



Cooperative Education Report

Event Coordinator at
Royal Cliff Hotels Group

Written by

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This report is submitted in partial fulfillment of the requirements for Cooperative

Education, Faculty of International College, Hotel & Tourism Management

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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2022.

Oral Presentation Committees



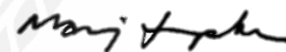
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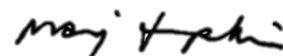
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Degree: Bachelor of Business Administration Program
Major: Hotel and Tourism Management
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Abstract

The report entitled "Event Coordinator at Royal Cliff Hotels Group" focuses on the job of the event coordinator and the event department. This cooperative education report contains the working experience of different tasks carried out as an executive intern in the events department.

The objectives of the study include: (1) To gain in-depth knowledge of the formal functional activities of the event coordinator at Royal Cliff Hotels Group. (2) To learn the duties and qualifications of an event coordinator. Working as an intern allowed me to have a better understanding of the hospitality and MICE industries and apply knowledge from classes to the workplace.

This report explains the duties and responsibilities assigned during the cooperative education as an event coordinator and the company's information. Working as an event coordinator has allowed me to develop many skills, such as, communication, problem solving, leadership, critical thinking, and time management. Event coordinators work both in the back of the house and front of house, thus, knowledge about the hotel properties, clients, and MICE is required.

Keywords: Event Coordinator, Hospitality, and MICE.

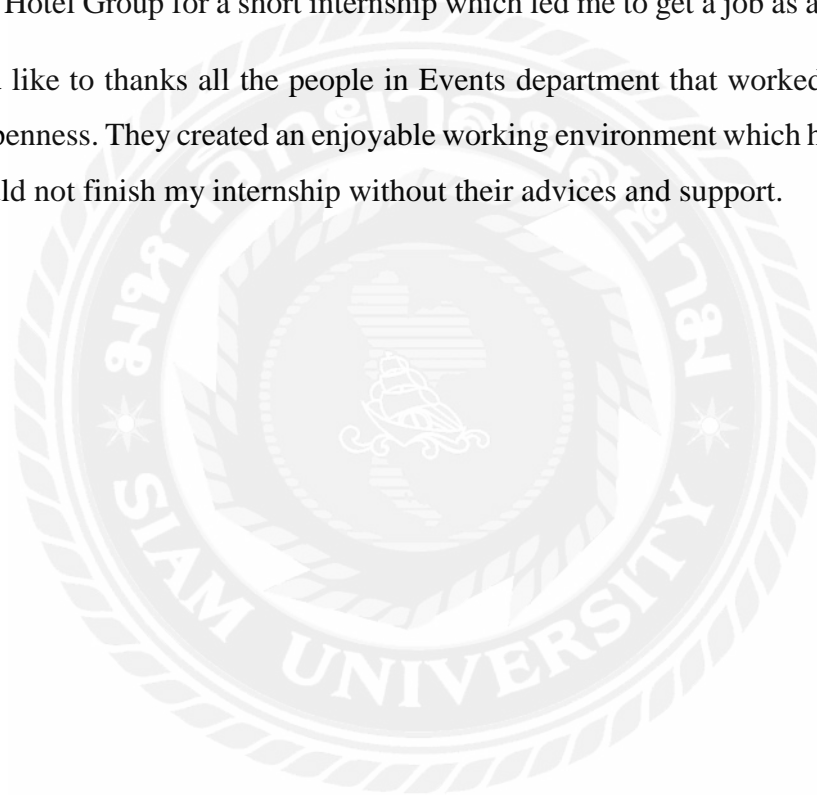
Acknowledgement

I would also like to thank my college professor, Dr. Bongkosh, for her help and advice. Her classes at Siam University were undoubtedly my biggest inspiration to pursue a career. I enjoyed every course with her. Her classes were definitely practical in the workplace.

I would also like to thank my supervisor, Director of Events, Mr. Michael. Not only was his patience and guidance during my internship, but the motivation for me to complete the internship properly.

I would also like to express my special thanks to my alumni Ms.Ruchika, giving me a chance to come to Royal Cliff Hotel Group for a short internship which led me to get a job as an Event Coordinator.

