Preparation of a Festival/Event portfolio

Write about the contents of the portfolio and give the background to the festival/event and the organisation behind it

Structure

Present the structure of the organisation/event, who owns and/or manages it, draw the organisational tree and describe the roles that various positions in the organisation have in strategic as well as day to day management.

Context

Explore the situational elements in the organisation and its macro environment (PEST analysis).

This section will especially show your awareness of and skill in, using the wider literature surrounding the event and the community /business world it relates to.

Evidence of policy transfer (i.e. adopting practices of partner countries, guidance from transnational institutions like the World Bank, OECD, IMF that may be linked to funding) and/or organisational learning can be discussed here, too or at the end.

Plans, decisions, operations

This section may go after structure if you prefer. What is the lifecycle of the event and how does that affect operations? How does project planning take place and by whom and what major decisions are taken and how? Remember to consider the material you have covered in Unit 7 when completing this part of the portfolio

Strategy and market positioning

Explore the current strategic position, core capabilities and options available. Link strategy for the organisational growth to the market positioning of the festival/event.

Recommendations, issues

From the overview provided by all the above sections what SWOT elements feature for the organisation/event? What other issues do you see in the horizon? Is there isomorphism and is that good or bad, is there policy transfer, learning evident?

Overall if you were advising the organisation are there any particular issues you would draw staff attention, to?