

Events Management Practices and Performance of Selected HEIs in National Capital Region: Inputs for Sustainable Business Generating Projects

John Paul G. Buenaventura^{1*}, Elizabeth E. Soriano²

¹National University

²Eulogio “Amang” Rodriguez Institute of Science and Technology Manila

Corresponding Author: John Paul G. Buenaventura

Johnpaulbuenaventura50@gmail.com

ARTICLE INFO

Keywords: Events Management, Sustainable Business Generating Projects, Higher Education Institutions

Received : 12, January

Revised : 12, February

Accepted: 12, March

©2024 Buenaventura, Soriano : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The study adopted a quantitative research approach, utilizing surveys to gather data from a sample of selected HEIs. The research outcomes were valuable for HEI administrators, event managers, and other stakeholders involved in sustainable business generating projects within the higher education sector. By identifying effective strategies and practices, this study aimed to enhance the ability of HEIs to generate sustainable business opportunities through events and contribute to the overall development and reputation of these institutions. In conclusion, this study sought to bridge the gap in knowledge regarding events management practices and their impact on the performance of HEIs in sustainable business generating projects.

INTRODUCTION

The events management industry has been experiencing rapid growth in recent years, driven by an increase in demand for well-organized events, conferences, and exhibitions. This growth has been particularly evident in the higher education sector, where universities and colleges have been using events to engage with stakeholders, including students, faculty, and the wider community. Events management practices are systematic in planning, organizing, and execution of events, ranging from small gatherings to large-scale exhibitions and conferences. Effective events management practices are essential for the success of such events. These practices include planning and coordination, marketing and promotion, budgeting and financial management, venue selection and preparation, logistics, and evaluation.

In the National Capital Region, various higher education institutions (HEIs) organize an event throughout the year, including academic conferences, cultural festivals, community extension, and other related school activities. These events provide opportunities for event coordinators, students, and stakeholders to develop skills, showcase talents, and gain practical experience. Moreover, events are organized by HEIs that can attract visitors, generate revenue, and promote the reputation of the institutions. In assessing the performance of HEIs in event management requires evaluating various aspects of the quality of planning, the effectiveness of marketing, the efficiency of resource allocation, and the impact on stakeholders.

In addition, sustainability considerations and social responsibility must be considered. This study aims to determine the events management practices and their impact on the performance of selected higher education institutions. Evaluating the events management practices and performance of selected HEIs in the National Capital Region (NCR), insights can be gained into best practices and areas for improvement.

The findings of this study provide valuable insights into the events management practices of higher education institutions and help to inform the development of best practices for sustainable business-generating projects. This, in turn, contributes to the long-term success and sustainability that in turn will be the source of income generation of the higher education institutions, as well as the broader events management industry.

The thematic discussion of the study was benchmarked from several readings made from literature and studies conducted by several authors.

Yulo (2019) and Maguire (2020) have the same opinion about events management. It is all about planning, organizing, directing, coordinating, motivating, and rewarding people to attain vision objectives.

Barnette (2017) mentioned that financial audits are essential to ensure all financial transactions related to events are accurately recorded and reported and that adequate controls are in place to prevent fraud and mismanagement.

Peque (2019), Langadaon, Majaba (2019), Nieweoudth (2022), Younts (2020), Tomakh (2019), Vanco (2020), Mendoza (2019), Tinette and Deyto (2019) have the same opinion about events management is all about emphasizing the importance of understanding the target audience, setting clear objectives, and determining the purpose of events.

Bernabe (2019), Okhiria (2020), Congrex (2020), Timo (2021) and Puustinen (2021) have the same opinion that all human activity involves risks. Running events is a risky activity because whenever we bring people together, there is already an element of risk.

Ballesteros, Murillo, and Capistrano (2019) mentioned that events are perfect opportunities for companies to connect and engage with the target market.

Tsang (2022), and Vancuren (2022), have the same opinion on events management practices. The event organizers or the event coordinator must provide post-evaluation and always keep the attendees engaged throughout the entire event management process.

Vilches (2019), Dryfta (2022), Hinlayagan, Olivar (2022), and Holley (2019) have the same opinion Effective planning, communication, and collaboration are critical for ensuring the success of the events and it can help the institutions to achieve the school events goals and objectives.

Onney (2019), Wee, Mahdzar, Hamid, Shariff, Chang, Ismael (2019), and Nawarathna, Arachchi (2021) have the same opinion about sustainable planning that there are numerous benefits of making the event more environmentally friendly -the environment, business, and to the attendees. By taking sustainable planning, event organizers can not only minimize potential negative impacts on the community and environment but also, given the large number of stakeholders involved, concretely influence change by leaving a positive legacy and inspiring those involved to live more sustainably.

Hamlin (2019), Hind, Disimulacion, Fernandez, Lin, Sharma, and Suroto (2019) mentioned that all events must have a business plan.

Peterson (2019) mentioned the importance of relationship building in events management in HEIS, that relationship building is a good habit that students need to learn because the world of work requires aptitude in negotiation, communication, and, well, more networking.

Venture (2022) mentioned that sponsors could be a valuable part of the event to generate revenue, increase exposure and build lasting partnerships. In

addition, sponsorship can provide tangible benefits in the pursuit of the overall business goals.

Mercado (2019) proposed a model for Event Management in Philippine Higher Education Institutions, which includes planning, execution, and evaluation phases. In addition, the author discusses the importance of incorporating innovation and creativity in event planning to make it more engaging and memorable.

Pulhin (2021) and Borbon (2021a) discussed the benefits of organizing events in an environmentally friendly manner.

Ylagan (2021) and Borbon (2021b) mentioned that community extension provides an experiential learning opportunity for faculty, and students. It cultivates a sense of social awareness, empathy, and active citizenship, fostering a commitment in making a positive difference in society.

Ramirez (2021), and Pabilando, Pitao, and Bacason (2022), have the same opinion about the challenges of events management, which is the availability of trained manpower, the needs of special-needs tourists, and enhancing services, amenities, venue design, and technological advancement.

Salazar (2019), and De Guzman (2020), have the same opinion about Events Management Practices in Philippine HEIs playing an important role in promoting institutional visibility, enhancing the learning experience of students, and fostering a sense of community among stakeholders.

Ko (2020) mentioned that event organizers should consider that the event venue must enhance the perceived image of an event.

Goncalves (2021) mentioned that social media had become a crucial part of integrated marketing communication of the event.

Statement of the Problem

Specifically, it sought to answer the following questions:

1. How do event coordinators, school administrators, and stakeholders assess the events management practices as to:
 - 1.1 Market;
 - 1.2 Technical;
 - 1.3 Business Model;
 - 1.4 Management Model; and
 - 1.5 Economic Financial?
2. What is the performance of the selected HEIs in the National Capital Region in terms of:
 - 2.1 Information gathering;
 - 2.2 Selling activity;
 - 2.3 Relationship building;

2.4 Exhibition image and;

2.5 Extension services?

3. Is there a significant difference in the events management practices and performance of selected HEIs in NCR as assessed by the three groups of respondents?

4. Is there a significant relationship between events management practices and performance?

5. What are the challenges encountered in the events management by the HEIs?

6. Based on the findings, what inputs for sustainable business-generating projects may be proposed?

7. How suitable are the inputs for sustainable business-generating projects, is there a significant difference?

Hypotheses

The study hypothesizes that:

1. There is no significant difference in the events management practices and performance of selected HEIs in NCR as assessed by the three groups of respondents.

There is no significant relationship between events management practices and performance as assessed by the respondents.

THEORETICAL REVIEW

The study determined the events management practices of selected HEIs in the National Capital Region using Thompson's Model to Market, Technical, Business Model, Management Model, and Economic Financial. The Dimensions of Thompson's Model are relatively simple to apply. Through applying each dimension of the model, the researcher can collectively assess the events management practices and performance of selected HEIs in the National Capital Region.

The study determined the events management practices of selected HEIs in National Capital Region using the Thompson's Model as to Market, Technical, Business Model, Management Model and Economic Financial. Market practices may apply market research theories and techniques to understand the target market, customer preferences, and trends in the events industry, use theories related to customer satisfaction and experience to evaluate the effectiveness of events in meeting customer needs and expectations. Meanwhile, technical practices incorporate theories and models related to event logistics, production, and technical requirements to ensure smooth operations and high-quality event delivery, explore theories on technology adoption and innovation to assess the integration of technological

tools and platforms in events management. In business model, practices apply theories related to value creation and differentiation to analyze the unique offerings and value proposition.

The management model, practices incorporate theories on organizational design and structure to assess how the management model supports effective events management. Lastly, economic financial practices use financial theories and techniques to evaluate the cost structure and financial performance of events, including budgeting, cost control, and return on investment analysis. The performance of the HEIs in events management as to information gathering, selling activity, relationship building, exhibition image and extension services. In the information gathering performance, apply theories and methods related to data collection, research design, and statistical analysis to gather and interpret relevant data for evaluating events management. In selling activity performance, incorporate theories and models related to sales and marketing to analyze the effectiveness of promotional activities, ticket sales, sponsorship acquisition, and revenue generation. In relationship building performance, use theories and frameworks related to relationship building, stakeholder engagement, and customer relationship management to evaluate the establishment and maintenance of relationships with stakeholders and attendees.

The performance of exhibition image, apply theories on branding, reputation management, and image building to assess the impact of events on HEIs' overall institutional image and perception. By integrating the Thompson Model into each aspect of the theoretical framework, researcher examines the relationship between events management practices and performance of selected HEIs in the NCR, while identifying inputs for sustainable business generating projects. This framework provides a comprehensive approach to analyze various dimensions of events management and their impact on organizational performance and sustainability.

METHODOLOGY

This study utilized the descriptive research with a survey questionnaire as a technique for gathering information. Descriptive research design is an attempt to determine, describe, or identify what is. Descriptive research is viewed as what exists by asking questions and understanding what people or things mean and is used both in quantitative and qualitative research. It usually tends to figure out the cause-and-effect relationship or difference by putting methods and programs to the test McCombes (2019).

The researcher opted for descriptive research to thoroughly investigate the background of the research problem before further research can be carried out. It employs a variety of methods, including interviews and questionnaires. The survey questionnaire aided the researcher in collecting measurable data from a quantitative method. It was used to assess the events management practices and performance and challenges encountered by selected HEIs in National Capital Region.

The study was conducted in selected private Higher Education Institutions (HEIs) in the National Capital Region. The HEIs participants are the National University- Manila, Arellano University- Pasay, De La Salle Araneta University and Adamson University. The respondents of the study comprised six (6) school administrators, six (6) event coordinators, and three hundred eight (388) stakeholders with a total of four hundred (400) from selected HEIs in the National Capital Region

The data gathering tool is a researcher-made instrument. The method being used in the study, the survey questionnaire, was made by a researcher following different works of literature as a basis for utilizing specific questions relevant to the study. Furthermore, the researcher conducted descriptive research with a survey questionnaire to the respondents. This instrument was used in the study to obtain information as well as adequate responses from the respondent's personal experiences serve as one of the primary sources of the study and divided into four (5) parts: **Part I** deals with the demographic profile of the respondents to examine the credentials of the participants. **Part II** is the assessment of events management practices by the selected HEIs in NCR in terms of market, technical, business model, management model, and economic financial. **Part III** is the performance of the selected HEIs in the National Capital Region in terms of information gathering, selling activity, relationship building, exhibition image, and extension services. **Part IV** is about the challenges encountered in the events management by the HEIs. **Part V** is the suitability in the events management by the HEIs.

Right before the pre-testing of the respondents of the study, the researcher first consults three validators and professionals in the field that have appropriate knowledge relevant to the study. The first validator chosen for the recommendation of the researcher is the research adviser from the Graduate School, that has the expertise to validate and give beneficial feedback and response to the growth of the study. Another validator was one of the members of the Examination Committee, Graduate School. Lastly is the statistician who has knowledge and expertise in statistics-related actions. After the suggestions and comments from the experts, the researcher considered the instrument in the study. It was pretested to the six (6) school administrators, six (6) event

coordinators, and three hundred eighty-eight (388) Stakeholders from different HEIs in the National Capital Region.

The data gathered in this study were tallied and arranged accordingly:

1. Weighted Mean. It is used as the average calculated by considering not only frequencies of values of a variable but also some other factors such as other variance. The weighted mean average of observed data is the result of dividing the sum of the products of each observed value, the number of times it occurs, and this other factor by the total number of observations.

Formula: $\bar{x} = \frac{\sum fx}{N}$

Where:

\bar{x} = Weighted Mean

$\sum fx$ = Total Weighted Score

N = Number of respondents

Percentage. To determine the relation of a part to a whole into a percentage form.

Formula: $\frac{F}{N} \times 100\%$

Where:

P = Percentage

F = Frequency

N = Total Number of Respondents

Frequency. The number of occurrences of an item in a set of data.

Ranking. Is used to determine the sequence of increasing and decreasing magnitude of variables. The largest frequency is rank, wherein 1 is the highest, going down to the last number.

Likert Scale. The data were interpreted by using the five (5) Linkert Scale Method as the criterion for the interpretation of the data.

Likert Scale for Assessment of Events Management Practices

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Highly Practiced	HP
4	3.3 – 4.19	Practiced	P
3	2.6 – 3.39	Moderately Practiced	MP
2	1.8 – 2.59	Least Practiced	LP
1	1.0 – 1.79	Very Least Practiced	VLP

Likert Scale for Performance of the Selected HEIs in NCR

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Excellent	E
4	3.3 – 4.19	Very Good	VG
3	2.6 – 3.39	Good	G
2	1.8 – 2.59	Fair	F
1	1.0 – 1.79	Poor	P

Likert Scale for Challenges Encountered in the Events Management by the HEIs

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Highly Encountered	HE
4	3.3 – 4.19	Encountered	E
3	2.6 – 3.39	Moderately Encountered	ME
2	1.8 – 2.59	Least Encountered	LE
1	1.0 – 1.79	Not Encountered	NE

Likert Scale for Acceptability, Suitability, and Feasibility in the Events Management by the HEIs

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Highly Suitable	HS
4	3.3 – 4.19	Suitable	S
3	2.6 – 3.39	Moderately Suitable	MS
2	1.8 – 2.59	Least Suitable	LS
1	1.0 – 1.79	Not Suitable	NS

Analysis of Variance (ANOVA). To determine whether there are statistically significant differences between the means of three or more independent groups.