I also would like to thanks all the people in Events department that worked along with me with their patience and openness. They created an enjoyable working environment which helped me a lot during my internship. I could not finish my internship without their advices and support.



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Chapter 1 Introduction

1. Company Profile

1.1 Vision of the Company

A leading Asia luxury hospitality group that is recognized as

- 1) A destination for extraordinary events
- 2) A place for magical holidays
- 3) A timeless brand cherished by every generation
- 4) A business appreciated and celebrated by employees
- 5) A company that nurtures local community and the environment

1.2 Strategies of the company

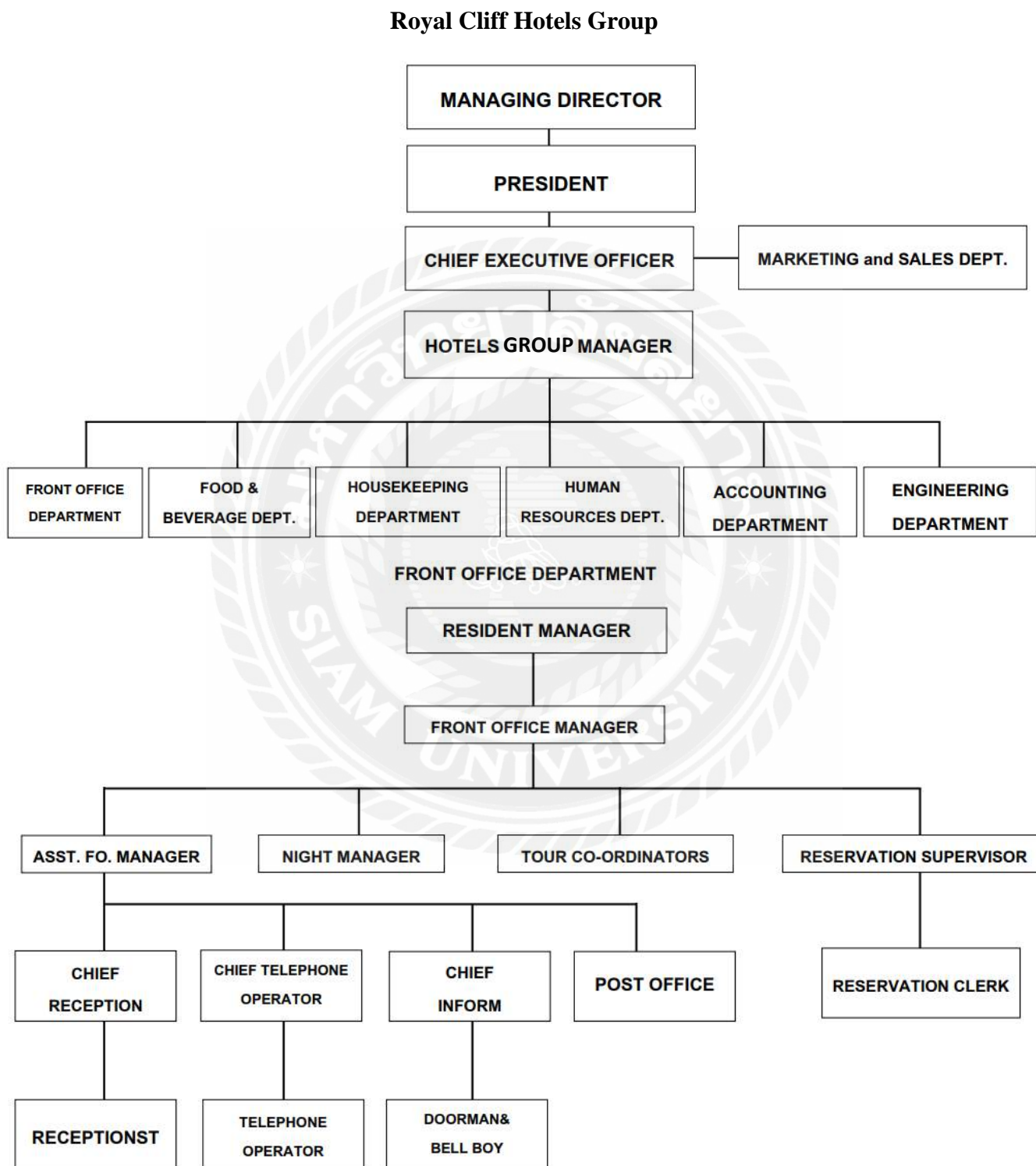
One of the most powerful strategies of Royal Cliff Hotels Group is focusing on the MICE industry. This hotel is designed for holding an event. Everywhere in the hotel can be a venue for the event. With its beautiful architecture and location, this hotel attracts a lot of both international and Thai tourists for leisure and business.

