

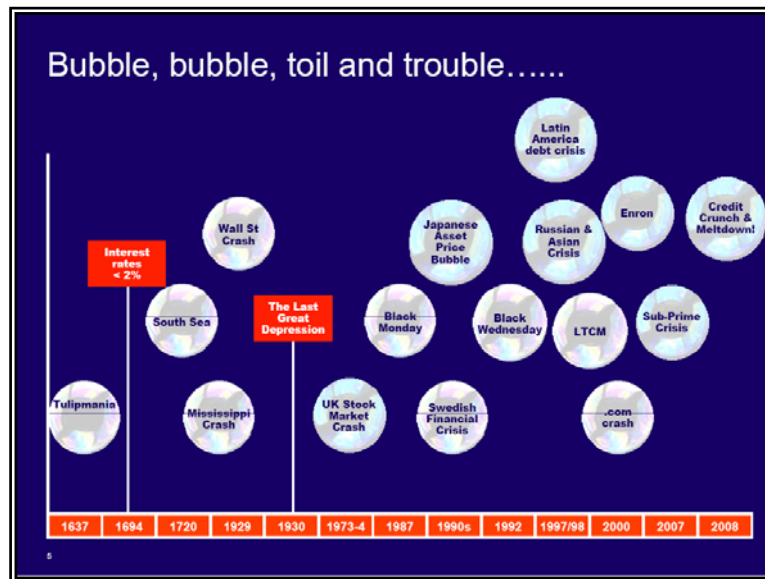
Managing Risk - 2

As the recent *Credit Crunch* worked through the economy, it had harsh implications for the *Corporate Hospitality* sector.

"BBC World Fast:Track" videoclip [30/10/09]

Click here: http://news.bbc.co.uk/player/nol/newsid_8330000/newsid_8334700/8334721.stm?bw=bb&mp=wm&news=1&nol_storyid=8334721&bbcws=1
[0:00-06:35]

This should not come as much of a surprise, since economic downturns are much more common than many textbooks would have you believe.



Van Marken (2009)

That said, *Chapter 9* and other sections of *Successful Event Management* show how events organizers can still chart their way through such troubled waters.

- Jonathan Tisch [of *Loews Hotels*] talks of how the *US MICE* sector responded to media stories that demonized their clients:

<http://cornellmediasite.cit.cornell.edu/mediasite/Viewer/?peid=a0a777bd0500493997ddc92786339f92>
[slides 69-162]

- Fritz van Paasschen [of *Starwood Hotels*] talks of how, even in a recession, one can never be sure that the future isn't fantastic:

<http://cornellmediasite.cit.cornell.edu/mediasite/Viewer/?peid=2bb88ff76fd1402f940c702300daa046>
[slides 8-9]

Read the relevant *Risk* sections of *Successful Event Management* and, using the various approaches shown:

- consider how the European media addressed both the recent *Credit Crunch* and spending on *Events*
- consider whether the, current, signs are good/ bad for the future of the European *Event Management* sector.

For those of you interested in festivals, look at the following videoclips, about the *Glastonbury Festival*:

[1] <http://news.bbc.co.uk/1/hi/entertainment/7475944.stm> [2008]

[2] http://news.bbc.co.uk/media/avdb/news/entertainment/video/149000/bb/149165_16x9_bb.asx?ad=1&ct=50

[3] <http://www.bbc.co.uk/britainfromabove/stories/rewinds/glastonbury.shtml> [0:00-03:02]

- do Michael Eavis' comments betray a naïve approach, or a laid-back approach?
- how [financially] successful was the original *Pilton Pop Folk & Blues Festival*?
- should *Glastonbury* be more 'professionally' run?
- how do you think *Glastonbury* is set to weather the 'Credit Crunch'?

For the current position, look at:

- the *BBC News* website
- podcasts, like these *OU* interviews with festival organisers: http://open2.net/moneyandmanagement/management_organisation/video_extras/festival_fever.html