The formula is:

$$F = \frac{MSSb}{MSSw}$$

Pearson R. used to determine the significant relationship between practices and performance.

The formula is:

R = correlation coefficient

Xi = values of the x-variable in a sample

X = mean of the x-variable in a sample
 yi = values of the y-variable in a sample
 y = mean of the y-variable in a sample

RESULTS

Table 1
Distribution of Respondents by HEIs

Respondents	School Administrators		Event Coordinator		Stakeholders		Total	
	F	%	F	%	F	%	F	%
	National University-Manila	3	50.0	2	33.33	136	35	141
De La Salle Araneta University	1	16.7	1	16.7	77	20	79	20
Arellano University-Pasay	1	16.7	2	33.33	86	22	89	22
Adamson University	1	16.7	1	16.7	89	23	91	23
Total	6	100.00	6	100.00	388	100.00	400	100.00

From the table, there are 3 (50.00%) School Administrators from National University, while 16.7 both from De La Salle Araneta University, Arellano University- Pasay, and Adamson University. For Event Coordinator, there is 2 (33.33%) both from National University and Arellano University-Pasay, while 16.7 percent from both De La Salle Araneta University and Adamson University. For the Stakeholders, there is 136 (35.00%) from National University-Manila, while De La Salle Araneta University has 77 (20.00%), Arellano University-Pasay has 22 (89.00%), and lastly is Adamson University 91 (23.00%).

Table 2
Respondents as to Educational Attainment

Education	School Administrators		Event Coordinator		Stakeholders		Total	
	F	%	F	%	F	%	F	%
	Doctorate	1	17	0	0	5	1	6

Degree									
Master's	5	83	6	100	25	6	36	9.00	
Degree									
Bachelor's	0	0	0	0	20	6	20	5.00	
Degree									
Undergraduate	0	0	0	0	338	87	338	84.50	
Total	6	100.00	6	100.00	388	100.00	400	100.00	

On the above table, school administrators have doctorate degrees 1 (17.00%); almost all event coordinators have earned a master's degree; 338 (87.00%) were undergraduates; 20 (6.00%) bachelor's degree; 25 (6.00%) with master's degree; and 5 (1.00%) percent with Doctorate. Overall, most of the respondents are Undergraduates, with 84.50 percent, 5 percent for bachelor's degree, 9 percent for master's degree, and 1.50 percent with doctorate. This could be attributed to the fact that the stakeholders outnumbered the other group of respondents.

Table 3
Respondents as to Age

Age	School Administrators		Event Coordinator		Stakeholders		Total	
	F	%	F	%	F	%	F	%
	30 years old below	0	0	0	0	343	88.41	343
31-40 years old	0	0	6	100.00	45	11.59	51	12.75
41-50 years old	6	100.00	0	0	0	0	6	1.50
Above 50 years old	0	0	0	0	0	0	0	0
Total	6	100.00	6	100.00	388	100.00	400	100.00

As revealed in Table 3, school administrators belong to 41-50 years old with 6 (100%); while event coordinator belong to the age bracket of 31-40 years old with a frequency of 6 (100%); 343 (88.41%) stakeholders are 25-30 years old, 45 (11.59%) are 31-40 years old.

Summarily, most of the respondents belong to 30 years old and below with 345 (85.75%), 31-40 years old with 51 (12.75%), and 41-50 years old, with 6 (1.50%).

Table 4

Respondents as to Gender

Gender	School Administrators		Event Coordinator		Stakeholders		Total	
	F	%	F	%	F	%	F	%
	Male	3	50.00	3	50.00	200	51.55	206
Female	3	50.00	3	50.00	188	48.45	194	48.50
Total	6	100.00	6	100.00	388	100.00	400	100.00

There are 3 males and 3 females, or 50 percent of the school administrators. For the event coordinator, 3 males and 3 females, or 50 percent. While the stakeholders, 200, or 51.55 percent, are male, and 188, or 48.55, are female. Summarily, the majority are male, with 206 or 51.50 percent, and only 194 or 48.50 percent are female.

Table 5
Respondents as to Civil Status

Civil Status	School Administrators		Event Coordinator		Stakeholders		Total	
	F	%	F	%	F	%	F	%
	Single	5	83.33	3	50.00	363	93.56	371
Married	1	16.67	3	50.00	25	6.44	29	7.25
Total	6	100.00	6	100.00	388	100.00	400	100.00

Table 5 reveals that 5 (83.33%) of the school administrators are single, and 1 is married. As to the event organizer, 3 (50.00%) single and married; stakeholders with a frequency of 363 (93.56%) single and 25 (6.44%) married. This gives the impression that most of the respondents are single, with 371 (92.75%) and 29 (7.25%) being married.

Table 6
Assessment of Events Management Practices in HEIs as to Market

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Create events that will make a difference and leave a legacy	4.50	HP	4.67	HP	4.32	HP	4.50	

2.	Communicate effectively with stakeholders both orally and in writing.	4.33	HP	4.33	HP	4.26	HP	4.31	HP	2
3.	Use event elements that have meaning, value, and relevance to the purpose of the event.	4.17	P	44.33	HP	4.28	HP	4.26	HP	3.5
4.	Use event management tools to assess and analyze critical paths and provide effective and creative solutions to problems.	4.50	HP	4.17	P	4.11	P	4.26	HP	3.5
5.	Conduct activities and business dealings with integrity, respect, honesty, and credibility.	4.50	HP	4.00	P	4.18	P	4.23	HP	5
6.	Act competently, in a timely way, and in accordance with instructions received from or agreed to by a client.	4.33	HP	4.00	P	4.03	P	4.12	P	7
7.	Negotiate all agreements in good faith, with respect to the rights of a client, and of all other parties involved.	4.17	P	3.83	P	4.10	P	4.03	P	10
8.	Act in the best interest of a client, free from any compromising influence or loyalties.	4.17	P	4.17	P	4.11	P	4.15	P	6
9.	Give professional opinion when requested without favor, malice, or prejudice.	4.17	P	4.17	P	3.84	P	4.06	P	8

10	Demonstrate environmental sensitivity and corporate social responsibility.	4.00	P	4.17	P	3.95	P	4.04	P	9
OVERALL WEIGHTED MEAN		4.28	HP	4.18	P	4.12	P	4.19	P	

LEGEND:

Scale

	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Highly Practiced	HP
4	3.3 - 4.19	Practiced	P
3	2.6 - 3.39	Moderately Practiced	MP
2	1.8 - 2.59	Least Practiced	LP
1	1.0 - 1.79	Very Least Practiced	VLP

As manifested in Table 6, the general assessment of the school administrators, event organizer, and stakeholders on the events management practices as to the Market was Highly Practiced, "Create events that will make a difference and leave a legacy" with a composite weighted mean of 4.50, rank 1; "Communicate effectively with stakeholders both orally and in writing" with a weighted composite mean of 4.31, as rank 2; "Use event elements that have meaning, value, and relevance to the purpose of the event" and "Use event management tools to assess and analyze critical paths and provide effective and creative solutions on problems" with a composite weighted 4.26, as rank 3.5; "Conduct activities and business dealings with integrity, respect, honesty, and credibility" with a composite weighted mean 4.23, as rank 6; and rated as Practiced "Act in the best from any compromising influence or loyalties" with a composite weighted mean 4.15, as rank 6; "Act competently, in a timely way, and in accordance with instructions received from or agreed to by a client" with a composite weighted mean of 4.12, as rank 7; "Give professional opinion when requested without favor, malice, or prejudice" with a composite weighted mean of 4.06, as rank 8; "Demonstrate environmental sensitivity and corporate social responsibility" with a composite weighted mean of 4.04, as rank 9; and lastly, "Negotiate all agreements in good faith, with respect to the rights of a client, and all other parties involved" with a composite weighted mean of 4.03, as rank

7, respectively. The overall composite mean of 4.19 shows that events management was Practiced in selected HEIs in NCR in terms of Market.

Relative to the findings from the study of Langandaon & Majaba (2019) stated that it is important that the event staff, crew, and other people involved know the essentials needed to run the event objectives successfully. The event coordinator must be prepared to answer a lot of questions that may be asked during the orientation, and it is important to act in good faith and always consider the rights and interests of all parties involved.

Table 7
Assessment of Events Management Practices in HEIs as to Technical

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
1. Ensure technical requirements for speakers, facilitators, moderators, and emcees.	4.50	HP	4.00	P	4.50	HP	4.33	HP	2
2. There are available technologies that can make tasks more convenient.	4.33	HP	4.17	P	4.30	HP	4.27	HP	5
3. Run through a technical rehearsal of the technical aspects of the event, such as lighting, sound, special effect, and audio-visual presentations.	4.50	HP	4.17	P	4.57	HP	4.41	HP	1

<p>4. Conduct a briefing with the speakers to explain thoroughly the program objective of the event to ensure that the presentations are engaging.</p>	4.50	HP	3.83	P	4.59	HP	4.31	HP	3
<p>5. Speakers specify their requirements for presentation (laptop, clicker, microphone, screen projector, and other technical requirements needed.</p>	4.67	HP	3.83	P	4.33	HP	4.28	HP	4
<p>6. Playing and matching the right kind of music to an event can support the event objective and enhance the event experience.</p>	4.67	HP	3.83	P	4.29	HP	4.26	HP	6.5
<p>7. Always consider Fire Marshal Regulations, Required</p>	4.33	HP	3.50	P	4.11	P	3.98	P	10

Permits, licenses, Security, and Rigging Points Site Feasibility.										
8. Ensure technical requirements for the staging and program depending on the budget and available facilities.	4.50	HP	3.83	P	4.40	HP	4.24	HP	8	
9. Use of energy- efficient equipment	4.50	HP	3.67	P	4.15	P	4.11	P	9	
10. Ensure that all equipment, props, and materials rented or borrowed from the event contractors are returned and documented.	4.50	HP	4.00	P	4.27	HP	4.26	HP	6.5	
OVERALL WEIGHTED MEAN	4.50	HP	3.88	P	4.36	HP	4.25	HP		

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
-------	-------	-----------------------	--------

5	4.2 – 5.0	Highly Practiced	HP
4	3.3 – 4.19	Practiced	P
3	2.6 – 3.39	Moderately Practiced	MP
2	1.8 – 2.59	Least Practiced	LP
1	1.0 – 1.79	Very Least Practiced	VLP

As indicated in Table 7, the general assessment of the school administrators, event organizer, and stakeholders on the events management practices as to the Technical was Highly Practiced “Use event elements that have meaning, value, and relevance to the purpose of the event” with a composite weighted mean of 4.59, as rank 1; “Create events that will make a difference and leave a legacy” with a composite weighted mean of 4.33, as rank 2; indicator 4 “Use event management tools to assess and analyze critical paths and provide effective and creative solutions on problems” with a composite weighted mean of 4.31, as rank 3; indicator 5 “Conduct activities and business dealings with integrity, respect, honesty, and credibility” with a composite weighted mean of 4.28, as rank 4; indicator 2 “Communicate effectively with stakeholders both orally and in writing” with a composite weighted mean of 4.27, as rank 5; indicators 6 and 10 “Act competently, in a timely way, and in accordance with instructions received from or agreed to by a client” and “Demonstrate environmental sensitivity and corporate social responsibility” with a composite weighted mean of 4.26, as rank 6.5; indicator 9 “Give professional opinion when requested without favor, malice, or prejudice” with a composite weighted mean of 4.16, as rank 8; indicator 8 “Act in the best interest of a client, free from any compromising influence or loyalties” with a composite weighted mean of 4.24, as rank 8; and the following indicators are assessed as Practiced, indicator 9 “Give professional opinion when requested without favor, malice, or prejudice” with a composite weighted mean of 4.11, and lastly, indicator 7 “Negotiate all agreements in good faith, with respect to the rights of a client, and of all other parties involved” with a composite weighted mean of 3.98, as rank 10, respectively. The overall composite mean of 4.25 indicated that events management was Highly Practiced in selected HEIs in NCR in terms of Technical.

Relative to the findings from the study of Ramirez (2021), who mentioned that all related events operations must be addressed by the LGU to establish the place secured, safe, and compliant. In addition, when planning events in higher education institutions, it is important to consider a range of factors related to safety and logistics, including fire marshal regulations, required permits, and licenses, security rigging points, and site feasibility. Failure to consider these factors can result in safety hazards, legal issues, and logistical difficulties that can compromise the success of the school event.

Events management requires careful planning and attention to detail. By taking comprehensive planning, higher education institutions can ensure that events are executed safely and efficiently.