Royal Cliff Hotels Group consists of four hotels: Royal Cliff Beach Terrace, Royal Cliff Beach Hotel, Royal Cliff Grand Hotel, and Royal Wing Suite and Spa. There are many meeting rooms and ballrooms in the Royal Cliff Beach Hotel and Grand Hotel. Moreover, it has a big convention hall named Pattaya Exhibition and Convention Hall, which can hold a maximum of 10,000 people. PEACH is purpose-built for exhibitions, conventions, weddings, conferences, trade shows, product launches, banquets, gala dinners, etc.

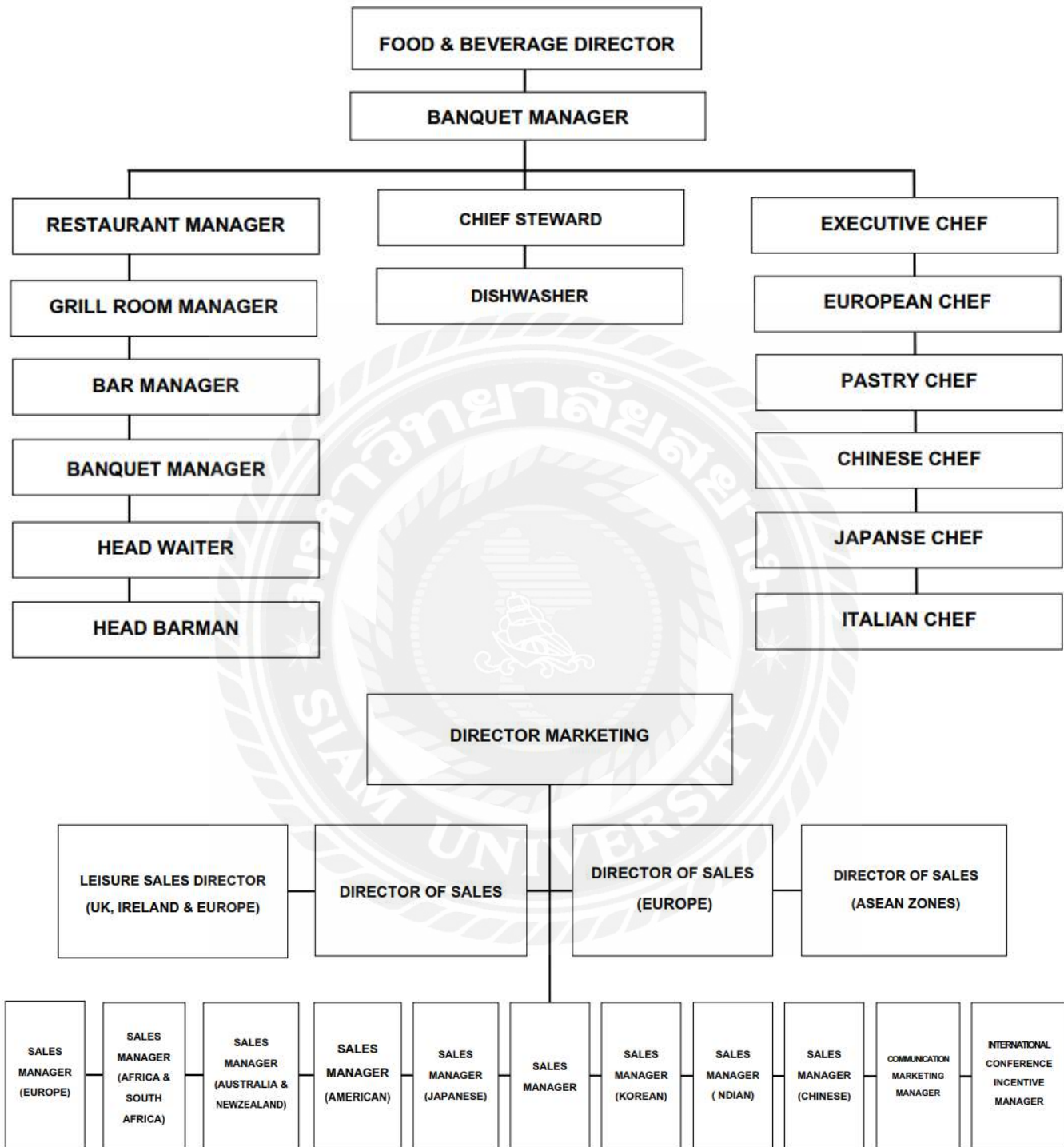
MICE is what brings money to the hotel because not only the revenue from the event but the participants from each event normally stay in the hotel as well. Having accommodations with a convention hall is a unique selling point for Royal Cliff Hotels Group.

