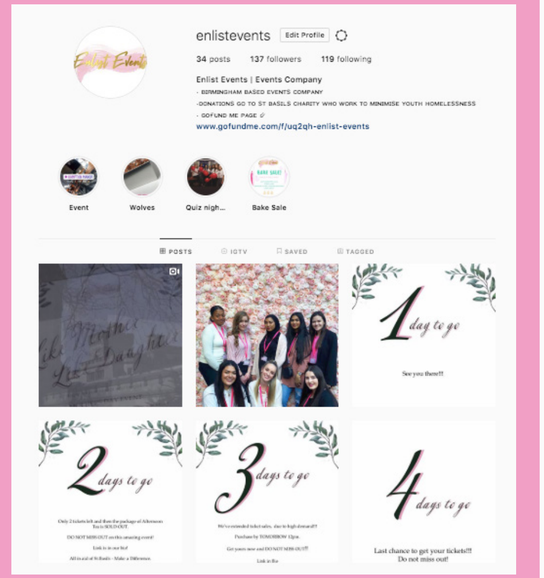
PR Press Release:

Another bad decision was that of the PR Press Release.

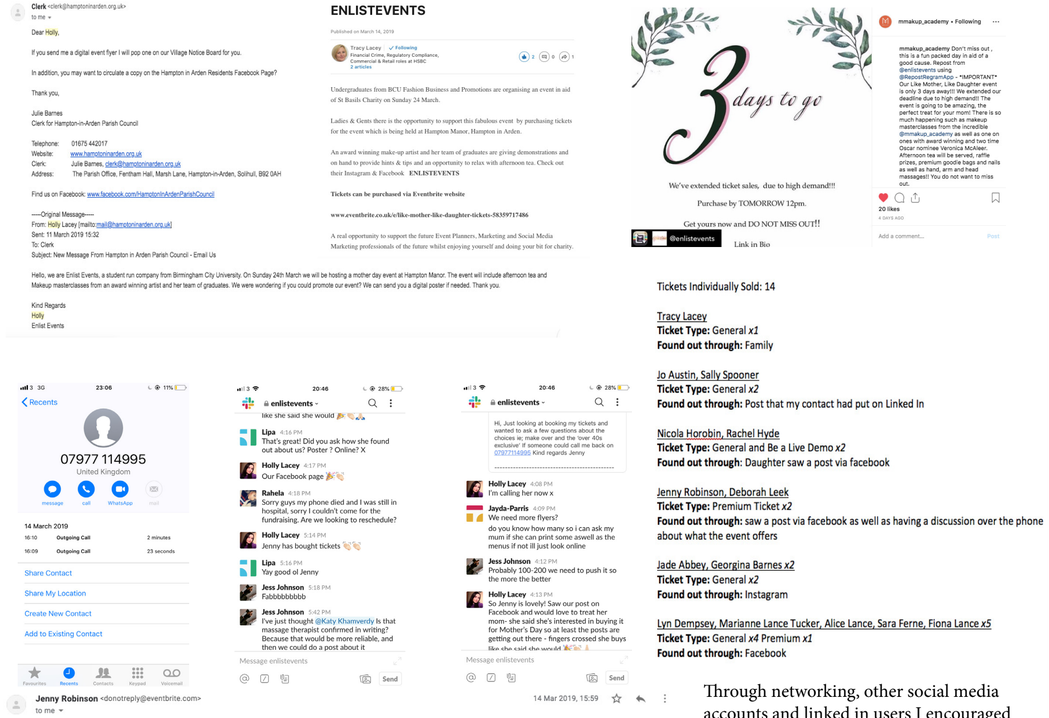
I expressed that I felt we were leaving it a bit late to advertise in the local paper due to us having to give final tickets numbers to the venue at the end of the week.

Even though it was a risk, looking at the paper that it was in and feed back from guests, it wasn't money spent well and could have gone to better use.

Event Social Media Content



On the lead up to our event, I did a daily countdown.



After being contacted by a potential customer, I called her back to talk through the concept of the event. She attended and from verbal feedback given at the event, she was impressed with how I had communicated with her and the event content.

Tickets Individually Sold: 14

Tracy Lacey
Ticket Type: General *x1*
Found out through: Family

Jo Austin, Sally Spooner
Ticket Type: General *x2*
Found out through: Post that my contact had put on Linked In

Nicola Horobin, Rachel Hyde
Ticket Type: General and Be a Live Demo *x2*
Found out through: Daughter saw a post via facebook

Jenny Robinson, Deborah Leek
Ticket Type: Premium Ticket *x2*
Found out through: saw a post via facebook as well as having a discussion over the phone about what the event offers

Jade Abbey, Georgina Barnes *x2*
Ticket Type: General *x2*
Found out through: Instagram

Lyn Dempsey, Marianne Lance Tucker, Alice Lance, Sara Ferne, Fiona Lance *x5*
Ticket Type: General *x4* Premium *x1*
Found out through: Facebook

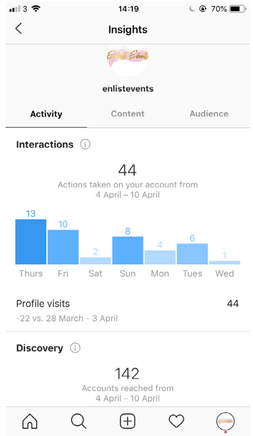
Through networking, other social media accounts and linked in users I encouraged them to share the story of our event.