Table 8
Assessment of Events Management Practices in HEIs as to Business Model

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
1. The school/university has a clear knowledge of what the participants want and need.	3.80	P	4.33	HP	4.39	HP	4.18	P	8
2. The school/university has a unique purpose, offerings, strategies, organizational structures, and operational processes and policies.	4.17	P	4.17	P	4.31	HP	4.22	HP	4
3. The school/university event committee conducts a full external team brief and ensures pre-event training for the external team.	3.67	P	4.33	HP	4.23	HP	4.07	P	9
4. The school/university ensures the mission is cascaded through measurable objectives and goals	4.00	P	4.33	HP	4.30	HP	4.21	HP	6.5
5. The school/university identifies the additional internal or external stakeholders for the event.	4.00	P	4.33	HP	4.32	HP	4.22	HP	4

6.	The school/university identifies the sustainability objectives aligned with the organization's strategy.	4.06	P	4.33	HP	4.36	HP	4.25	HP	1
7.	The school/university event office has a set goal as an important part of business strategy.	4.17	P	4.17	P	4.38	HP	4.24	HP	2
8.	The school/university allocate needed time and resources during event evaluation, adjustment, and measurement.	4.00	P	3.83	P	4.36	HP	4.06	P	10
9.	The school/university establishes a full-on tracking process for all strategic objectives throughout the event.	4.00	P	4.33	HP	4.31	HP	4.21	HP	6.5
10.	The school/university identifies sustainable practices throughout the event preparation, management, and delivery processes.	4.00	P	4.33	HP	4.34	HP	4.22	HP	4
OVERALL MEAN	WEIGHTED	3.99	P	4.25	HP	4.33	HP	4.19	P	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Highly Practiced	HP
4	3.3 - 4.19	Practiced	P
3	2.6 - 3.39	Moderately Practiced	MP
2	1.8 - 2.59	Least Practiced	LP
1	1.0 - 1.79	Very Least Practiced	VLP

As evidenced in Table 8, the general assessment of the school administrators, event organizer, and stakeholders on the events management practices as to the Business Model was Highly Practice on indicator 6 “The school/university identify the sustainability objectives aligned with the organization strategy” with a weighted mean of 4.25, as rank 1; indicator 7 “The school / university event office has a set goal as an important part of business

strategy” with a weighted mean of 4.24, as rank 2; indicators 2, 5, and 10 “The school/university has a unique purpose, offerings, strategies, organizational structures, and operational processes and policies,” “The school/university identify the additional internal or external stakeholders for the event,” and “The school/university identify the sustainable practices throughout the event preparation, management, and delivery processes” with 4.22, as rank 4; indicators 4 and 9 “The school/university ensures the mission is cascaded through measurable objectives and goals” and “The school/university establish a full-on tracking process for all strategic objectives throughout the event” with 4.21, as rank 6.5; and a Practice rating in indicator 1 “The school/university has a clear knowledge of what the participants want and need” with 4.18, as rank 8; indicator 3 “The school/university event committee conducts full external team brief and ensure pre-event training for external team” with 4.07, as rank 9; and lastly, indicator 8 “The school/university allocate needed time and resources during event evaluation, adjustment, and measurement” with 4.06, as rank 10, respectively. The overall composite mean of 4.19 indicated that events management was Practiced in selected HEIs in NCR in terms of Business models.

Relative to the findings from the study of Tsang (2022), who mentioned in event stories best practices and guides, to successfully find out the outcome of the event, it is crucial to do a post-evaluation. Conducting a post-event survey is one of the best ways to receive negative and positive feedback from the event attendees. Feedback helps to determine the event’s success. It allows us to gauge attendee satisfaction and provides strategies to improve future events. Understanding attendee satisfaction will ultimately help to improve marketing efforts and capitalize on what works. By following this, higher education institutions can allocate the necessary time and resources for event evaluation and adjustments, and measurements in a systematic and effective manner. This will help in ensuring that the institution is maximizing the benefits of its events management practices.

Table 9
Assessment of Events Management Practices in HEIs as to Management Model

CRITERIA	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Ensure to coordinate, monitor, and control the	3.83	P	4.33	HP	4.26	HP	4.14	

event from start to end.									
2. Intellectual property is efficiently managed.	3.83	P	4.17	P	4.38	HP	4.13	P	4
3. There is the presence of suitable management and quality protocols.	3.67	P	4.17	P	4.16	P	4.00	P	10
4. Obtain necessary permits for hosting the events, either internal or external.	3.50	P	4.33	HP	4.22	HP	4.02	P	6
5. Participate in social responsibility projects to support the community.	4.00	P	4.17	P	4.38	HP	4.18	P	9
6. The company has a systematic way of managing and recruiting employees.	3.67	P	4.17	P	4.44	HP	4.09	P	5
7. The company has a suitable organizational structure.	3.50	P	4.17	P	4.34	HP	4.00	P	8
8. The university has a workable concept for the event.	3.50	P	4.17	P	4.41	HP	4.03	P	2.5
9. Employees are given sufficient training.	3.67	P	4.00	P	4.13	P	4.03	P	2.5
10. The company creates an internal steering committee to serve as a supervisor body for the event management function.	3.50	P	4.50	HP	4.15	P	4.05	P	1
Overall Weighted mean	3.82	P	4.22	HP	4.29	HP	4.11	P	

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Highly Practiced	HP
4	3.3 – 4.19	Practiced	P
3	2.6 – 3.39	Moderately Practiced	MP
2	1.8 – 2.59	Least Practiced	LP
1	1.0 – 1.79	Very Least Practiced	VLP

LEGEND:

As conveyed in Table 9, the general assessment of the school administrators, event organizer, and stakeholders on the events management practices as to the Management Model was Practiced on indicators “Participate in social responsibility projects to support the community” with a composite

weighted mean of 4.18, as rank 1; “Ensure to coordinate, monitor, and control the event from start to end” with a composite weighted mean of 4.14, as rank 2; “Intellectual property is efficiently managed” with a composite weighted mean 4.13, as rank 3; “The company has a systematic way of managing and recruiting employees” with a composite weighted mean 4.09, as rank 4; “The company creates an internal steering committee to serve as a supervisor body for the event management function” with a composite weighted mean of 4.05, as rank 5; “The university has a workable concept for the event.” with a composite weighted mean of 4.03, as rank 6; “Obtain necessary permits for hosting the events either internal or external” with a composite weighted mean 4.02, as rank 7; “There is the presence of suitable management and quality protocols” and “The company has a suitable organizational structure” with a composite weighted mean 4.00, as rank 8.5; and lastly, “Employees are given sufficient training” with a composite weighted mean 3.93, as rank 10, respectively. The overall composite mean of 4.11 indicated that events management was Practiced in selected HEIs in NCR in terms of the Management Model.

Relative to the findings from the study of Hind, Disimulacion, Fernandez, Lin, Sharma, and Suroto (2019), who mentioned that all events should have a business plan because this is an important document that provides an overview of the event in terms of its management from a business perspective on how the event will be resourced and managed to meet the objectives that have been set for it. The main components of the event’s business plan are the mission statement, aims and objectives, critical success factors, financial planning, administration, logistics and operations, marketing and sales, people and resources, event evaluation, leadership, and management, planning cycle and critical path deadlines, policies and procedures, sponsorship and other revenue, and sustainability and ethical considerations. In addition, it is important to identify the stakeholders who will be involved in the process, such as event organizers, participants, sponsors, and other key stakeholders.

Table 10
Assessment of Events Management Practices in HEIs as to Economic Financial

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Identifying the event’s budget	3.50	P	4.50	HP	4.40	HP	4.13	

	requirements									
2.	Allocating the forecasted budget according to the expenditure plan.	4.00	P	4.50	HP	4.14	P	4.21	HP	4
3.	Identifying the event's financial policies and payment terms.	3.33	MP	4.50	HP	4.35	HP	4.06	P	10
4.	Monitoring and tracking expenditures throughout the event.	4.00	P	4.33	HP	4.14	P	4.16	P	6
5.	Providing timely financial reporting to the clients.	4.00	P	4.17	P	4.17	P	4.11	P	9
6.	Practice financial integrity by maintaining proper and accurate records by applicable laws and regulations.	4.00	P	4.33	HP	4.18	P	4.17	P	5
7.	Preparing accounting forms like official receipts,	4.00	P	4.17	P	4.19	P	4.12	P	8

order forms, etc.										
8. Ensure financial reporting are in place and updated	4.00	P	4.33	HP	4.38	HP	4.24	HP	2.5	
9. Keeping a client's funds safe and always protected.	4.00	P	4.33	HP	4.38	HP	4.24	HP	2.5	
10 Audit and reconcile finances during post-event activities	4.70	HP	4.33	HP	3.94	P	4.32	HP	1	
OVERALL WEIGHTED MEAN	3.95	P	4.35	HP	4.24	HP	4.18	P		

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Highly Practiced	HP
4	3.3 - 4.19	Practiced	P
3	2.6 - 3.39	Moderately Practiced	MP
2	1.8 - 2.59	Least Practiced	LP
1	1.0 - 1.79	Very Least Practiced	VL

As portrayed in Table 10, the general assessment of the school administrators, event organizer, and stakeholders on the events management practices as to the Economic Financial was Highly Practiced on indicator 10 "Audit and reconcile finances during post-event activities" with a composite weighted mean of 4.32, as rank 1; indicators 8 and 9 "Ensure financial reporting are in place and updated" and "Keeping a client's funds safe and always protected" with a composite weighted mean of 4.24, as rank 2.5; "Allocating the forecasted budget according to the expenditure plan" with a composite weighted mean of 4.21, as rank 4; "Practice financial integrity by maintaining proper and accurate records by applicable laws and regulations" with a composite weighted mean of 4.17, as rank 5; "Monitoring and tracking expenditures throughout the event" with a composite weighted mean of 4.16, as

rank 6; “Identifying the event’s budget requirements” with a composite weighted mean of 4.13, as rank 7; “Preparing accounting forms like official receipts, order forms, etc.” with a composite weighted mean 4.12, as rank 8; “Providing timely financial reporting to the clients” with a composite weighted mean 4.11, as rank 9; and lastly, “Identifying the event’s financial policies and payment terms” with a composite weighted mean 4.06, as rank 10, respectively. The overall composite mean of 4.18 indicated that events management was Practiced in selected HEIs in NCR in terms of the Economical Financial.

Relative to the findings from the study of Barnette (2017), who mentioned that financial management of events is a critical component for the success of any event in higher education institutions. Financial audits are essential to ensure all financial transactions related to events are accurately recorded and reported and that adequate controls are in place to prevent fraud and mismanagement. In addition to this, financial audits are critical tools for higher education institutions to maintain accountability and transparency in their financial practices. This is particularly important for events management, where there is often a significant amount of money at stake. By conducting regular audits, colleges and university institutions can ensure that their financial practices are being met by the highest standards of integrity and accuracy. This is also an important component of financial management practices in higher education institutions.

Table 11
Summary of the Assessment of the Events Management Practices of HEIs

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Market	4.28	HP	4.18	P	4.12	P	4.19	
2. Technical	4.50	HP	3.88	P	4.36	HP	4.25	HP	1
3. Business Model	3.99	P	4.25	HP	4.33	HP	4.19	P	2.5
4. Management Model	3.82	P	4.22	HP	4.29	HP	4.11	P	5
5. Economic Financial	3.95	P	4.35	HP	4.24	HP	4.18	P	4
OVERALL WEIGHTED	4.11	P	4.18	P	4.27	HP	4.18	P	

MEAN

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Highly Practiced	HP
4	3.3 – 4.19	Practiced	P
3	2.6 – 3.39	Moderately Practiced	MP
2	1.8 – 2.59	Least Practiced	LP
1	1.0 – 1.79	Very Least Practiced	VLP

LEGEND:

As implied by the data in Table 11, the school administrators, event organizers, and stakeholder respondents' assessment of events management practiced in selected HEIs in NCR rank no. 1 is "Technical" rated Highly Practice, as proven by the composite weighted mean of 4.25. Rank no. 2.5 is "Market" and "Business Model" rated Practiced as indicated by the composite weighted mean of 4.19. Rank no. 4 is "Economic Financial," rated Practiced as back-up by the composite weighted mean of 4.18, and lastly, Rank no. 5 is "Management Model," rated Practiced as affirmed by the composite weighted mean of 4.11.

This demonstrates that event management was Practiced in selected NCR HEIs, as assessed by the school administrators, event organizers, and stakeholders, as shown by the overall composite weighted mean of 4.18.

Relative to the findings of Viches (2019), who mentioned in her book *Event Management in Philippine Higher Education*, events management practices in higher education in the Philippines, events are essential for promoting academic excellence, fostering student engagement, and building community relationships. Effective planning, communication, and collaboration are critical for ensuring the success of these events and can help institutions achieve the school events' goals and objectives. The summary of the assessment of the events management practices of HEIs and the findings of the research can be used to inform best practices in events management for higher education institutions, as well as to guide decision-making regarding the allocation of resources and the development of strategies for future events, in addition to this it can contribute the overall body of knowledge on events management practices and the impact on organizational performance.

Sub problem No. 2. What is the performance of the selected HEIs in the National Capital Region in terms of Information Gathering, Selling Activity, Relationship Building, Exhibition Image, and Extension Services?

Table 12
Performance of HEIs as to Information Gathering

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
1. Conduct briefing with all suppliers and contractors; schedules, house rules, the chain of command	4.00	VG	4.17	VG	4.34	E	4.17	VG	1
2. Finalizing the list of all personnel with authorized access for ingress/egress	4.00	VG	4.00	VG	4.32	E	4.11	VG	2
3. Informing police authorities about the event date, time, and activities	4.00	VG	4.00	V	4.05	VG	4.02	VG	4.5
4. Posting-speaker presentations can be made available on the website for downloading instead of distributed in print	3.67	VG	3.83	VG	4.39	E	3.96	VG	8.5
5. Confirming the final number of attendees at least two days before the	4.00	VG	3.83	VG	4.17	VG	4.00	VG	6

	event to eliminate excess food and wastage.									
6.	Confirming F and B arrangements: cost, minimum revenue requirement, food tasting, table setting, serving times, and special dietary requests.	3.67	VG	3.83	VG	4.19	VG	3.90	VG	10
7.	Promoting paperless communication by communicating electronically	3.67	VG	4.00	VG	4.43	E	4.03	VG	3
8.	Hold a technical meeting.	3.67	VG	4.00	VG	4.20	E	3.96	VG	8.5
9.	Preparing the Event Agenda and Select Notable Speakers.	3.67	VG	4.00	VG	4.25	E	3.97	VG	7
10	Posting regular status updates on Facebook, including a link for more information	3.50	VG	4.17	VG	4.38	E	4.02	VG	4.5
	OVERALL WEIGHTED MEAN	3.79	VGG	3.98	VG	4.27	E	4.01	VG	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Excellent	E
4	3.3 – 4.19	Very Good	VG
3	2.6 – 3.39	Good	G
2	1.8 – 2.59	Fair	F
1	1.0 – 1.79	Poor	P

As demonstrated in Table 12, the general assessment of the school administrators, event organizer, and stakeholders on the performance of the selected HEIs in the National Capital Region as to Information Gathering indicator was Very Good “Conduct briefing with all suppliers and contractors; schedules, house rules, chain of command” with a composite weighted mean of 4.17, as rank 1; “Finalizing the list of all personnel with authorized access for ingress/egress” with a composite weighted mean of 4.11, as rank 2; “Promoting paperless communication by communicating electronically” with a composite weighted mean of 4.03, as rank 3; “Informing police authorities about the event date, time, and activities” and “Posting regular status updates on Facebook, including a link for more information” with a composite weighted mean of 4.02, as rank 4.5; “Confirming the final number of attendees at least two days before the event to eliminate excess food and wastage” with a composite weighted mean of 4.00, as rank 6; “Preparing the Event Agenda and Select Notable Speakers” with a composite weighted mean of 3.97, as rank 7; “Posting- speaker presentations can be made available on the website for downloading instead of distributed in print” and “Hold a technical meeting” with a composite weighted mean 3.96, as rank 8.5; and lastly, “Confirming F and B arrangements: cost, minimum revenue requirement, food tasting, table setting, serving times, and special dietary requests” with a composite weighted mean 3.90, as rank 10, respectively. The overall composite mean of 4.01 indicated a Very Good performance of the selected HEIs in the National Capital Region as to Information Gathering.