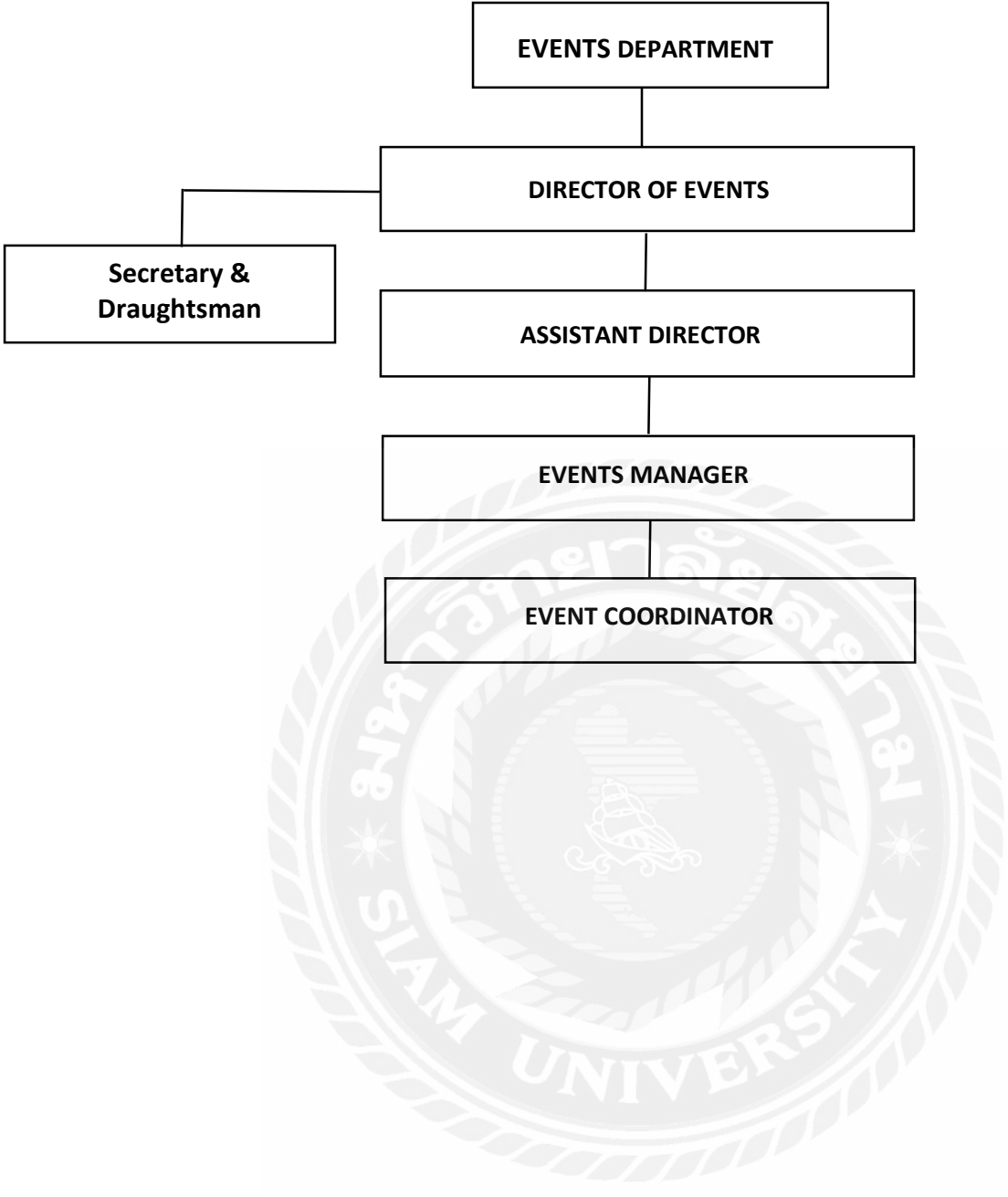
2. Organizational Structure

2.1 Diagram of the Organization Structure



FOOD AND BEVERAGE DEPARTMENT

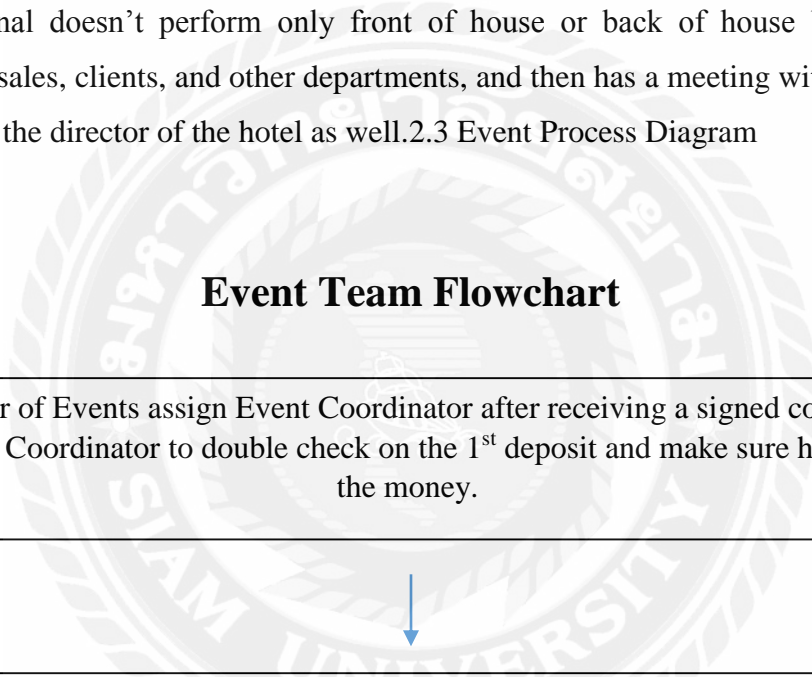




2.2 Position of Event Coordinator

Event coordinator is my position at Royal Cliff Hotels Group. Working as an event coordinator, I need to work closely with other departments, such as sales, food and beverage, housekeeping, kitchen, front office, accounting, etc., to ensure that everyone related to event operation understands the same thing and the event will go smoothly. This position holds a lot of responsibility because if an event coordinator who also works as event manager for the particular event sends out the wrong information, it might create trouble for the whole event because other departments follow that information too.

This positional doesn't perform only front of house or back of house but both. The event coordinator talks to sales, clients, and other departments, and then has a meeting with the operation team and sometimes with the director of the hotel as well.



Event Team Flowchart

A) Director of Events assign Event Coordinator after receiving a signed confirmation letter. Event Coordinator to double check on the 1st deposit and make sure hotel receives the money.

