

Send your industry opinions and queries to us at rsvpmagazine@haymarket.com

Répondez, s'il vous plaît

Letter of the month

Feeling disorientated

China has undergone an incredible economic transformation, leading to an influx of foreign companies wishing to hold events and promote themselves there. But Chinese event



Nivern: "frustration for Western companies"

management companies have not reacted quickly and have struggled to cope with demand, frustrating Western firms. It is not so much that the Chinese cannot stage big events, but behind the façade there are countless horror stories of squat toilets, a lack of culinary alternatives for vegetarians and poor time management that has left guests waiting needlessly for hours. Western companies have also complained of breakdowns in communication and

total bewilderment at Chinese cultural etiquette.

One example of such Chinese inexperience was the Midi Music Rock Festival. The event, sponsored by Greenpeace, Yanjing beer and Volkswagen, attracted 50,000 people and was in some ways considered a success. However, the organisers had not printed enough tickets and ran out of beer – a tragedy for a rock concert. The price of the beer, roughly 33p a glass, meant the organisers would also have undercut themselves in terms of profits. The bands performed with great energy, but the sound systems were terribly disappointing.

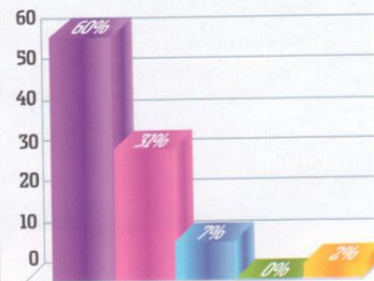
So what is the moral of the story? Well, we encourage UK event management companies to go to China and offer their regular services, – or training and advice – to their Chinese counterparts. The demand is certainly there, and with the Chinese economy growing at an unstoppable pace, this trend looks set to continue.

Daniel Nivern
director, China Consulting

Burning issue

How important is it for the creative events industry to become environmentally friendly?

■ Essential ■ Very important ■ Quite important ■ Not important ■ Don't care



Economic climate

Once again more than 100 RSVP readers took the time to answer this issue's question of the month. As an industry that arguably wastes a lot of materials, we wanted to find out just how important the issue of sustainability has become for those involved in creative events. Next month our survey result will tie in with Christmas parties and the type of festive events that you, the readers, will be organising.