Relative to the findings of Younts (202), who mentioned that always make sure everything is on track, show up to the venue and see if there is ample space for all the confirmed attendees and for the catering company to lay out the food, always be on top of everything and plan for possible changes like cancel schedule of the event, caterers’ issue, etc., In relation to this, food and beverage are an important aspect of event management in higher education institutions, as they can play a significant role in the success of an event. Higher education institutions must apply some of the practices for confirming food and beverage arrangements in event

management. First, always determine the type of event; the type of event will determine the type of food and beverage that are appropriate or match. Second, always identify dietary restrictions. It is important to identify any dietary restrictions of attendees in advance, such as allergies or religious restrictions requirements. This is to ensure that appropriate food and beverage selections are made. Third is always working with catering or any food service contractors. It is important to work closely with the catering company to ensure that the food and beverage arrangements meet the requirements of the event and its attendees. Fourth is always confirmation of details in writing. This can be done by selecting appropriate menu options and adjusting the quantity of food and beverages served. Fifth is always follow safety guidelines, ensure that the food and beverages served at the event are safe for consumption, and last, always consider the event budget.

Table 13
Performance of HEIs as to Selling Activity

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Preparing letters of invitations	4.00	VG	4.33	E	4.45	E	4.26	
2. Selling merchandise items for events with free admission, the host/organizer can sell limited edition souvenirs like T-shirts, mugs, calendars, etc.	3.50	VG	3.67	VG	4.16	VG	3.78	VG	9
3. Asking for registration fees for conferences and conventions, participants may be charged a	3.67	VG	3.33	G	4.04	VG	3.68	VG	10

	registration fee.									
4.	Conducting online marketing through social media.	3.67	VG	3.67	VG	4.25	E	3.86	VG	8
5.	Preparing promotional material for future events/products: brochures, registration form	3.67	VG	4.33	E	4.43	E	4.14	VG	4
6.	Preparing delegates' materials: Id tags, registration form, participant list, and event kits.	3.67	VG	4.33	E	4.40	E	4.13	VG	5
7.	Posting and Sharing event links on social networks- Twitter, Facebook, Instagram, LinkedIn Events, etc. Great way to encourage other attendees)	3.67	VG	4.33	E	4.45	E	4.15	VG	2.5
8.	Facilitates the marketing of event sponsorship.	3.67	VG	4.33	E	4.33	E	4.11	VG	6.5
9.	Creating a professional event ticketing and online registration page.	3.67	VG	4.50	E	4.16	VG	4.11	VG	6.5
10	Develop a #hashtag campaign and make content	3.67	VG	4.33	E	4.46	E	4.15	VG	2.5

shareable.
 (Effective ways
 of encouraging
 audiences to
 engage in the
 event)

**OVERALL
 WEIGHTED MEAN** 3.69 VG 4.12 VG 4.31 E 4.04 VG

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Excellent	E
4	3.3 - 4.19	Very Good	VG
3	2.6 - 3.39	Good	G
2	1.8 - 2.59	Fair	F
1	1.0 - 1.79	Poor	P

As revealed in Table 13, the general assessment of the school administrators, event organizer, and stakeholders on the performance of the selected HEIs in the National Capital Region as to Selling Activity, indicator 1 was Excellent “Preparing letters of invitations” with a composite weighted mean of 4.26, as rank 1; and Very Good in the rest of the indicators “Posting and Sharing event links on social networks- Twitter, Facebook, Instagram, LinkedIn Events, etc. (Great way to encourage other attendees)” and “Develop a #hashtag campaign and make content shareable. (Effective ways of encouraging audiences to engage in the event)” with a composite weighted mean of 4.15, as rank 2.5; “Preparing promotional material for future events/products: brochures, registration form” with a composite weighted mean of 4.14, as rank 4; “Preparing delegates' materials: Id tags, registration form, participant list, and event kits” with a composite weighted mean of 4.13, as rank 5; “Facilitates the marketing of event sponsorship” and “Creating a professional event ticketing and online registration page” with a composite weighted mean of 4.11, as rank 6.5; “Conducting online marketing through social media” with a composite weighted mean of 3.86, as rank 8; “Selling merchandise items for events with free admission, the host/organizer can sell limited edition souvenirs like T-shirts, mugs, calendars, etc.” with a composite weighted mean of 3.78, as rank 9; and lastly, “Asking for registration fees for conferences and conventions, participants may be charged a registration fee” with a composite weighted mean 3.68, as rank 10, respectively. The selected HEIs in the National Capital Region displayed a Very Good performance as regards Selling Activity, as seen by the overall composite mean of 4.04.

Relative to the findings of Venture (2022), who mentioned events management best practices, sponsors can be a valuable part of the event to generate revenue, increase exposure and build lasting partnerships. In addition, sponsorship can provide tangible benefits in the pursuit of the overall business goals as a way of positioning the brand, and sponsorship has the potential to reach beyond short-term sales to build a brand's identity. To augment the expenses in school events, the event coordinator may utilize other revenue-generating activities depending on the agreement with the client. Some of the revenue-generating activities that higher education institutions can do are the following: the first option is asking for affordable registration fees, the fees which include sessions, handouts, meals, and other event passes. The second option requires entrance fees. Entrance fees are a substantial source of revenue for an event. The third option is implementing vendor fees. Booth rentals of vendors are another source of revenue for fairs and exhibitions. The fourth option is looking for sponsorship, and the last is selling merchandise items like T-shirts, face towels, calendars, and water bottles.

Table 14
Performance of HEIs as to Relationship Building

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Construct a clear event brief and conduct a post-event meeting with the event team and client.	3.67	VG	4.17	VG	4.24	E	4.03	
2. Providing certificates of attendance, participation, or appearance.	3.83	VG	4.17	VG	4.51	E	4.17	VG	1
3. Preparing engagement and communication plans for event sponsors to	3.83	VG	4.17	VG	4.31	E	4.10	VG	6.5

	ensure active participation.									
4.	Preparing "Thank you" notes and tokens for the organizer/client, speakers, and delegates.	3.67	VG	4.00	VG	4.41	E	4.03	VG	9.5
5.	Collaborate with partner communities in sharing skills, resources, time, knowledge, and expertise	3.67	VG	4.33	E	4.44	E	4.15	VG	3
6.	Ensure the sponsor's visibility, branding, and expectations are met throughout the event.	3.83	VG	4.00	VG	4.31	E	4.05	VG	8
7.	Ensure active-on-site communication and follow-up with sponsors.	3.83	VG	4.17	VG	4.31	E	4.10	VG	6.5
8.	Preparing contract drafts for sponsorship agreements	3.83	VG	4.17	VG	4.47	E	4.16	VG	2
9.	Monitor client's remarks and feedback	3.67	VG	4.17	VG	4.58	E	4.14	VG	4
10	Ensure an active communication	3.67	VG	4.17	VG	4.51	E	4.12	VG	5

channel is available for participants to share questions, notes, remarks, or feedback.

OVERALL WEIGHTED MEAN 3.75 VG 4.15 VG 4.41 E 4.10 VG

				LEGEND:
Scale	Range	Verbal Interpretation	Symbol	
5	4.2 - 5.0	Excellent	E	
4	3.3 - 4.19	Very Good	VG	
3	2.6 - 3.39	Good	G	
2	1.8 - 2.59	Fair	F	
1	1.0 - 1.79	Poor	P	

As embodied in Table 14, the general assessment of the school administrators, event organizer, and stakeholders on the performance of the selected HEIs in the National Capital Region as to Relationship Building was a Very Good indicator “Providing certificates of attendance, participation, or appearance” with a composite weighted mean of 4.17, as rank 1; “Preparing contract drafts for sponsorship agreements” with a composite weighted mean of 4.16, as rank 2; “Collaborate with partner communities in sharing skills, resources, time, knowledge, and expertise” with a composite weighted mean of 4.15, as rank 3; “Monitor client’s remarks and feedback” with a composite weighted mean of 4.14, as

rank 4; “Ensure an active communication channel is available for participants to share questions, notes, remarks, or feedback” and “Creating a professional event ticketing and online registration page” with a composite weighted mean of 4.12, as rank 5; “Preparing engagement and communication plans for event sponsors to ensure active participation” and “Ensure active- on-site communication and follow-up with sponsors” with a composite weighted mean of 4.10, as rank 6.5; “Ensure the sponsor’s visibility, branding, and expectations are met throughout the event” with a composite weighted mean of 4.05, as rank 8; and lastly, “Construct a clear event brief and Conduct a post-event meeting with the event team and client” and “Preparing “Thank you” notes and tokens for the organizer/client, speakers, and delegates” with a composite weighted mean 4.03, as rank 9.5, respectively. According to the overall composite mean of 4.10, the selected HEIs in the National Capital Region displayed a Very Good performance in terms of relationship building.

Relative to findings of Peterson (2019) mentioned that participating in on-campus social events enables students to meet people who share common interests and individuals who can help them academically or even professionally. Relationship-building is a good habit that students need to learn because the world of work requires aptitude in negotiation, communication, and, well, more networking. In relation to this, relationship building is an important aspect of event management in higher education institutions. Some of the best practices for relationship building in event management may suggest to the HEIs; First, always identify key stakeholders who will be involved in the event, like sponsors, attendees, and partners. Make sure to develop a plan to build and maintain relationships with these stakeholders. The second is to always establish an open communication channel with stakeholders. This can be done through regular meetings, emails, phone calls, or in social media to ensure that the stakeholders are kept informed about the event and its progress. The third is fostering collaboration. Collaboration is key to successful relationship building. Always encourage stakeholders to share their ideas and feedback and work collaboratively to develop the event. The fourth suggestion is to provide value to stakeholders by offering opportunities for them to promote their brand and organization, network with other stakeholders, or gain exposure to potential customers or partners. The last is Build long-term relationships with stakeholders in terms of sponsorships, donations, and attendance. By following these best practices, higher education institutions can build and maintain strong relationships with stakeholders, which can contribute to the success of the event.

Table 15
Performance of HEIs as to Exhibition Image

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Conducting an inventory of equipment, props, and materials brought in by the event management	3.83	VG	4.17	VG	4.20	E	4.07	

	team.									
2.	Ensure the comfortable room temperature	3.67	VG	4.17	VG	4.60	E	4.15	VG	6
3.	Adequate signage detailing the registration process must be visible to all delegates.	3.83	VG	4.33	E	4.41	E	4.19	VG	3
4.	Ensure the power load of equipment, power sources, and WIFI connection are available to everyone at the conference.	3.67	VG	4.33	E	4.39	E	4.13	VG	7
5.	Making security arrangements and activating contingency plans for the safety of guests, staff, equipment, and materials	3.83	VG	4.33	E	4.39	E	4.18	VG	4.5
6.	Conduct risk identification sessions with the event team, vendors, suppliers, and stakeholders.	3.50	VG	4.17	VG	4.48	E	4.05	VG	9
7.	Checking and Inspection of venue arrangements:	3.50	VG	4.17	VG	4.44	E	4.04	VG	10

	Layout, Ingress/Egress procedures, and schedules.									
8.	Checking availability of accommodations in the venue.	3.67	VG	4.50	E	4.37	E	4.18	VG	4.5
9.	Conducting a mock dining set-up and making sure that the centerpiece complements the room and table layout	4.01	VG	4.50	E	4.51	E	4.34	E	1
10	Assess accessibility requirements (e.g., comfort rooms, wheelchair accessibility, etc.)	3.83	VG	4.33	E	4.43	E	4.20	E	2
OVERALL WEIGHTED MEAN		3.73	VG	4.30	E	4.42	E	4.15	VG	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Excellent	E
4	3.3 - 4.19	Very Good	VG
3	2.6 - 3.39	Good	G
2	1.8 - 2.59	Fair	F
1	1.0 - 1.79	Poor	P

As expressed in Table 15, the general evaluation of the performance of the selected HEIs in the National Capital Region in terms of Exhibition Image by school administrators, event organizers, and stakeholders was Excellent in the indicator “Conducting a mock dining set-up and making sure that the centerpiece complements the room and table layout” with a composite weighted mean of 4.34, as rank 1; “Assess accessibility requirements (e.g., comfort rooms, wheelchair accessibility, etc.)” with a composite weighted mean of 4.20 , as rank 2; and a Very Good assessment on indicator “Adequate signage detailing the registration process must be visible to all delegates” with a composite weighted mean of 4.19, as rank 3;

“Making security arrangements and activating contingency plans for the safety of guests, staff, equipment, and materials” and “Checking availability of accommodations in the venue” with a composite weighted mean of 4.18, as rank 4.5; “Ensure the comfortable room temperature” with a composite weighted mean of 4.15, as rank 6; “Ensure the power load of equipment, power sources, and WIFI connection are available to everyone at the conference” with a composite weighted mean of 4.13, as rank 7; “Conducting an inventory of equipment, props, and materials brought in by the event management team” with a composite weighted mean of 4.07, as rank 8; “Conduct risk identification sessions with the event team, vendors, suppliers, and stakeholders” with a composite weighted mean of 4.05, as rank 9; and lastly, “Checking and Inspection of venue arrangements: Layout, Ingress/Egress procedures, and schedules” with a composite weighted mean of 4.04, as rank 9.5, respectively. According to the overall composite mean of 4.15, the selected HEIs in the National Capital Region displayed a Very Good performance in terms of exhibition image.