B) Event Coordinator reads through the confirmation letter and sit down with sales manager to discuss the details of the group. Event Coordinator gets the information from sales on what the client's business is and the other important information about this group.

C) Sales Manager introduce Event Coordinator to the client via email. The event coordinator calls the client to introduce himself/herself.

D) Event Coordinator goes through the schedule of the event with the client. The event coordinator needs to know the objective of each function. Questions e.g.

- Likes/Dislikes of VIPs and organizers
- Objective of the event
- What is the event
- Style of each function.
- List out the optional add-ons that involve costs
- Can we take photo of the VIP and schedule for a testimonial?
- Can we do a press release?
- Get approval for event feedback form
- See 'Additional Info in Event Coordinator Best practices'
- **Collect the rooming list, confirm menus and minimum guarantee for each event within given deadline stated in the contracts. Request sales to help chase for information if the information is not given by deadline.**
- **Assist sales with payment follow up. Request Sales to assist to chase for payment if it is late.**
- **Request Sales to help fill in Pre-Post Questionnaire**



E) Meet with Event Director and present the overall event. The Event Director will give the up-sell target.



F) Fill in marcom request form for – collaterals, photographer schedule, Interview for testimonials, update if we can do PR.



G) Prepare the Group resume and BEO. Send email of BEO and Group resume to all concerned department.



H) Call for event planning meeting. Make sure all the necessary people attend. After the meeting send revised version of BEO and Group Resume to the people that attended the meeting and concerned people. (For very small group no need to EOP but the coordinator must meet with Director of Events).

- Request to change all deadlines in the contract (set up, menu, rooming list, meal guarantees, etc.) to be at least 2 weeks before group arrival because we need to call for planning meeting as soon as possible.

- EPM in Events Department for Groups of less than 200 pax, unless group is VIP status (Sales to advise).

- Groups with 200 pax or more, and for groups with VIP status, we will have EPM in Executive Meeting Room



I) Preparation & Set-up. Make sure everything is done on-time. See 'Events Best Practices'. Make sure the guest sends the rooming list one week in advance. We request to put this into the contract with 2 weeks deadline before group arrival.



J) Group Arrival. Read 'Best Practices'.



K) Group Departure: make sure all outstanding payments are paid in full. Event Coordinator should be around during check out to take care of the group. Collect event feedback form before group departure. If any problems with the money collection please inform the Director of Events and General Manager



L) Delphi – update the information from the client into Delphi. Adding the likes/dislikes of the important VIPs. Make sure that the revenue matches the confirmation letter.



M) Set-up a de-brief meeting

- for events with major issues we have debrief in the Executive Meeting Room
- for events with minor issues we have debrief in Events Department.

Debriefs are uploaded in Delphi by events coordinator



N) From de-brief meeting write out the case study:-

Problems/challenges, which parts were confusing, solution, lessons learn.

Update in Delphi



O) Update the information on Delphi e.g. revenue, pick-ups, more likes/dislikes etc.

Remind sales managers to send a thank you letter.

Chapter 2 COOP Study Activities

2.1 Event Coordinator Job Description

An Event Coordinator is responsible for overseeing particular tasks throughout the event planning process. Their duties include meeting with vendors at the venue location to help with set-up, running errands for supplies and decorations and working with staff to ensure the completion of a successful event

2.2 Event Coordinator Duties and Responsibilities

The duties and responsibilities of an Event Coordinator center on planning and managing events of varying sizes and purposes. Coordinators have to understand what it takes to make sure the logistics work out, keep everything within the allocated budget and ensure that the event itself is carried out smoothly. Here are the most essential duties and responsibilities:

- Establishing and maintaining relationships with vendors and venues
- Planning event details and aspects, including seating, dining and guests
- Creating reliable financial reports and collecting payments on time
- Remaining under budget with all costs
- Managing events and addressing potential problems that may arise
- Planning for potential scenarios that could impact the integrity of the event
- Maintaining a working knowledge of the complex needs of a wide variety of events

2.3 Event Coordinator Skills and Qualifications

In order to fulfill the aforementioned duties and responsibilities, an Event Coordinator must possess an extensive skill set and qualifications that work together to manage events efficiently. The following are the specific skills and qualifications required for any Event Coordinator to be successful.

