

## SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<p data-bbox="236 427 708 495"><i>Internal factors positively affecting your event, e.g.:</i></p> <ul data-bbox="288 506 746 656" style="list-style-type: none"><li data-bbox="288 506 555 539">• <i>Experienced team</i></li><li data-bbox="288 551 740 584">• <i>Supportive network of local artists</i></li><li data-bbox="288 595 746 656">• <i>Local authority is supportive of the event</i></li></ul>	<p data-bbox="807 427 1279 495"><i>Internal factors negatively affecting your event, e.g.:</i></p> <ul data-bbox="860 506 1264 656" style="list-style-type: none"><li data-bbox="860 506 1206 539">• <i>No marketing experience</i></li><li data-bbox="860 551 1264 618">• <i>Limited funding and/or lack of fundraising experience</i></li><li data-bbox="860 629 1161 656">• <i>Limited events space</i></li></ul>
<b>Opportunities</b>	<b>Threats</b>
<p data-bbox="236 1191 667 1258"><i>External factors with the potential to positively affect your event, e.g.:</i></p> <ul data-bbox="288 1270 756 1458" style="list-style-type: none"><li data-bbox="288 1270 756 1337">• <i>Tourism businesses are keen to be involved</i></li><li data-bbox="288 1348 715 1382">• <i>Local sponsorship opportunities</i></li><li data-bbox="288 1393 735 1458">• <i>Involvement of Major Events Unit (Wales)</i></li></ul>	<p data-bbox="807 1191 1238 1258"><i>External factors with the potential to negatively affect your event, e.g.:</i></p> <ul data-bbox="860 1270 1337 1420" style="list-style-type: none"><li data-bbox="860 1270 1091 1303">• <i>New legislation</i></li><li data-bbox="860 1314 1337 1382">• <i>Competition from other local events, or similar events elsewhere</i></li><li data-bbox="860 1393 1241 1420">• <i>Poor transport infrastructure</i></li></ul>