Relative to the findings of Ko (2020) mentioned that event organizers should consider that the event venue must enhance the perceived image of an event, and the event organizer must never underestimate and disregard the value of choosing a venue or location of an event. There must be enough facilities for all the elements of the event as required by the client. It is also significant to check if the venue can carry the load of heavy machinery required for the event. In addition, the author mentioned that the venue should also be accessible to people with disabilities, and ramps, elevators, and comfort rooms must be available. In relation to this, the event venue is a critical component of event management in higher education institutions. The following are some reasons why the venue is important. First, it accommodates the event size. The event venue should be able to comfortably accommodate the size of the event, including attendees, speakers, vendors, and any equipment or materials needed. This can help the event runs smoothly and effectively. Second is always creating the right atmosphere for the event. For example, a formal event may require a ballroom or banquet hall, while a more casual event may be better suited to an outdoor area. Third is always meeting logical needs. The event venue should be able to meet the logical needs of an event, such as parking, accessibility, and audiovisual equipment. These logistical considerations can impact the success of an event. The fourth is to reflect the institutions. The event venue can reflect the values and image of the higher education institutions, and this can help to promote the institution’s brand and reputation. The Fifth is to enhance the attendee experience. The event venue

can enhance the attendee experience by providing a comfortable and enjoyable environment. This can help encourage attendance and satisfaction. In addition to this, it contributes to event success. The event venue can contribute to the overall success of the event by providing a suitable and effective space for attendees, speakers, and vendors. Choosing the right venue is an important decision in event management for higher education institutions. It can impact the event's success, the attendee experience, and the institution's reputation.

Table 16
Performance of HEIs as to Extension Services

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Conducting event extension needs assessment of a chosen community.	3.83	VG	4.17	E	4.39	E	4.13	
2. Accepting and providing event activities for students and faculty as part of internal extension activities.	4.00	VG	4.33	E	4.38	E	4.24	E	4.5
3. Strengthening the Spirit of volunteerism, linkages, and partnership	3.83	VG	4.50	E	4.44	E	4.26	E	1
4. Providing professional and community service that would respond to the economic and socio-cultural aspects of a person's life.	3.83	VG	4.50	E	4.41	E	4.25	E	2
5. Participating in community projects as part of the school/university's corporate social	3.83	VG	4.50	E	4.39	E	4.24	E	4.5

	responsibility.									
6.	Inviting complementary businesses to be vendors or to provide entertainment.	3.67	VG	4.33	E	4.37	E	4.12	VG	9
7.	Collaborate with partner communities in sharing skills, resources, time, knowledge, and expertise.	3.83	VG	4.50	E	4.43	E	4.25	E	2.5
8.	Aiding and offering various community programs on urban revitalization and livelihood training.	3.67	VG	4.50	E	4.38	E	4.18	E	6
9.	Partnership with the (LGU) Barangay Level where the school is situated for any activities like training on event management, sponsorship of sports events, catering for the mass wedding, etc.	3.67	VG	4.33	E	4.32	E	4.11	E	10
10	Empower stakeholders (students, faculty, clients) to participate in projects, activities, and programs leading to community development.	3.67	VG	4.50	E	4.29	E	4.15	E	7
OVERALL WEIGHTED MEAN		3.78	VG	4.42	E	4.38	E	4.19	E	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Excellent	E
4	3.3 - 4.19	Very Good	VG
3	2.6 - 3.39	Good	G
2	1.8 - 2.59	Fair	F
1	1.0 - 1.79	Poor	P

As portrayed in Table 16, the general evaluation of the performance of the selected HEIs in the National Capital Region in terms of Extension Services

by school administrators, event organizers, and stakeholders was Excellent indicator “Strengthening the Spirit of volunteerism, linkages, and partnership” with a composite weighted mean of 4.26, as rank 1; “Providing professional and community service that would respond to the economic, and socio-cultural aspects of a person’s life.” and “Collaborate with partner communities in sharing skills, resources, time, knowledge, and expertise” with a composite weighted mean of 4.24, as rank 2.5; “Accepting and providing event activities for students and faculty as part of internal extension activities” and “Participating in community projects as part of the school/university’s corporate social responsibility” with a composite weighted mean of 4.24, as rank 4.5; “Aiding and offering various community programs on urban revitalization, and livelihood training” with a composite weighted mean of 4.18, as rank 6; “Empower stakeholders (students, faculty, clients) to participate in projects, activities, and programs leading to community development” with a composite weighted mean of 4.15, as rank 7; “Conducting event extension needs assessment of a chosen community” with a composite weighted mean of 4.13, as rank 8; “Inviting complementary businesses to be vendors or to provide entertainment” with a composite weighted mean of 4.12, as rank 9; and lastly, “Partnership with the (LGU) Barangay Level where the school is situated, for any activities like training on event management, sponsorship of sports events, catering for the mass wedding, etc.” with a composite weighted mean of 4.11, as rank 10, respectively. The selected HEIs in the National Capital Region demonstrated a Very Good performance in terms of extension services, as measured by the overall composite mean of 4.19.

Relative to the findings of Ylagan, Borbon (2021) mentioned that community extension is one of the tri-fold functions in Colleges/Universities. It plays an important role in social transformation and becomes an instrument in changing the lives of many people by providing sustainable projects. In addition to this, community extension programs are an essential component of quality education. It is considered the third mission of higher education institutions; extension services allow the institutions and their faculty members to share their respective expertise with the community aside from the students who are enrolled in the programs. The importance of the involvement of people and institutions in extension program planning is the involvement of people and institutions. It is essential for the success of any program. People become interested and give better support to the program when they are involved in the planning process. Building a connected school community enhances learning outcomes and supports collaboration and well-being for the entire school or university. Learning environments that are deeply united have an array of benefits for students, faculty, school administrators, and the community.

Table 17
Summary Assessment on the Performance of HEIs

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. Information Gathering	3.79	VG	3.98	VG	4.27	E	4.01	
2. Selling Activity	3.69	VG	4.12	VG	4.31	E	4.04	VG	4
3. Relationship Building	3.75	VG	4.15	VG	4.41	E	4.10	VG	3
4. Exhibition Image	3.73	VG	4.30	E	4.42	E	4.15	VG	2
5. Extension Services	3.78	VG	4.42	E	4.38	E	4.19	VG	1
OVERALL WEIGHTED MEAN	3.75	VG	4.19	VG	4.33	E	4.09	VG	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Excellent	E
4	3.3 - 4.19	Very Good	VG
3	2.6 - 3.39	Good	G
2	1.8 - 2.59	Fair	F
1	1.0 - 1.79	Poor	P

A

As noted by the data in Table 17, the school administrators, event organizers, and stakeholder respondents' assessment of the performance of the selected HEIs in the National Capital Region was Very Good in all of the criteria, "Extension Services" (4.19), is rank no. 1; "Exhibition Image" (4.15) is rank no. 2; "Relationship Building" (4.10) is rank no. 3; "Selling Activity" (4.04) is rank no. 4; and lastly, "Information Gathering" (4.01) is ranked no.5.

This demonstrates a Very Good performance of selected HEIs in the National Capital Region as assessed by the school administrators, event

organizers, and stakeholders, as shown by the overall composite weighted mean of 4.09.

Relative to the findings, Holley (2019) mentioned that success in school event planning requires a coordinated action plan, and every detail is addressed. Additional factors to consider is to include budget allowance, food and beverage arrangements, entertainment, and guest speaker. The Event Planners must always consider the potential problems and develop alternative solutions prior to the event. Event Management Practices can have a significant impact on the performance of higher education institutions in generating sustainable business generating projects. Some potential implications and inputs for information gathering first are increased visibility and reputation. Well-organized events can attract many participants, including potential investors, sponsors, and business partners. The events can help enhance the visibility and reputation of the institution, which can positively impact its ability to attract funding and partnerships for sustainable business projects. The second is networking possibilities. The events can provide an opportunity for networking with industry professionals, entrepreneurs, and other stakeholders. The institution can use this opportunity to learn from other experts in the field and apply these insights to its own sustainable business-generating projects. The third is branding and marketing. The events can be used to promote institutions and their sustainable business projects to a wider audience. This can include showcasing the institution's expertise, highlighting success stories, and sharing vision. Fourth is knowledge and sharing. The events can serve as a platform for sharing knowledge and best practices in sustainable development. To gather information on these inputs, institutions can conduct research on successful event management practices, attend industry conferences and events, conduct surveys, and focus groups with stakeholders, and seek out case studies and best practices from other higher education institutions that have successfully implemented sustainable business-generating projects.

Sub problem No. 3. Is there a significant difference in the events management practices and performance of selected HEIs in NCR as assessed by the three groups of respondents?

Sources of Variation	Ss	Df	MS	F-stat	Decision	VI
Between	0.1476	2	0.0738	3.5093	Accept H ₀	Not Significant

Within	0.0631	3	0.021
--------	--------	---	-------

Critical value at 0.05 = 9.5521

The result of the comparison of the assessment by the school administrators, event organizers, and stakeholders on the event management practices and performance of the selected HEIs in NCR is presented in Table 18. As asserted by the data in Table 13, it can be gleaned from the results that the obtained computed F value of 3.5093 with 2 and 3 degrees of freedom which were less than the critical value of 9.5521 at a 0.05 level of significance. Hence, the statistical decision was to accept the null hypothesis and verbally interpret it as not significant. Since we failed to reject the null, there is a strong indication that there are no significant differences in the assessment of the school administrators, event organizers, and stakeholders on the event management practices and performance of the selected HEIs in NCR. This indicates that the school administrators, event organizers, and stakeholders share a common assessment of the variables presented on the event management practices and performance of the selected HEIs in NCR.

Subproblem No. 4. Is there a significant relationship between events management practices and performance?

r value	t-value	Decision	Verbal Interpretation
-0.703	1.7121	Accept H ₀	Not Significant

Degrees of Freedom = 3

The critical value of t_{.05} = 3.182

As evidenced by the data in Table 19, it can be gleaned that the computed t-value of 1.7121 at 0.05 level of significance with degrees of freedom of 3 is less than the critical value of 3.182. Therefore, the null hypothesis was accepted and interpreted as not significant.

Since the null hypothesis has been accepted, therefore, there is no significant relationship between the events management practices in terms of market, technical, business model, management model, and economic model with the performance of selected HEIs in NCR in terms of information gathering, selling activity, relationship building, exhibition image, and extension services. This could mean that events management practices are independent of the performance of selected HEIs in NCR.

Subproblem No. 5. What are the challenges encountered by the HEIs in events management?

INDICATORS	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	Market								
1. Changing weather conditions (Not having a backup plan for bad weather is an event problem.)	4.50	HE	4.00	E	3.56	E	4.02	ME	2
2. Clashing event dates, participants dropouts.	4.50	HE	3.67	E	2.49	LE	3.55	ME	4
Technical									
3. Unexpected technical issue (Weak internet connections, power interruption, Live stream, Audio issues, etc.)	4.33	HE	4.33	HE	4.31	HE	4.32	HE	1
4. There is no on-site supervision for the installation of technical equipment.	4.17	E	2.83	ME	2.36	LE	3.12	ME	8.5
Business Model									
5. The school/ university event has no clear knowledge of what the participants want and need.	4.00	E	2.50	LE	2.93	ME	3.14	ME	7
6. There is no regular review by the school/ university event committee on mission and vision.	3.67	E	2.50	LE	2.73	ME	2.97	ME	12
Management Model									
7. Unavailability of some members of the team	3.67	E	2.83	ME	2.85	ME	3.12	ME	8.5
8. No regular and sufficient training of employees relative to event management	4.00	E	2.33	LE	2.69	ME	3.01	ME	10
Economic Financial									
9. The school/ university event staff has no sufficient approved	3.83	E	3.00	ME	3.33	ME	3.39	ME	5

working budget.									
10. Minimal client transaction	3.67	E	3.00	ME	2.55	LE	3.07	ME	9.5
Information Gathering									
11. Overbooking of reservations/exceeding the number of guests or participants.	3.50	E	3.00	ME	2.93	ME	3.15	ME	6
12. Negligence to create an attendee engagement plan before, during, and after the event.	3.50	E	2.33	LE	2.59	LE	2.81	ME	15
Selling Activity									
13. non-setting up of a website for an event aside from the official website.	3.50	ME	2.50	LE	2.93	ME	2.98	ME	11
14. Lack of marketing plan, not prioritizing networking activities.	3.50	ME	2.50	LE	2.54	LE	2.85	ME	14
Relationship Building									
15. Last-minute speaker cancellation.	3.50	ME	3.00	ME	2.70	ME	3.07	ME	9.5
16. Struggling to find sponsors.	3.83	E	3.50	E	3.80	E	3.71	E	3
Exhibition Image									
17. Power outage problem	3.33	ME	2.67	ME	2.80	ME	2.93	ME	13
18. Security and Safe Problems Lack of risk management procedure	3.33	ME	2.67	ME	2.33	LE	2.78	ME	16
Extension Services									
19. Lack of Business linkages	3.67	E	2.00	LE	2.61	ME	2.76	ME	17.5
20. Neglecting to research what other local events/ or laws might affect gathering events.	3.67	E	2.00	LE	2.62	ME	2.76	ME	17.5
OVERALL WEIGHTED MEAN	3.79	E	2.86	ME	2.93	ME	3.19	ME	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 - 5.0	Highly Encountered	HE

4	3.3 - 4.19	Encountered	E
3	2.6 - 3.39	Moderately Encountered	ME
2	1.8 - 2.59	Least Encountered	LE
1	1.0 - 1.79	Not Encountered	NE

As portrayed in Table 20, The result of assessment of the challenges encountered by the HEIs in Events Management are as follows; “unexpected technical issue” with a composite weighted mean of 4.32, as rank 1 verbally interpreted as Highly Encountered; “changing weather conditions” with a composite mean of 4.02, as rank 2 verbally interpreted as Moderately Encountered; “struggling to find sponsors” with a composite mean of 3.71 as rank 3 verbally interpreted as Encountered; “clashing event dates, participants dropouts” with a composite mean 3.55, as rank 4 verbally interpreted as Moderately Encountered; “The School/University Event Staff has no sufficient approved working budget” with a composite mean 3.39, as rank 5 verbally interpreted as Moderately Encountered; “Overbooking of reservation exceeding the number of guests or participants” with a composite mean 3.15, as rank 6 verbally interpreted as Moderately Encountered; “The School/University Event has no clear knowledge of what the participants want and need” with a composite mean 3.14, as rank 7 verbally interpreted as Moderately Encountered; “There is no supervision for the installation of technical equipment” and “There is no on-site supervision for the installations of technical equipment” have the same composite mean of 3.12, rank as 8.5 verbally interpreted as Moderately Encountered; “Last minute speaker cancellation” and “minimal client transaction” have the same composite mean of 3.07, as rank 9.5 verbally interpreted as Moderately Encountered; “No regular and sufficient training of employees relative to event management” with a composite mean 3.01, as rank 10 verbally interpreted as Moderately Encountered; “Non setting up of a website for an event aside from the official website” with a composite mean of 2.98, as rank 11 verbally interpreted as Moderately Encountered; “There is no regular review by the school/university event committee on mission and vision” with a composite mean of 2.97, as rank 12 verbally interpreted as Moderately Encountered; “Power Outage Problem” with a composite mean 2.93, as rank 13 verbally interpreted as Moderately Encountered; “Lack of marketing plan not prioritizing networking activities” with a composite mean 2.85, as rank 14 verbally interpreted as Moderately Encountered; “Negligence to create an attendee engagement plan before, during, and after the event” with a composite mean of 2.81, as rank 15 verbally interpreted as Moderately Encountered; “Security and Safe Problems, Lack

of risk management procedure” with a composite mean of 2.78, as rank 16 verbally interpreted as Moderately Encountered; “Lack of Business Linkages” and “Neglecting to research what other local events or laws might affect gathering events” have the same composite mean of 2.76, as rank 17.7 verbally interpreted as Moderately Encountered.