- **Communication and Interpersonal Skills:** Event Coordinators are required to network with a wide variety of entities in the course of their job. Vendors and venues must be established, and an entire staff must be managed in order for an event to function properly. An Event Coordinator will need to have a general knowledge of what guests expect.
- **Team Management:** Event Coordinators carry out many tasks on their own, but a major aspect of the job is working with a team. Delegating to a team properly and making sure everyone has what they need to do their job requires team management and leadership skills.
- **Budgeting:** Every event comes with a cost, and it's the Event Coordinator's job to keep those costs within the allocated budget. This will require a degree of financial skill as well as the ability to create accurate reports.
- **Logistics:** Everything in an event, from the seating to the entertainment, must be set up in a practical and useful manner for the guests. To accomplish this, the Event Coordinator must possess a degree of skill in logistics to properly plan the details and anticipate potential problems that may arise.

2.4 Contribution as an CO-OP student to the Company

Sysmex (Korean Group)



Seabourn Encore 2, 3, and 4 (International Group)



Hazelsys (Korean Group)



Wedding of Rin & Oliver



TK Supjarern Rungrueang Outing 2023 (Thai Group)



Mitsubishi Pattaya (European Group)



OPPO India (Indian Group)



Borneo Logistics Co.,Ltd. Outing (Thai Group)



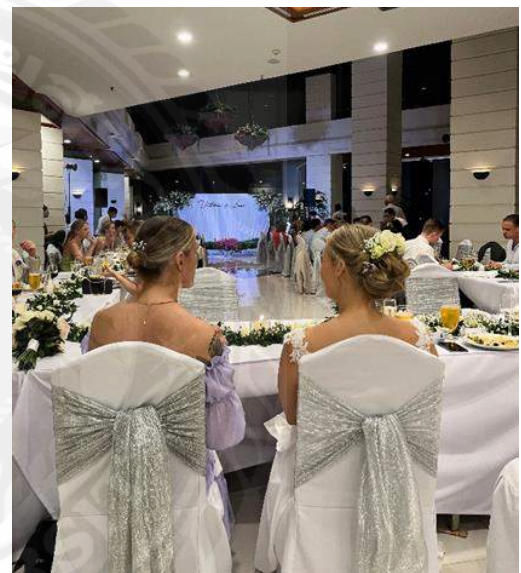
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The 88th Pediatrics 2023 (The Royal College of Pediatricians of Thailand)



Chapter 3 Learning Process

3.1 Problem Statement

Detail-oriented is a must-have qualification for being an event coordinator. A question you forget to ask before arrival may put you in a difficult situation. In the events department, we have documents and questions that we have to go through when we talk to clients. I needed to try to get all the information I could from them as soon as I could. As I mentioned before in topic 2.2 *Position of Event Coordinator*, information from the event coordinator is very important and can't have any mistakes.

I studied the procedure and tried to remember all the questions I needed to ask the contact person, organizer, or client, but there were so many points in the documents that confused me and were difficult for me to remember. I solved the problem by creating my own document to help me track down the information I needed. It was a list of questions with an empty box to put the answer in next to the question.

I put all the answers I got from the contact person in my document, which allowed me to easily check what questions I still needed to follow up on. This document really helped me get all the necessary details to prepare for the event.

3.2 Skill and Knowledge Gained from Internship

1. Customer Service

Customer service is the process of offering assistance to all the current and potential customers -- answering questions, fixing problems, and providing excellent service. Work effectively across teams and departments in an effort to provide excellent customer service internally and externally.

2. Event Management

Event management applies project management to the development and creation of corporate events such as conferences, festivals, ceremonies, concerts, wedding, or formal parties. Event coordinator must maintain relationships with vendors, customers and internal staff to successfully facilitate all facets of event management, operations and logistics.

3. Event Logistics

Event logistics refers to establishing and managing events within the organization where the organizers plan, control, and manage transfer and storage of the required amenities.

Distributed inter office email announcements to our audiovisual team, reserved conference rooms and coordinated event logistics with various government organizations.

