**Analysis of Star Wars Event**

# Background

The Star Wars Event was a 10-day festival (1-10 Sep 2017) organized by ReedPOP and The Walt Disney Company Southeast Asia, with event partner ION Orchard, in support of the Singapore Tourism Board. This event was filled with exciting pop-up experiences and activities along Orchard Road, with merchandise release at ION Station (basement 4 of ION Orchard). Fans took the opportunity to take photos with the installation of the Millennium Falcon and on-site activities such as Padawan Training and meet the adorable droid BB-8. There are also retailers such as Toys “R” Us, Simply Toys selling exclusive merchandise during this event

## Assignment

Most responses are based on the Star Wars convention in America, where it is an annual convention to show appreciation towards the franchise.

<https://thenewageparents.com/star-wars-experience-the-force-singapore-festival/>

### Event Typology

This event is categorized under “Special” in nature. This is due to the event being run with entertainment in mind. Where the target audience is the fandom of the Star Wars franchise, garnering novelty and heightened appeal towards them.

A suitable item to be given out is flyers. They are small pieces of paper, easily kept in a bag, purse or pocket. It is informative, allowing the target audience to know the important details of the event, such as location and time, as well as the specific activities being held at the event. It is convenient and cost effective to produce, needing only a design personnel and a printing facility to produce large quantities of flyers.

### Event Experience

1 potential challenge that I would face in organizing this event is the acting personnel being unable to come. For the past 3 years, COVID-19 has been a large part of our lives, thus blocking out a lot of events. Even without the global pandemic, anyone can get sick and be unable to show up at the festival. Transport and facility failure is unlikely as Singapore is a highly advanced country with quick fixes for all sorts of disturbances.

I would recommend using scale models of the space ships in the show, as well as costumes of characters to hype up the event experience as many of the props are large and can easily catch the attention of the audiences. Audience can also have a meet and greet with workers in costumes, and take pictures with them. This is a viable strategy as Star Wars is held in space, with purely fictional characters, as such, it will be a novel experience for all attendees. An extension of this would be to create a specific cosplaying event alongside the official event, such as a competition towards the “Best Cosplay Of -Certain Character-”. This would allow the audience to dress up as characters and garner the interest of cosplay enthusiasts.

### Risk audit of the environment

The first risk that may occur is poor weather. Despite the majority of ION orchard being indoors, the rain can be a deterrent for people visiting your event. This is due to the poor foot traffic along the main entrances and exits of the facility due to people going indoors to avoid the rain, as well as individuals traveling towards the event. This can significantly reduce the attendance rate and atmosphere of the event. There are also 2 events being held at ION2, an outdoor event space area. This has a much higher risk of poor weather as it is not sheltered. Lastly, the event was held during September, right before the monsoon season, as such, should the weather turn for the worse, it would mean heavy showers and frequent rains over the week-long festival.

The second risk that may occur is insufficient financial backing. Despite the Star wars franchise being very successful, it only extends to the film and entertainment industry. Events carried out are usually not sponsored by the official franchise, rather given permission to carry out the event. Although the event manager is ReedPOP, they are not the sponsors, nor are they the major stakeholder. ReedPOP also has a history of going above and beyond, trying their best to create a better experience for the audience, this would likely cost more than intended and cause the funds to run dry. This may cause some parts of the festival to be highly fleshed out, while other parts being lackluster.

### Impact on society or country

A positive impact on our society or country is tourism. Since Star Wars is a large franchise, with millions of supporters worldwide, there will be tourism coverage targeted at those fans. This event will bring attention to Singapore and increase the potential tourism in Singapore. This leads to a greater destination promotion and increased tourist counts, as well as more business opportunities and higher commercial activity.

A negative impact on our society or country is traffic congestion. Singapore’s roads are rather congested during peak periods, and while it is close to capacity, such an event would likely attract more people to visit, thus overloading the roads for quite some time. Although it is unlikely, there are many public transport routes, from buses to trains. This would help elevate the strain on the road systems. This is without considering the fact that large numbers of vehicles would cause quite a bit of noise disturbance. Roads are one of the highest sources of noise pollution, and being in the concrete jungle of Singapore, such loud sounds would surely be negative to pedestrians and citizens living nearby.