This indicates that the stakeholders, event coordinators, and school administrators in the selected HEIs in the National Capital Region (NCR) Moderately Encountered Challenges in managing events, as proven by the overall composite weighted mean of 3.19. Relative to the findings of Mendoza (2019), mentioned that the challenges faced by Philippine State Universities in organizing events are limited resources and a lack of expertise. The author highlights the importance of effective planning and communication in ensuring the success of school events. This involves creating a detailed schedule for the event, including agenda, budget, marketing and promotion, speakers, and activities. Higher Education institutions often face various challenges in event management practices, which can impact their ability to generate sustainable business projects. Some of the implications of these challenges include cost, event management can be expensive, and higher education institutions may have limited budgets. This can make it difficult to organize large-scale events that can attract the attention of potential partners. Resource constraints are second, and institutions may have limited staff, facilities, and equipment to manage effectively. This can result in a lack of expertise and resources, which can impact the quality of the event and its ability to achieve its goals. Third is time constraints, event planning and manage can be time-consuming, and higher education institutions may have competing priorities that make it difficult to dedicate the necessary time and attention to event management. The last is stakeholder engagement, effective event management requires engagement with a wide range of stakeholders, partners, participants, and the wider community. Failure to engage these stakeholders can result in a lack of interest and support for sustainable business projects. To address these challenges, higher education institutions can consider outsourcing event management to external professionals or partnering with other institutions to share resources and expertise. They can also invest in training and development programs for staff to build their event management skills and knowledge. In addition, institutions can leverage technology and digital platforms to streamline event management processes and engage with stakeholders more effectively. Institutions can prioritize stakeholders’ engagement and communication to ensure that events are aligned with the needs and expectations of the target audience.

Sub Problem No. 6. Based on the findings, what inputs for sustainable business-generating projects may be proposed?

To ensure that the project is well-planned and executed, with a focus on long-term sustainability. Each input plays a crucial role in the success of the project, and it is essential to consider each one.

Market

Understanding the target market and its needs is critical to the success of any business, including events management. By analyzing the market, institutions can identify potential customers and develop strategies to meet their needs.

Technical

The technical aspect of the project refers to the skills, knowledge, and resources required to execute the project successfully. It includes things like venue selection, event planning, logistics, and technology requirements.

Business Model

A sustainable business model is crucial for the long-term success of the project. This includes identifying revenue streams, pricing strategies, and cost structures.

Management Model

Effective management is essential for the success of any project. This includes having the right leadership, organizational structure, and communication channels in place.

Economic Financial

Projects must be financially viable and sustainable. This includes identifying potential sources of funding, managing expenses, and forecasting revenue.

Information Gathering

Accurate data is critical for making informed decisions. This includes collecting data on market trends and customer preferences.

Selling Activity

Effective sales and marketing strategies are critical for generating revenue and building brand awareness. This includes identifying target audiences, developing marketing campaigns, and using social media and other channels to promote the event.

Relationship Building

Building strong relationships with stakeholders is essential for the long-term success of the project. This includes developing effective communication channels and providing excellent customer service.

Exhibition Image

The image of the event is critical to its success. This includes developing a strong brand identity, designing effective marketing materials, and creating memorable experiences for attendees.

Extension Services

Providing additional services beyond the core event can help generate additional revenue and build customer loyalty. This includes offering workshops, training sessions, seminars, community extension, and other value-added services.

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
MARKET							
Negotiate all agreements in good faith, with respect to the rights of a client, and all other parties involved.	Ensure negotiation of all agreements in good faith with the parties involved.	MOA REVIEW	<ul style="list-style-type: none"> ▪ Review and evaluate. ▪ Discuss with all parties involved. ▪ Evaluate all contracts. 	School Administrator Event Coordinator	School Budget P10,000	One month	100% review of contracts by the parties involved.

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
MARKET							
Demonstrate environmental sensitivity and corporate social responsibility.	Practice environmental sensitivity of corporate social responsibility	Corporate Social Responsibility	<ul style="list-style-type: none"> ▪ Identify the objectives. ▪ Form a Planning Committee. ▪ Research and look for partnerships. ▪ Set a budget and choose a venue and date. ▪ Develop a Program and Promote the event. ▪ Provide Educational resources and evaluate them. 	School Administrator Event Coordinator Stakeholders, Students, and Community	School Budget P10,000	One month	100% Engagement and Commitment to the community

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
MARKET							
Give professional opinion when requested without favor, malice, or prejudice.	Provide fairness and professional opinion	Event Briefing Orientation	<ul style="list-style-type: none"> ▪ Provide an Event overview. ▪ Define the objective. ▪ Identify the target audience. ▪ Set the tone and choose the type of event. ▪ Choose a date and location. ▪ Assign roles and responsibilities to the team. ▪ Select the right event mobile app. ▪ Create a minute-to-minute update of the event. ▪ Develop a marketing plan. ▪ Make an updated to-do list 	School Administrator Event Coordinator Stakeholders, Students, and Community	School Budget P10,000	One month	100% Engagement and Commitment to the community

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
MARKET							
Act competently, in a timely way, and accordance with instructions received from or agreed to by a client.	Enhance the understanding of the event planning process in accordance with instructions received from or agreed to by the client.	Detailed Project Plan	<ul style="list-style-type: none"> ▪ Conduct need analysis. ▪ Define the purpose and scope of the event. ▪ Create a project team. ▪ Develop a timeline. ▪ Determine the budget for the event and allocate resources accordingly. ▪ Develop a marketing plan. ▪ Coordinate logistics and execute the event. ▪ Conduct a post-event evaluation to assess the event success and identify the areas for improvement. 	Event Coordinator	School Budget P20,000	Four Months	100% schedule adherence

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
TECHNICAL							
Always consider fire marshal regulations, required permits, licenses, security, and rigging points site feasibility.	Ensure that the event complies with the necessary permits, licenses, and regulations of local authorities.	Application of necessary permits and licenses.	<ul style="list-style-type: none"> ▪ Identify the permits and licenses required to implement events in the university. ▪ Consult with relevant authorities to understand the requirements and regulations for obtaining permits and licenses. ▪ Identify the permits and licenses required to implement events in the university. ▪ Consult with relevant authorities to understand the requirements and regulations for obtaining permits and licenses. ▪ Apply for the necessary forms and process the application. ▪ Follow up on the application that has been submitted and maintain compliance with regulations throughout the event. 	Event Coordinator	School Budget P20,000	Four Months	100% schedule adherence
Use of energy-	Reduce energy	Implement	<ul style="list-style-type: none"> ▪ Assess and conduct an audit 	School Administ	School	Three Month	100% Cost Saving

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
TECHNICAL							
efficient equipment.	consumption in the institution and raise awareness about the importance of sustainability.	Energy Efficient Equipment in School Events.	of the event's energy usage. <ul style="list-style-type: none"> ▪ Develop an energy-efficient plan. ▪ Identify the funding sources for the acquisition of installation of energy energy-efficient equipment. ▪ Determine installation and maintenance procedures for the installation of installing energy energy-efficient equipment. ▪ Establish training for staff on how to use the new energy-efficient equipment and monitor report energy usage. 	rator Event Coordinator	Budget P50,000	hs	and equipment upgrade.
Ensure technical requirements for the staging and program depending on the budget and available facilities.	Assure the technical requirements for the staging and program are available at the event.	Technical Plan	<ul style="list-style-type: none"> ▪ Conduct a needs assessment to determine the technical requirements for the staging and program. ▪ Develop a comprehensive plan that includes the layout of the event. 	Event Coordinator Stakeholder (Students)	School Budget P30,000	Three Months	100% of Good Quality Staging and Program

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
TECHNICAL							
			<ul style="list-style-type: none"> ▪ Arrange the necessary equipment and conduct a thorough test of thoroughly test all equipment. ▪ Provide staff training who will be responsible for operating equipment. ▪ Monitor the event closely to ensure that all technical aspects are functioning properly. 				
Ensure all equipment, props, and materials rented or borrowed from the event contractors are returned and documented.	Protect the equipment, props, and materials rented or borrowed from the event contractors are returned and documented.	Inventory Management	<ul style="list-style-type: none"> ▪ Conduct a needs assessment to determine the equipment needed. ▪ Make a list of all equipment needed. ▪ Assign a key person to receive the equipment. ▪ Test-run the equipment to ensure all borrowed equipment is functioning 	Event Coordinator Stakeholder (Students)	School Budget P30,000	Three Months	100% rented equipment, props, and materials are returned on time and in good condition.

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
TECHNICAL							
			properly. <ul style="list-style-type: none"> ▪ Assign the key person to return the borrowed equipment to the event contractors after the event. 				

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
BUSINESS MODEL							

<p>The school or university allocates needed time and resources during event evaluation, adjustment, and measurement.</p>	<p>Ensure that the HEIs allocate needed time and resources during event evaluation, adjustment, and measurement.</p>	<p>Strategic Plan</p>	<ul style="list-style-type: none"> ▪ Establish specific goals and objectives aligning with the institution's strategic plan. ▪ Conduct needs assessment. ▪ Develop a strategic plan that outlines specific initiatives and actions. ▪ Implement the initiatives and actions outlined in the strategic plan. ▪ Monitor and evaluate the effectiveness of the strategic plan and make some adjustments to ensure that the event program is achieving its goals. 	<p>Event Coordinator</p>	<p>School Budget P20,000</p>	<p>One Month</p>	<p>100% Timeliness of planning is completed on time and within the set deadlines.</p>
---------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------	-----------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------	---------------------------------------	------------------	---------------------------------------------------------------------------------------

<p>The school/ university event committee conducts a full external team brief and ensures pre-event training for the external team.</p>	<p>Ensure that the event committee in HEIs has the necessary information, skills, and knowledge.</p>	<p>Pre-Event Training</p>	<ul style="list-style-type: none"> ▪ Develop a comprehensive brief that outlines the objectives, expectations, and requirements. ▪ To ensure they are prepared and fully understand their roles and responsibilities, communicate to the external team members in advance. ▪ Develop a training program that covers all aspects of events management. ▪ Provide an assessment to the event committee to know if the event committee absorbs the pre-event training. 	<p>School Administrator</p> <p>Event Coordinator</p> <p>Stakeholders (Students)</p>	<p>School Budget</p> <p>P20,000</p>	<p>Two Months</p>	<p>100% of event committees are prepared and knowledgeable in performing their roles in managing events.</p>
-----------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	---------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-------------------------------------	-------------------	--------------------------------------------------------------------------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
MANAGEMENT MODEL							
The company has a suitable organizational structure.	Ensure that the company has a suitable organizational structure.	Organizational Structure	<ul style="list-style-type: none"> ▪ Define the objectives and goals of the event. ▪ Determine the target audience and establish the scope and budget. ▪ Form a committee. This team can be made up of both internal and external stakeholders. ▪ Assign specific tasks based on skills and expertise. ▪ Execute events and ensure that everything runs smoothly according to plan. ▪ Evaluate to determine its success and identify the areas for improvement. 	School Administrator Event Coordinator (Faculty) Stakeholders (Students, Community in Barangay)	School Budget P30,000	Two Months	100% Effective Organizational Structure

<p>Ensure to coordinate , monitor, and control the event from start to end.</p>	<p>Coordinate, monitor, and control the event from the start to end.</p>	<p>Project Management Plan</p>	<ul style="list-style-type: none"> ▪ Identify the project goals and objectives of the event. ▪ Identify and engage all stakeholders, sponsors, attendees, and staff. ▪ Develop communication plans and budgets. ▪ Develop a detailed timeline that outlines all tasks and deadlines leading to the event. ▪ Identify potential risks and develop contingency plans to mitigate them. ▪ Develop a plan for evaluating the event's success through feedback from attendees. 	<p>School Administrator</p> <p>Event Coordinator</p> <p>Stakeholders</p> <p>(Students)</p>	<p>School Budget</p> <p>P30,000</p>	<p>Three Months</p>	<p>100% adheres to the timeline set for the event.</p>
---------------------------------------------------------------------------------	--------------------------------------------------------------------------	--------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------	-------------------------------------	---------------------	--------------------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
ECONOMIC FINANCIAL							
Identifying the event's financial policies and payment terms.	Provide attendees with a secure and efficient way to pay for the event-related expenses.	Implement a Payment System and Procedure	<ul style="list-style-type: none"> ▪ Identify the payment needs that need to be processed, like registration fees, ticket sales, etc. ▪ Select payment that fits the needs of the institution. ▪ Create a detailed procedure for processing payments and communicate the payment procedure to all stakeholders involved. ▪ Test the payment system before the event to ensure it works properly. ▪ Monitor the payment process during and after the event to ensure it runs smoothly. 	School Administrator Event Coordinator	School Budget P20,000	Two Months	100% Payment Accuracy and successful implementation of the new system.