4. Plan Events

Plan event, also called event planning, is all that is needed to organize an event. It includes the coordination of every detail of events such as meetings, congresses, fairs, ceremonies, retreats, or parties. This feature is part of the broader framework of event management.

5. Audio Visual

Audiovisual refers to material intended for showing to the public and has sound accompanying it. Designed, implemented and operated audio visual systems for corporate events. Coordinate all logistics, including menu selection, room set up, audio visual requests, and speakers and special guests. Performed audio visual set-up for events and works with IT or others for video conferencing or other specialized technical services.

6. Upselling

Planned and coordinated private dining events for clients, this included upselling through direct, suggestive, and upgrade selling techniques. Exceeded budgeted sales targets through conversion of inbound phone calls and upselling sales strategies. Exceeded budgeted sales targets every quarter through conversion of sales leads and upselling strategies.

7. Banquet Event Orders

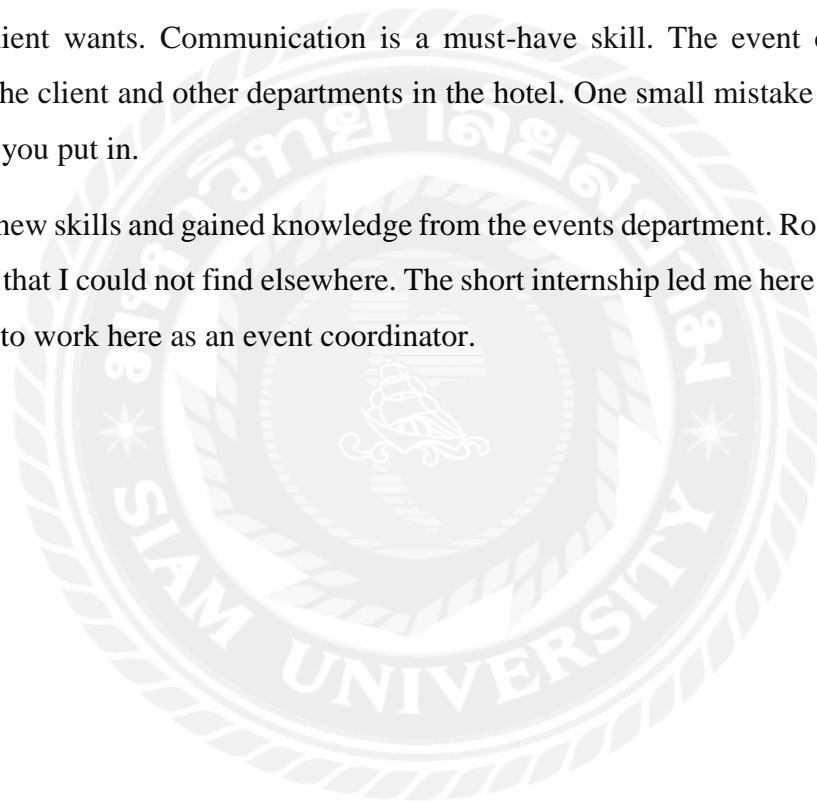
Prepared banquet event orders, floorplan, group resume, and detailed documentation to keep all departments apprised of daily events to ensure efficient operations.

Chapter 4 Conclusion

Being an intern in the events department at a 5-star hotel like Royal Cliff Hotels Group was such a great opportunity for me. Classes at the university prepared me for the real world, and an internship allowed me to really work and experience the hospitality and MICE industries.

I had chances to do weddings, dinners, conventions, and meetings. There is a pattern in event management, but the job is never boring to me because we work on different events with different groups of people. In my opinion, the key to success as an event coordinator at this hotel is knowing what we can do and what the client wants. Communication is a must-have skill. The event coordinator needs to communicate with the client and other departments in the hotel. One small mistake could ruin the whole event and the effort you put in.

I developed new skills and gained knowledge from the events department. Royal Cliff Hotel Group gave me experience that I could not find elsewhere. The short internship led me here for a long internship, and now I am hired to work here as an event coordinator.



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