EVALUATION OF POP-UP EVENTS

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# Introduction

The events that are generally creative and held in a unique place only for a few days or hours are considered pop-up events. In this report, the skills that are required to deliver and sell the pop-up event will be evaluated, and will also emphasis the fact of low sales in the pop-up event and the upgradation in the skills that are required to improve the sale.

# Evaluating performance

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| --- | --- |
| **Strength**   * Attractive sweet stall * Varieties of menu | **Weakness**   * Limited time for the event * Limited space |
| **Opportunity**   * Strengthen relationship with the customer * Expand the range of product | **Threats**   * Competition in the market * Health concern |

To make a pop-up event more successful it is essential to have a specific goal, it is necessary to gain new customers through proper market research and to increase awareness about the product that the pop-up event will sell. In the sweet shop, the customer should have a unique experience that they had experience never before, it will help to increase the revenue of the popup event. On the menu, a signature dish should be there that should be equally healthy and made with organic substances, so that the customer gets attracted, and it is equally important to promote that item (Zhang, *et al.*, 2019).It is necessary to build up excitement before launching the popup event, crowdsourcing is an essential part as it helps to gather information about the preference of the consumers. It is important to deck up the venue of the event with colourful themes so that it attracts young consumers as it will provide them the platform to feed their Instagram stories (Williamson, 2022). The venue of popup event should be held in a place that can be easily connected to public transport and within a walking distance from the universities. It is important to prepare the logistics before establishing the event and all the necessary permits and licensing should be prepared before the event. Efficient advertisement and marketing are essential for making a pop-up event successful for this proper hoarding should be placed in public places that are easily visible to the audience (Bisson *et al.*, 2023). It is necessary to promote the event on social media platforms as most of the consumers are logged in to social media which will help the event to gain more consumers.

# Conclusion

From the above discussion it can be concluded to make the event to make the popup event more successful it is required to have a unique selling point and to improve the marketing.

# References

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