<p>Providing timely financial reporting to the clients.</p>	<p>Provide timely financial reporting to the clients.</p>	<p>Invest Accounting Software</p>	<ul style="list-style-type: none"> ▪ Identify the accounting software features that meet the institution's needs. ▪ Train staff who will be working with accounting software. ▪ Develop standardized processes for data entry and financial reporting. ▪ Establish security measures to protect financial data. ▪ Regularly review and update the accounting software system by updating the software to the latest version and identifying the areas for improvement. 	<p>School Administrator Event Coordinator</p>	<p>School Budget P30,000</p>	<p>Two Months</p>	<p>100% Accuracy of financial reporting.</p>
-------------------------------------------------------------	-----------------------------------------------------------	-----------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------	---------------------------------------	-------------------	----------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
ECONOMIC FINANCIAL							
Preparing accounting forms like official receipts, order forms, etc.	Provide a consistent and standardized method of documenting financial transactions.	Standard Official Receipt and Order Form Template	<ul style="list-style-type: none"> ▪ Customize a template that meets the needs of the HEIs. ▪ Use a consistent format of receipts and order forms. ▪ Assign responsible person to complete the forms. ▪ Require documentation of receipts, invoices, and other supporting documents to ensure accountability. ▪ Regularly review and reconcile expenses to ensure they are accurate and aligned with the budget. 	Event Coordinator	School Budget P10,000	Two Months	100% Accuracy and Completeness of the information recorded on the receipt and order forms.

Identifying the event's budget requirements.	Identify the event's budget requirements.	Budget Plan	<ul style="list-style-type: none"> ▪ Determine the scope of the event. ▪ Identify the event objectives. ▪ Create a list of all the expenses. ▪ Estimate the cost of each expense. ▪ Determine the funding sources for the event. ▪ Allocate resources based on the budget plan and funding sources. ▪ Monitor expenses and adjust to ensure the event stays within budget constraints. ▪ Evaluate the budget plan. 	School Administrator Event Coordinator Stakeholders (Students)	School Budget P20,000	Two Months	100% event budgets are monitored.
----------------------------------------------	-------------------------------------------	-------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	------------------------------	------------	-----------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
SELLING ACTIVITY							
Asking for registration fees for conferences and conventions, participants may be charged a registration fee.	Ensure that the registration fees cover all expenses and provide regular financial reports to the event coordinator and stakeholders to keep them informed about the financial status of the event.	Payment Tracking	<ul style="list-style-type: none"> ▪ Use centralized payment. ▪ Assign a payment tracking team to track and manage payments. ▪ Set up a payment schedule that outlines the due dates for registration fees and other payments. ▪ Provide a payment receipt to confirm that their payment has been received. ▪ Reconcile accounts regularly to ensure all payments are recorded accordingly. 	Event Coordinator Stakeholders (Students)	School Budget P10,000	Two Months	100% Payments accuracy

<p>Selling merchandise items for events with free admission, the host/organizer can sell limited edition souvenirs like T-shirts, mugs, calendars, etc.</p>	<p>Provide an additional source of revenue for the event</p>	<p>Set up a merchandise booth at the event.</p>	<ul style="list-style-type: none"> ▪ Design and create merchandise items. This involves creating designs for merchandise items, selecting high-quality materials, and producing sufficient quantities. ▪ Set up a merchandise booth. ▪ Promote merchandise sales through event marketing materials, social media, and other channels to attract attendees. ▪ Conduct Sales and Inventory Tracking to ensure sufficient merchandise to meet the demand. 	<p>Event Coordinator</p> <p>Stakeholders (Students and Participants)</p>	<p>School Budget</p> <p>P10,000</p>	<p>One Month</p>	<p>100% high revenue and high customer satisfaction that the booth setup effectively met the needs of event attendees.</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------	-------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------	-------------------------------------	------------------	----------------------------------------------------------------------------------------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
SELLING ACTIVITY							
Conducting online marketing through social media.	Reach target audiences, build awareness, and promote events.	Social Media Platforms	<ul style="list-style-type: none"> ▪ Define the target audience before launching any marketing campaign. ▪ Choose the right social media platforms. ▪ Develop a content strategy, such as event announcements and registration links. ▪ Encourage attendees to share their experiences on social media by creating specific hashtags and running social media contests. This is a great way to generate buzz and reach a wider audience. ▪ Use social media advertising such as Facebook, and Instagram to create highly targeted ads based on demographics, interests, and behaviors. 	Event Coordinator Stakeholders (Students)	School Budget P10,000	Three Months	100% Higher Engagement Rates indicate that users find the platform's content and features compelling and actively participate in the community.

<p>Creating a professional event ticketing and online registration page.</p>	<p>Create a seamless and professional registration process for the events that help increase attendance and improve the attendees' overall experience.</p>	<p>Event ticketing and registration platforms</p>	<ul style="list-style-type: none"> ▪ Choose the right ticketing and registration platform. ▪ Design a user-friendly registration page. ▪ Customize the registration page brand, such as colors, and logos, to create a professional and cohesive look for the registration page. ▪ Offer early bird discounts and other incentives. ▪ Use data to improve the registration process. ▪ Provide excellent customer service and ensure attendees can reach out with any questions and concerns during the registration process. 	<p>Event Coordinator</p>	<p>School Budget</p> <p>P10,000</p>	<p>One Month</p>	<p>100% Effectiveness of the platform</p>
------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------	-------------------------------------	------------------	-------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
EXHIBITION IMAGE							
Checking and Inspection of venue arrangement	Check and inspect venue arrangement and promote safety, security, and efficiency in the event.	Venue Arrangement Layout Ingress and Egress Procedure	<ul style="list-style-type: none"> ▪ Determine the event's purpose and venue layout. ▪ Plan the layout that includes identifying the location of the stage, seating areas, tables, and equipment. ▪ Ensure that there is adequate space between seating areas, providing comfortable seating options, and ensure that there is adequate lighting and temperature control. ▪ Optimize traffic flow that includes identifying the location of entry and exit points. ▪ Test the layout. Before the event, ensure that it meets all requirements and is suitable for its purpose. 	Event Coordinator Stakeholders (Students and Security Staff)	School Budget P10,000	One Month	100% Layout is compliant with safety and accessibility regulations.

<p>Conduct a risk identification session with the event team, vendors, suppliers, and stakeholders.</p>	<p>Ensure the safety and well-being of all participants and protect the reputation and financial stability of the institution.</p>	<p>Risk Management Plan</p>	<ul style="list-style-type: none"> ▪ Conduct a risk assessment to identify potential risks and hazards associated with the event. ▪ Develop a risk management plan. ▪ Ensure compliance with regulations related to events management, including health and safety, data protection, and intellectual property. ▪ Train staff and volunteers involved in event management. ▪ Conduct a post-event evaluation to identify the areas for improvement and to assess the effectiveness of the risk management plan. 	<p>Event Coordinator</p> <p>Stakeholders (Students and Security Staff)</p>	<p>School Budget</p> <p>P10,000</p>	<p>One Month</p>	<p>100% compliance with relevant regulations and standards in health and safety regulations, fire safety regulations, and accessibility standards.</p>
---------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------	-----------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------	-------------------------------------	------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
EXHIBITION IMAGE							
Conducting an inventory of equipment, props, and materials brought in by the event management team.	Protect the institution from financial loss or legal liability from lost or damaged equipment.	Inventory Management	<ul style="list-style-type: none"> ▪ Develop an inventory list of all the props, and materials included in the inventory. ▪ Assign responsibilities to individuals or teams for conducting the inventory. ▪ Set a timeline for completing the inventory. ▪ Conduct the inventory. ▪ Update the inventory list with its current location, condition, and quantity. ▪ Identify and address discrepancies between the inventory list and the actual items. ▪ Store and maintain equipment, props, and materials. 	Event Coordinator Stakeholders (Students, Security Staff)	School Budget P10,000	One Month	100% of materials are accounted for. The possible missing or damaged items are documented.

<p>Ensure the power load of equipment, power sources, and WIFI connection are available to everyone at the conference.</p>	<p>Ensure and monitor the power sources and Wi-Fi equipment during the conference to ensure they function properly.</p>	<p>Technical Check</p>	<ul style="list-style-type: none"> ▪ Determine power and WI-FI requirements and conduct a site survey to assess the power and Wi-Fi infrastructure. ▪ Plan power and WI-FI distribution to ensure all equipment can be powered and connected to the network without overloading the system. ▪ Ensure proper wiring and cabling to distribute power and Wi-Fi are installed and meet safety standards. ▪ Test power and Wi-Fi distribution and establish backup power and Wi-Fi sources to ensure the event can continue during a power outage and Wi-Fi disruption. 	<p>Event Coordinator</p> <p>Stakeholders (Student Technical Committee)</p>	<p>School Budget</p> <p>P10,000</p>	<p>One Month</p>	<p>100% Assurance of System Functionality</p>
----------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------	------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------	-------------------------------------	------------------	-----------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
EXTENSION SERVICES							
Partnership with the LGU Barangay Level, where the school is situated, for any activities like event management training, event sponsorship, event catering, mass wedding, etc.	Provide opportunities for students and faculty to learn and develop skills while also contributing to community development.	Community Service Activities	<ul style="list-style-type: none"> ▪ Establish clear objectives and goals for the partnership with LGU's and Barangay Officials. ▪ Build strong relationships with LGU's and Barangay Officials. ▪ Identify the areas of expertise and leverage in the partnership. ▪ Develop a shared vision for the partnership to ensure all parties work towards a common goal. 	School Administrators Event Coordinator Stakeholders (Students, Barangay Community)	School Budget P20,000	Two Months	100% Effectiveness of the Community Service Activities

<p>Inviting complementary businesses to be vendors or to provide entertainment.</p>	<p>Ensure that the partners selected are reputable, reliable, and capable of delivering high-quality services that meet the event's needs.</p>	<p>Research Potential Partners</p>	<ul style="list-style-type: none"> ▪ Identify complementary businesses to the events. ▪ Research potential partners. ▪ Reach out to potential partners by email or phone. ▪ Discuss the terms and conditions of the collaborations. This may include details such as compensation, scheduling, and responsibilities. ▪ Formalize the collaboration by signing a contract or agreement. 	<p>School Administrators</p> <p>Event Coordinator</p> <p>Stakeholders (Students, Vendors, and Sponsors)</p>	<p>School Budget</p> <p>P20,000</p>	<p>Two Months</p>	<p>100% Alignment with Institution Goals.</p>
-------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------	-------------------------------------	-------------------	-----------------------------------------------

Key Result Areas	Objective	Program Activities	Strategy	People Involved	Fund Sources	Time Frame	Performance Indicator
EXTENSION SERVICES							
Conducting event extension needs assessment of a chosen community.	Identify areas of improvement needed to enhance the quality of events and improve the attendees' overall experience .	Needs Assessment	<ul style="list-style-type: none"> ▪ Define the objective of the needs assessment. ▪ Identify the community for which the needs assessment will be conducted. ▪ Develop a survey to gather information about the events management practices that need to develop a survey. ▪ Pilot the survey before administering the survey to the community to ensure the questions are clear and relevant. ▪ Administer the survey and analyze the results after the survey has been completed. The results should be analyzed to identify areas where improvement is needed. 	School Administrators Event Coordinator Stakeholders (Students, Vendors, and Sponsors)	School Budget P20,000	Two Months	100% of individuals who participated in the needs assessment survey have a high response rate, indicating that the survey questions are clear and relevant, and that the community is interested in improving events management practices.

<p>Empower stakeholders (students, faculty, clients) to participate in projects, activities, and programs leading to community development.</p>	<p>Engage and collaborate with the local community to promote community development and to create mutually beneficial relationships.</p>	<p>Community Outreach Program</p>	<ul style="list-style-type: none"> ▪ Conduct a needs assessment to identify the needs and interests of the local community. ▪ Collaborate with the local community by establishing partnerships with local businesses, communities, and organizations. ▪ Outline the community outreach project's goals, objectives, activities, and timeline. ▪ Implement community outreach projects. ▪ Evaluate the success of the community outreach project by conducting surveys, feedback, and analyze the project. 	<p>School Administrators Event Coordinator Stakeholders</p>	<p>School Budget P20,000</p>	<p>Two Months</p>	<p>100% Satisfaction of the participants with the event and effectiveness in achieving the goals and objectives of the institution.</p>
-------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	-------------------------------------------------------	-------------------	-----------------------------------------------------------------------------------------------------------------------------------------

Sub Problem No. 7. How suitable are the inputs for sustainable business-generating projects, is there a significant difference?

Table 22
Suitability of the Business-Generating Projects

Indicators	School Administrators		Event Coordinator		Stakeholders		Composite Weighted Mean		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
	1. There is sufficient funding to conduct the event to meet people's expectations.	4.21	HS	4.31	HS	4.28	HS	4.27	
2. The proposed venue has sufficient capacity and facilities	4.24	HS	4.38	HS	4.33	HS	4.32	HS	5
3. The venue and equipment will not suffer unexpected damage or loss.	4.21	HS	4.52	HS	4.28	HS	4.34	HS	3
4. There are contingency plans to ensure the safety and well-being of participants	4.28	HS	4.51	HS	4.30	HS	4.36	HS	2.5
5. The organization's mission will be enhanced because of staging the event.	4.27	HS	4.33	HS	4.40	HS	4.33	HS	4
6. The event will not result in a financial loss	4.25	HS	4.40	HS	4.29	HS	4.31	HS	6
7. The event is organized sufficiently well that all parties are satisfied	4.24	HS	4.45	HS	4.40	HS	4.36	HS	2.5

8. The reputation of all parties (including the sponsor if one exists) as event organizers remains intact	4.22	HS	4.47	HS	4.45	HS	4.38	HS	1
OVERALL WEIGHTED MEAN	4.24	HS	4.42	HS	4.34	HS	4.34	HS	

LEGEND:

Scale	Range	Verbal Interpretation	Symbol
5	4.2 – 5.0	Highly Suitable	HS
4	3.3 – 4.19	Suitable	S
3	2.6 – 3.39	Moderately Suitable	MS
2	1.8 – 2.59	Least Suitable	LS
1	1.0 – 1.79	Not Suitable	NS

As presented in Table 22, the suitability of the Business Generating Projects is rated as Highly Suitable, with an overall weighted mean of 4.34. All items rated as Highly Suitable, such as The proposed business generating projects, in consonance with the reputation of all parties (including the sponsor if one exists) as event organizers remain intact with a weighted mean of 4.38 as rank 1; There are contingency plans to ensure the safety and well-being of participants, and the event is organized sufficiently well that all parties are satisfied with the weighted mean of both 4.36 as rank 2.5; The venue and equipment will not suffer unexpected damage or loss with a weighted mean of 4.34 as rank 3; The organization mission will be enhanced because of staging the event with a weighted mean of 4.33 as rank 4; The proposed venue has sufficient capacity and facilities with a weighted mean of 4.32 as rank 5; The event will not result in a financial loss with a weighted mean of 4.31 as rank 6; and the last is there is sufficient funding to conduct the event to meet people's expectation with a weighted mean of 4.27 as rank 7.

Relative to the findings of Hind, Disimulacion, Fernandez, Lin, Sharma, & Suroto (2019), who mentioned that all events should have a business plan because this important document provides an overview of the event in terms of its management from a business perspective how the event will be resourced and managed to meet the objectives that have been set for it. The main components of the event's business plan are the mission statement, aims and objectives, critical success factors, financial planning, administration, logistics and operations, marketing and sales, people and resources, event evaluation, leadership, and management, planning cycle and critical path deadlines,

policies and procedures, sponsorship and other revenue, and sustainability and ethical considerations.

Higher Education institutions play an important role in promoting sustainable business practices in events management. In considering inputs for sustainable business-generating projects in events management practices, institutions should focus on identifying resources and strategies that align with sustainability goals and values.

DISCUSSION

On the events management practices

As evidenced in table 11, the overall assessment of the events management practices of the selected HEIs in the National Capital Region, as assessed by the school administrators, event coordinators, and stakeholders, was practiced with an overall composite weighted mean of 4.18.

On the events management performance

As evidenced in Table 17, the overall assessment of the events management performance of the selected HEIs in the National Capital Region, as assessed by the school administrators, event coordinators, and stakeholders, was very good, with an overall composite weighted mean of 4.09.

On the significant comparison

The computed F value of 3.5093 with 2 and 3 degrees of freedom, which were less than the critical value of 9.5521 at a 0.05 level of significance. Hence, the statistical decision was to accept the null hypothesis and verbally interpret it as not significant.

On the significant relationship

The computed t-value of 1.7121 at 0.05 level of significance with degrees of freedom of 3 is less than the critical value of 3.182. Therefore, the null hypothesis was accepted and interpreted as not significant.

On the challenges encountered by events management

As evidenced in Table 20, The overall result in the assessment of the challenges encountered by selected HEIs in events management, as assessed by the school administrators, event coordinators, and stakeholders, was moderately encountered with the overall composite weighted mean of 3.19.

On the proposed inputs for sustainable business generating projects

A proposed input for sustainable business-generating projects was formulated to address the areas of concern in the events management practices and performance of selected HEIs. These inputs for sustainable business-generating projects comprised of the following components: key result areas, objectives, program/activities, strategies, people involved, budget, and fund sources, time frame, and performance key indicators.

On the suitability assessment

As evidenced in Table 22, the overall result in the suitability of the business-generating projects, as assessed by the school administrators, event coordinators, and stakeholders, was highly suitable, with an overall composite weighted mean of 4.34.

CONCLUSIONS AND RECOMMENDATIONS

Based on the foregoing findings, the following were the conclusions of the study:

- The school administrators, event coordinators, and stakeholders' respondents' assessment of the events management practices of the selected HEIs in the National Capital Region was practiced.
- The school administrators, event coordinators, and stakeholders' respondents' assessment of the performance of the selected HEIs in the National Capital Region was very satisfactorily in all the criteria.
- The respondents have a parallel assessment of the event management practices of selected HEIs in the National Capital Region.
- The respondents have a parallel assessment of the event management performance of selected HEIs in the National Capital Region.
- There are identified concerns met by the respondents on event management practices of selected HEIs in the National Capital Region.
- The proposed inputs for sustainable business-generating projects in event management practices can help higher education institutions to develop sustainable event management practices. This is comprised of eight components, namely: the key result areas, objective, program/activities, strategies, people involved, budget and fund source, time frame, and performance indicators.
- The result of the suitability of the assessment of the business-generating project by the selected HEIs in events management was highly suitable in all the criteria.

In light of the findings and conclusions, the following are the recommendations of the study:

- Adopt the proposed sustainable business generating project.
- School Administrators, Event Coordinator, and Stakeholders may consider the strategies presented in the output of the study.
- To enhance the effectiveness of events in higher education institutions the school administrators, event coordinator, and stakeholders must do

an event planning in advance to allow sufficient time for organizing logistics, securing resources, and promoting the event.

- The proposed output can be regularly subjected to review and improvement.

The issues slightly encountered should be addressed as follows:

- Unexpected technical issue (Weak internet connections, power interruption, Live stream, Audio issues, etc.): Technical rehearsal can help to eliminate possible problems in an event.
- Changing weather conditions (not having a backup plan for bad weather is an event problem.): Develop a contingency plan for all events held outdoors, including alternative locations and dates to minimize disruptions in case of bad weather.
- Struggling to find sponsors: Provide an event sponsorship package that outlines the benefits of sponsoring the event, including the exposure, and marketing opportunities of sponsors.
- Clashing event dates, participants dropouts: Planning an event in advance can help to prevent clashing dates, and it can identify the important holidays and other events in the community.
- The school/university event staff has no sufficient approved working budget: always consider seeking sponsorship from local businesses or other organizations. This can help to offset some of the costs of the event and may also provide opportunities for increased exposure and networking.
- Further study may be conducted in different settings but similar variables to validate the result of the study.

FURTHER STUDY

Completion of this dissertation was possible with the support of several people. I would like to express my sincere gratitude to all of them. Dr. Elizabeth E. Soriano, my adviser since MBA, for the guidance and untiring support. Besides his advisor, the researcher would like to thank the rest of research committee: Dr. Willy O. Gapasin, Dr. Melba S. Asuncion, Dr. Cynthia A. Manalad, Dr. Frederick C. Pena, Dr. Romeo D. Lim, Dr. Marlene M. Monterona, and Dr. Maria Rhoda Dinaga for their comments and encouragement, and for the questions which incited the research to his to widen the research from various perspectives.

EARIST classmates, friends, and my NU CTHM Students for their support, love and care that helped him overcome setbacks and stay focused on his studies, He greatly values and appreciates their friendship.

The dissertation would not have come to a successful completion, without the help I received from the National University- Manila, De La Salle Araneta University, Adamson University, and Arellano University- Pasay for the sharing of their insights with regards to Sustainable Events Management. Last but not least; I would like to thank my family: Nanay Gigi, Tatay Leopoldo in heaven, Ate Libay, Kuya Edward, Ate Lilibeth, Kuya Emerson, Ate Gina, Paul Andrei, and my niece, Lian, Edward II, Lexie, Leopoldo II, Liam Paul, and Paul Leo for supporting the researcher spiritually in writing this dissertation.

Above all, I owe it all to Almighty God for granting me the wisdom, health, and strength to undertake this dissertation task and enabling me to its completion.

REFERENCES

- Allen J. (2018) *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Goals, Conferences, Conventions, Incentives and other Special Events.*
- Ballesteros O.A., Murillo T.D., & Capistrano T.S. (2019) *Event Marketing.* C&E Publishing.
- Barnette (2017), *Financial Management of Events; Critical Component for the Success of any Event and in Higher Education*
- Bernabe C.R. (2019) *Risk Management in Events Management.* C&E Publishing.
- Bernabe Cynthia R., Capistrano Tinette S., Magpantay Anton V., Hamlin Maria Montserrat I., Yulo Jose Luis U., Deyto Dexter R., Lagandaon Jing S., Ballesteros Orlando A., Pascual Joel B., Murillo Thelma D., Majaba Adelia F., Sayaman Sonia R., Nallana Marisa D. (2019) *Professional A Guide to Meetings, Incentives, Conventions, Exhibitions and Events.*
- Bladen C., Kennel J., Abson E., and Wilde N. (2017) *Events Management: An Introduction*
- Blancaflor, Dela Cruz, Ranabal, and Ramos (2021), *Cardinal Connect: A Student Organization Event Management System.*
- Bones, B. (2017), *Event Entertainment- How to choose and book entertainment for your event* <https://helloendless.com/event-entertainment/>
- Brealey R., Myers S.C, and Franklin A. (2019) *Principles of Corporate Finance*
- Chameleon Global Events (2018), *Focusing on Event Management Sustainability Is It Important* medium.com/@chameleonglobalevents/focusing-on-event-management-sustainability-is-it-important-6021fc6073e0
- Congrex (2020), *Distruption in the Business Events Industry; Rising to the Challenges of COVID 19.*
- De Guzman E.S (2020), *Assessing the Effectiveness of Events Management in Selected Higher Education Institutions in Cavite Province.*

- Deutsche Gessellschaft fur (2018), Guide Sustainable Event Management. www.reporting.giz.de/wpcontent/uploads/sites/8/2019/03/GIZ-Guide-to-Sustainable-Event-Management
- Dr. Ving Lu. (2017), International Journal of Hospitality and Event Management
- Dryfta (2022) Students Guide to Event Success: Planning and Organizing Events in Universities. Event Tools for Academia and Non-Profit.
- Goncalves (2021), The Impact of COVID 19 on Events Management How Companies can use social media to Face the Pandemic, A Social Media Marketing Plan for R Concept
- Hamlin M.M I. (2019) Strategic Planning in Events Management. C&E Publishing.
- Harland D.M (2019) The Event Managers Bible: The Complete Guide to Planning and Organizing a Voluntary or Public Event.
- Hind D.W.G., Disimulacion M.A.T., Fernandez K., Sharma A., Suroto P.Z (2019), International Best Practices in Events Management Based on APIEM Certified Event Manager. Prasetiya Mulya Publishing
- Hinlayagan, Olivar (2022), Davao City Philippines as MICE Destination.
- Holbeche L. (2018) The Agile Org: How to build an innovative, sustainable, and resilient business.
- Holley, K. (2019), An Analysis of Successful Event Planning.
- Kimberley (2021), What is Sustainable Event Management? www.swiftdigital.com.au/blog/sustainable-event-management
- Ko D. (2020), How to Build a Sustainable MICE Environment Based on Special Identity Theory.
- Kopp Carol M. (2023) Learn to Understand a Company's Profit Making Plan.
- Langandaon J.S., & Majaba A.F. (2019) Human Resources in Events Management. C&E Publishing.
- Layman, M. (2019), Introduction to Meetings, Incentives, Convention and Exhibitions <https://www.cvent.com>
- Maguire Kelly (2020), An Examination of the Level of Local Authority Sustainable Planning for Event Management: A Case Study of Ireland.
- Mendoza M.D. (2019), Event Management in Higher Education: A Case Study of Philippine State Universities.
- Mercado R. (2019), Event Management in Higher Education: A Model for Success
- Mohamed Salamad, Mohammad Almomani (2021), Sustainable Event Management Model www.researchgate.net/publication
- Nawarathna, Arachchi (2021), Sustainable Event Management Practices in Sri Lanka; Event Managers Perspective.
- Nieuwoudt T. (2022) School Event Planning Checklist to Set-up for Success. Insights by Digistorm
- Okhiria (2020), The Role of Strategic Marketing in Successful Events Management.
- Onney M. (2019), Event planning on how to organize a green event, Tips for Sustainable Planning

- Pabilando, Pitao, Bacason (2022), The Challenge of Event Management as a New Trends in Hospitality Industry Amidst Covid 19 Pandemic.
- Paris Thomas (2022), Thirteen Event Planning Problems and Solutions. www.hoppier.com/blog/13-horrifying-event-planning-problems-and-solutions
- Parker P. (2018) The Art of Gathering: How we meet and why it matters.
- Peque D.A. (2019) Event Management in Higher Education: A Practical Guide
- Peterson H. (2010) Social Events for Students. Edu Co
- Philippine Coffee Board. (2018), Retrieved from <http://philcoffeeboard.com>
- Phoot Priyanka (2021) Finance Lifblood of Every Business.
- Pinto, R. (2019), A Future in Events Management <https://www.dovel.gov.uk>
- Pulhin, Borbon (2021), Green Practices of Event Management Practices in Batangas City
- Puustinen (2021), Sustainability Perspective in Risk Management.
- Raj R., Mcacbe B., Harris R., (2015) Events Management and Sustainability
- Ramirez (2021), San Carlos City Negros Occidental: Prospects and Perspectives as MICE Destination.
- Salazar R.B. (2019), The Role of Events Management in the Development of Higher Education Institutions in the Philippines.
- Staff Writer in Event Planning (2019), How to Organize a Green Event: Tips for Sustainable Planning. <https://guidebook.com/mobile-guides/organize-green-event-tips-sustainable-planning>
- Timo N. (2021) Never Run a School Event without a Contingency Plan
- Tinette C., Deyto D.R. (2019) On-Site Management
- Tomakh A. (2019) How to Organize an Event in University. Gevme
- Tsang E. (2022) Event Stories Best Practices and Guides
- Vanco E. (2021), The Only School Event Planning Checklist you need: School Event Checklist
- Vancuren O. (2022) Event Management Best Practices Seven Event Management Best Practices: Key Elements to Focus On.
- Venture O. (2022) Event Management Best Practices. Webex Events formerly Socio.
- Vilches M.L. (2019) Event Management in Philippine Higher Education .
- Waida Maria (2022), Fifteen Most Common Event Planning Challenges and their Solutions. www.socialtables.com/blog/event-planning/biggest-event-planning-challenges.
- Wee, Mahdzar, Shariff, Chang, and Ismael (2019), Sustainable Event Tourism: Evidence of Practices and Outcomes among Festival Organizers.
- Ylgan, Borbon (2021), Impact Assessment on the Tourism Community Extension Project to the Beneficiary of SHL Restoration Village.
- Younts D. (2020), The 5 C's of Event Management; That Everyone Should Know About
- Yulo J.L., & Nallana M.D. (2019) Overview of Events Management. C&E Publishing