EVENT MANAGEMENT IN AN ACADEMIC INSTITUTION: A REVIEW OF THE DEPARTMENT OF THEATRE ARTS UNIVERSITY OF IBADAN NIGERIA 60TH ANNIVERSARY CELEBRATION

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Abstract

Event management has become systematic and procedural in recent times with different templates and frameworks being postulated by event management scholars and practitioners alike. However, there is scant attention paid to assessing the effectiveness of some of the proposed models particularly concerning events managed in academic institutions in Nigeria. The objective of this study, therefore, is to document the management of the 60th anniversary event of the Department of Theatre Arts, University of Ibadan Nigeria and assess the operational modalities utilised in managing it in line with the Tum, Norton, and Wrights' Event Operations Management Model of achieving strategic objectives, satisfying customers wants and efficient utilisation of resources. This is with the view to determine the extent of success of the anniversary celebration.

Keywords: Event management, Department of Theatre Arts University of Ibadan, Event assessment, Anniversary event in an academic institution

Introduction

Events are as old as man. From time immemorial, man has developed justifiable reason to do something special beyond the norm. Beyond the ordinary routine of the day-to-day life and living. These events come in different shades and sizes ranging from social to religious, cultural, educational, political and environmental among many others "As globalization grew, it became increasingly very clear that event management needed to mostly definitely become a standalone sector of the economy in a really sort of major way in a pretty big way (Puzari, Thadani &Sorathiya: 2023). IRFU, (2008) highlights that "Events are a workplace for some and a leisure activity for others and range from family days in the local park to musical event festivals, firework displays, carnivals, sporting events etc". Event management on the other hand is the art and science of conceptualising, planning, and managing any of these events. Between these three stages are hordes of activities closely knit together that are mutually connected and individually significant towards the attainment of the overall objective of an event. Event management means different things to different people and management scholars present it differently. For Ashlesha Tambde, (2014), event management and project management are like Siamese twins with emphasis placed on "the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event". In their 2022 study, Thomas and Stephen affirm that event management has consistently attracted scholarship attention. They

identified studies ranging from Getz, 1998; Getz, and Page, (2008)Nelson and Silvers, 2009; Thomas et al., 2008; Vassilios and Nikolaos, 2014; Kashef, 2015; Müller, 2015) as some of the notable studies in event management. To articulate the vastness of existing studies in event management, they explain that the study conducted by Draper et al., (2018) reports show that 890 articles (on event management) were published between 2004 and 2016 alone. This shows that scholars are not only showing interest but are equally interrogating the effectiveness or otherwise of different event management strategies.

Muller-Seitz & Schubler (2013) on the other hand, differentiate between event management and managing an event. According to them, "While event management is deliberate on special occasions that occur periodically or are used to mark social achievements, managing events connotes reacting to disruptive events that are unexpected and unplanned. Events such as natural and man-made disasters are examples of events that are managed as they occur in line with the severity, and available resources to respond to such a disaster. This paper's focus is therefore an interrogation of event management and not that of responsive management of an unplanned event. The 60th-anniversary celebration being discussed here is a special occasion for reflection on the progress made to date by the department towards the attainment of its corporate objectives and articulating notable achievements of the department particularly in the areas of its contributions to scholarship, manpower development, laundering the country's image through purposeful representation at

the international events and significant contributions to social-political development and social engineering.

The Process

The 60th anniversary of the Department of Theatre Arts University of Ibadan which happens to be the first department of Theatre Arts in the country took place between the 22nd and 26th of September, 2023. This event was preceded by a series of events ranging from conceptualisation to planning to logistics management and the eventual management of the event itself. The board of the Department of Theatre Arts, University of Ibadan decided that the 60th anniversary of the department should be celebrated and that there was a need for the nomination of worthy alumni into the Central Planning Committee (CPC) to midwife the anniversary celebration. Those initially recommended by the departmental board are the following:

1. Prof. Duro Oni-Chairman
2. Dr. Chuks Okoye
3. Mr Lanre Oladele
4. Dr. Sola Adeyemi
5. Dr. Tunde Ajayi
6. Dr. Abiodun Ogidan
7. Dr Folakemi Ogungbe
8. Ms Marian Ogaziechi Ogasirihe
9. Mr. Segun Ogundipe (Lafup)

The inauguration ceremony for the CPC members took place on the 23rd of February, 2023 which was like seven months to the event. The ceremony which was conducted virtually through Zoom was attended by all

the members. The ceremony was opened with the inauguration speech by the Head of the Department Dr. Bashiru Akande Lasisi who welcomed all the CPC members and thanked them for their positive response to the clarion call. He emphasised that the proposed 60th anniversary is expected to be The Gathering of the tribes. The department expects all the alumni sets to be well mobilised and participate actively in the anniversary programme. He also explained the modality for selecting the CPC members which he said reflects generational dynamics. The core mandate given to the committee by the board is to plan and organise an anniversary programme that will not only appeal to the academic community but also appeal to the general public to cut across town and gown. In achieving this, the committee was expected to explore the possibility of some programmes happening outside the university environment so that people outside will be able to enjoy and also participate actively in the programme. Another mandate includes the exploration of the possibility of alumni from the same decade coming together to sponsor a production. Especially a classic on the department's Arts Theatre stage that was popular during their time.

The Terms of Reference for the CPC include the following:

1. To decide on the appropriate date and duration of the 60th-anniversary celebration Programme

2. To work with all stakeholders in developing a befitting programme for the anniversary

3. Ensuring the visibility of the event through adequate publicity in both the conventional and online media

4. Mobilise past students, staff, and partners including those in the diaspora to participate actively in the event

5. Mobilise the required human, material, and financial resources needed for the programme

6. Involve relevant government agencies, institutions, and private organisations in the planning and execution of the anniversary programme

7. Any other task that the committee identifies as necessary for a successful celebration.

The Chairman of the CPC Prof. Duro Oni thanked the board and Head of the Department and promised that the committee members would carry out the assignment to the best of their abilities.

CPC Meetings and Visits

After the inauguration, the CPC continued its meetings first on a fortnightly basis but later reduced to weekly as the anniversary got closer. The CPC meetings were usually conducted on Saturday mornings between 10.00 am and 11.00 am and sometimes lasted till noon. It was usually an online meeting on Zoom. In the course of the CPC meetings, more alumni were invited to join the platform and make their contributions to the planning

process. The meetings also led to the creation of sub-committees to take care of the different aspects of the anniversary programmes. The sub-committees so created were the following:

1. Programme
2. Conference
3. Production
4. Media and Publicity
5. Secretariat and Logistics

The sub-committees were given the mandate to plan for the assigned aspects of the anniversary, identify what is needed, and also prepare the sub-committee budget for the review and approval of the CPC. