

SUSTAINABLE EVENT MANAGEMENT A CASE  
STUDY AT UNIVERSITI TEKNIKAL MALAYSIA  
MELAKA CONVOCATION CEREMONY

PREYANKA DASS

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## **SUPERVISOR'S APPROVAL**

‘I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfill the requirements for the award of Bachelor of Technology Management (Innovation Technology)’

SIGNATURE : .....

NAME OF SUPERVISOR : PROF. MADYA DR. CHEW BOON CHEONG

DATE : .....

SIGNATURE : .....

NAME OF PANEL : DR HAZMILAH BINTI HASAN

DATE : .....

**SUSTAINABLE EVENT MANAGEMENT : A CASE STUDY AT UNIVERSITI  
TEKNIKAL MALAYSIA MELAKA CONVOCATION CEREMONY**

**PREYANKA DASS**

**The thesis is submitted in partial fulfillment of the requirements for the award of  
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## DECLARATION OF ORIGINAL WORK

“I declared that this project is the result of my own research except as cited in the references. This research project has not been any degree and is not concurrently submitted in candidature of any other degree.”

Signature :

Name : PREYANKA DASS

Date :

## DEDICATION

This thesis is dedicated

To my parents, Mr Dass Velaisamy and Mrs. Jim Annie whom has always been there supporting me through my ups and downs and giving me the extra boost that I always needed to finish up my thesis.

My Grandmother, Mrs. Nang Sao Khiat Lim who always has been such a supportive person for me to finish what I have started.

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## Abstract

Sustainable event management is a growing industry that makes competitive event nowadays. A non – profit organizations like Universiti Teknikal Malaysia Melaka has the main purpose to produce an event for the people and not for profit making. Therefore, the produced events must comply with sustainable standards which will enhance potentials and decrease problems. Sustainable event has been incorporated into most events that are being run to ensure it can reduce the impact socially, environmentally and economically. Thus, this research is to identify the factors of sustainable event management in the conduction of convocation ceremony and to examine the awareness of the organizing committee in delivering the sustainable event. The factors and awareness of this research are determined by fully structured questionnaire that are being distributed to the departments that are randomly chosen using judgmental sampling whereby the staffs that are directly involved in the preparation of the convocation ceremony. The research shows significance to the purpose of the applying the sustainable principles in organizing the Convocation Ceremony. The research shows that sustainable methods to are used sustain the convocation ceremony are just being adopted on small scale. The questionnaire is distributed to 105 respondents that are directly involved in the process of the convocation ceremony and the method use for this research is quantitative.

*Keyword : Sustainable event management ; non – profit organization*

## Abstrak

*Kelestarian pengurusan acara merupakan suatu industri yang sedang berkembang yang juga merupakan suatu pengurusan acara yang kompetatif. Organisasi bukan bermotifkan keuntungan seperti Universiti Teknikal Malaysia Melaka mempunyai matlamat yang tersendiri untuk menghasilkan suatu program untuk masyarakat dan tidak melibatkan keuntungan. Oleh itu, hasil daripada pengurusan sesuatu acara atau program yang diuruskan haruslah mematuhi kepada mutu/standard kelestarian yang boleh mengurangkan masalah yang timbul daripada pengurusan acara. Sehubungan dengan ini, kajian ini adalah untuk mengenal pasti faktor menglestarikan acara konvensyen tahunan dan mengkaji kesedaran jawatankuasa penganjur dalam melestarikan program konvensyen. Kajian ini telah menggunakan instrumen soal selidik berstruktur dan telah diedarkan kepada semua pihak yang terlibat secara langsung dalam pengurusan program konvensyen. Kajian menunjukkan bahawa tujuan menguruskan Majlis Konvokesyen mestilah mengaplikasikan prinsip kelestarian agar Majlis Konvokesyen boleh dijalankan secara berterusan. Kajian ini mendapati bahawa kelestarian pengurusan dipraktikkan dalam memastikan Majlis Konvokesyen itu dapat dilestarikan tetapi adaptasi itu masih berada di skala yang rendah. Soal selidik diedarkan kepada 105 responden yang secara langsung terlibat dalam proses menjalankan Majlis Konvokesyen. Kaedah kajian yang digunakan adalah kuantitatif.*

*Kata Kunci: kelestarian pengurusan acara ; organisasi bukan bermotifkan keuntungan*



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## CHAPTER 1

### INTRODUCTION

#### 1.0 Background of Study

Event management is an application of project management through creation and development of large-scale events such as in festivals, conference, ceremonies, formal, concerts or conventions.(Ramsborg et al,2008).(Ramsborg et al.,2008) state that it involves studying the brand, identifying its target audience, devising the concept and coordinating the technical aspects before the event launching. According to Woodward (2017), sustainable event management also involves in creating and developing the large-scale event which may include conferences, conventions, concerts, trade shows, festivals and, ceremonies.

The Conversation (2013) states that event's organizers from both private and government sectors are conscious of the need to reduce or eliminate environmental impacts on events. Sustainability incorporates social and environmentally responsible for the decision making, planning, organizing, implementing and finally execution. According to Annette (2009), sustainable event management looks at minimizing event's ecological footprint and ensuring that it does not impact negatively on the communities and stakeholders involved.

According to Sessoms (2017) non – profit organizations are organized as corporations, association, churches or charitable organization. Sessoms (2017) also states that non – profit organizations share a general purpose of improving society. The events conducted by the non-profit organization are not about making a profit. This is why the efforts of such event management are far more challenging as money is not the reward to compensate or complement the efforts placed in.

The activities vary socially and environmentally. The most vital part is what it has the impact on the environment. The event management is towards greening the management of the event whereby some events need a lot of transportation, food, electrical energy and waste management that needed to run the event successfully. This is where we can see how an event can sustain with or without profit.

### **1.1 Problem Statement.**

According to Sustainable Event Guide (2012), sustainable event management is a continuous learning process with establishing an appropriate and transparent monitoring and reporting. Sustainable event balances between environmental responsibilities in terms of waste reduction, while for economic responsibilities such as through increasing efficiency and boosting of the job creation. (Sustainable Event Guide, 2012). Sustainable Event Guide (2012) also states that social responsibilities are also is important in balancing a sustainable event in terms of fair use of human resource and respecting diversity.

Event management from a non-profit organization is different from the events which are profit oriented. The organization like a university has to comply with the

procedure to run an event. Each event run by them has the different protocol to be followed to ensure even successful event in order to safeguard the good name of the organization. UTeM runs three mega events yearly, which are "Minggu Haluan Siswa", "Sukan Antara Fakulti" and Convocation. These events are done on a big scale in UTeM. Sustainable event management is not largely adopted yet in UTeM.

## **1.2 Research Questions**

The events organized are not sustainable in the aspect of environment, economic and social. Thus, the questions that arise from these are:-

- i. What are the factors of sustainable event management towards conducting of convocation ceremony?
- ii. How far is the awareness among the organizing committee in delivering sustainable event?
- iii. What are the innovative suggestion that can be proposed to sustain the convocation ceremony?

## **1.3 Research Objectives**

There are vast activities involved in sustainable event management. It is about greening the management of the event. It is about applying sustainable principles to the management of the particular event. Thus, the research objectives are:-

- i. To identify the factors of sustainable event management in conducting of convocation ceremony.

- ii. To examine the awareness of the organizing committee in delivering the sustainable event.
- iii. To propose innovative suggestion to sustain the process of conducting the convocation ceremony.

#### **1.4 Scope, Limitation and Key Assumptions of the Study.**

This study is about the process of the event conducted for a non-profit organization which is Universiti Teknikal Malaysia Melaka (UTeM) that conducts Convocation Ceremony as one of the mega events conducted and how are they able to sustain them in reducing the impact to the environment, social and economic. The limitation and key assumption of the study are to assume that the management of UTeM provides honest answer and they have the basic knowledge on the topic of research. Non – profit organizations allow people to join together and combine resources to achieve the goals. (Sessoms, 2017). Universiti Teknikal Malaysia Melaka is a non – profit organization that runs three mega events yearly. Thus, the events run by the university are based more on ideas by the people and resources to conduct a successful event

### **1.5 The Importance of the Study**

The study on sustainable event management plays a significant role in applying those sustainable management principles in organizing an event and to identify the factor on to improve on the existing way of executing the events. Raj and Musgrave (2009) stated that the three main concept of having a sustainable event management comes from the aspect of environmental, economic and social. Those three aspects are widely associated with one another. It is important to grasp and hold on to this three aspect before planning for an event and executing.

The study also is to identify the factor and the process on how an event in UTeM is conducted from the planning stage till the executing stage. The study also includes the awareness or the organizing committee towards sustaining the event. These process should incorporate with the three concepts of sustainability which is economic, environmental and social. According to Sustainability Guide (2013), running a sustainable event is also about running an efficient event. In this study, UTeM is not receiving monetary benefits from conducting the Convocation as in a university they are complying with protocols and guidelines that needed to follow in order to conduct an event successfully.

## 1.6 Summary

Sustainability event management has 3 major concepts that need to be adopted which are environmental, social and economic. Sustainability of event could be achieved if the way of conducting the convocation has been largely adopted earlier. Sustainable event management plays an important role in making an organization adopt and adapt the sustainable way of conducting the event. Annette (2009) affirms that conducting an event with a sustainable impact consist of various activities that are conducted in order to achieve long-lasting impact.

## CHAPTER 2

### LITERATURE REVIEW

#### **2.0 Sustainable Event Management.**

Annette (2009) states that sustainability is an end itself, but there are a number of other reasons to consider sustainable event management. The reasons are it can deliver cost savings through better use of resources such as energy and water. It also provides the means to differentiate the event hosted by other similar events. Sustainable event management is also used to balance the negativity associated with events requiring long-distance travel. (Annette, 2009). Sustainable Event Management (SEM) is the process of designing and organizing an event following sustainable development principles in order to achieve strategic goals which serve the economic, environmental and social interests of organizers, delegates and host communities.

The British Standard for Sustainable Event Management (2007) states that sustainability as a process of continuous improvement. It is stated that sustainability will not be achieved, but it is continuously progressing towards attaining it. With this concept, sustainable event management becomes a process of doing things right. The British Standard (2007) provides a simple framework whereby a sustainable event management planning steps are included in three main phases. The three main phases are:

- (i) Pre-event planning whereby the sustainability policy for the event has to define and establish commitment up front and level of goals and objectives includes the Key Performance Index.
- (ii) Implementation and event monitoring happen when the objectives are being agreed by the organizing committee and the top management, which requires everyone to work towards the common goals. It is a part to track the event planning process and issues arise during the planning process.
- (iii) The post - event review is when the performance of the event is measured and a review is done to identify which of the objectives are achieved and what are the needs and improvement that can be made for upcoming events

For an event to take place, it's essential to have an organizer and the public's interest to participate in those activities. With this necessity in mind, the stakeholders' relations towards the events must always take into account a set of negative and positive impacts (Blowdin et al., 2011). Regarding the stages of an event, there are four main steps: conception, planning, operationalization and, finally, its evaluation (Almeida, 2009). The first step is to define and conceptualize the event; Even before the planning process, there needs to be a time for reflection and brainstorming in order to answer important questions such as what is intended with the event for whom the event is aimed, the place time, among others, and then only after proceeding into planning an to more practical matters.