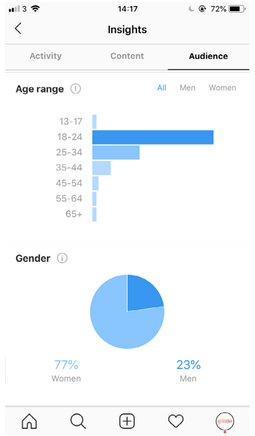
I even managed to get in contact with Hampton in Arden council to put a poster in the village notice board.

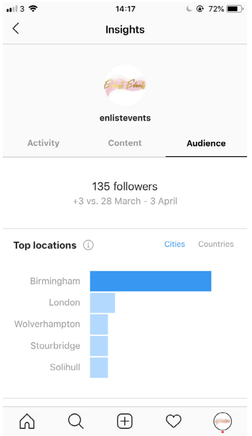
Lead up to the event- Ticket Sales

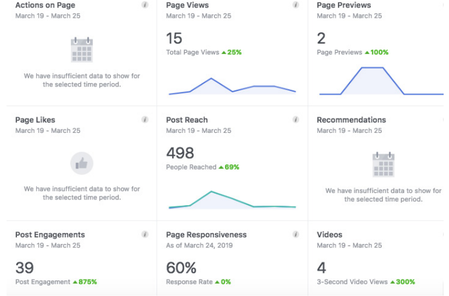
Engagement on Social Media

-Facebook and Instagram



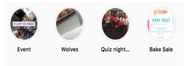


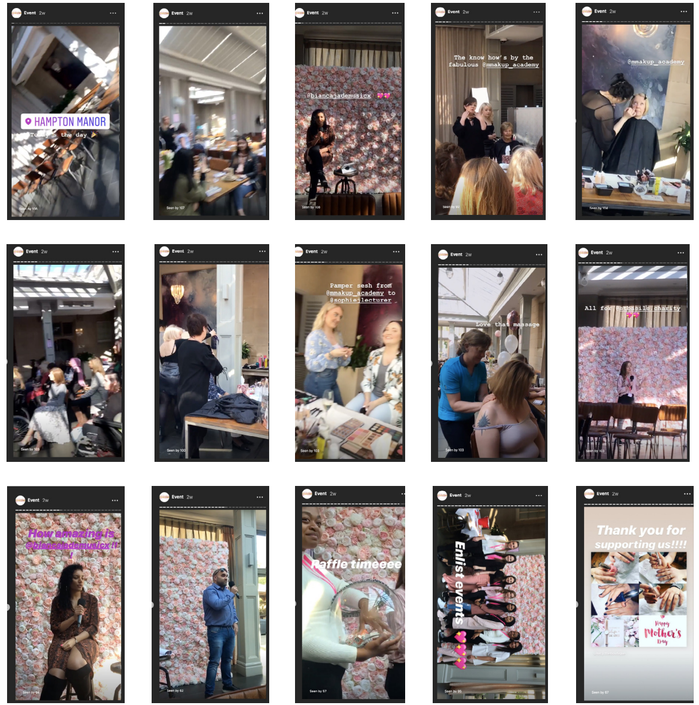


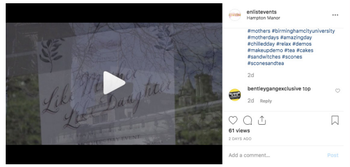


It was important to analyse the social media engagement to ensure that I posted at the most effective time.

I also monitored the engagement each individual post had.







On the day of the event, I was the point of contact for the makeup artists and I also ensured that I documented our event via our social media pages.

This footage was saved as a highlight on our instagram page as well as details being posted on the success of the event and the total raised.

Day of the event

Conflict

There was a point during the planning for the event when it became quite apparent that the branding of the posters wasn't something that everyone could keep consistent easily due to the variations of font. Whilst this ended in a heated discussion, we overcame the issues by talking through them and moving forward in the best possible way.

From here, everyone in the team was able to keep branding consistent and ensure that all communication was the clear and concise.

What I've learnt moving forward

Overall, I have enjoyed this project and have found whilst working in team can be challenging it can be a extremely rewarding when you achieve the end goal, just like we have done when for St Basils.
Below are lessons that I have learnt which will benefit me moving forward:

- Not to assume everyone will be as motivated as myself and other team members

- Working as part of a team can be challenging when others do not share your work ethic.

- In a work environment you do not have to like everyone but you have to respect them and be willing to compromise.

- Others may not know how to do something, but you need to make sure all instructions are clear and understood by all and be willing to help and show your work colleagues how to complete tasks that they do not know how to do.

- Not to let emotion take over- be logical and create a harmonious working environment.

- Any feedback to be given is to be specific, not personal or judgemental and delivered in an 'even better if' scenario.

- You can not be solely 'own role' focused, helping others or even stepping in when tasks are not getting done is vital to ensure the job in hand is getting completed to a good standard.

- Always have a well thought out contingency plan with tangible alternatives/solutions

- Know your strengths but don't be afraid to do something you thought you could not do - you may surprise yourself by stepping outside the box.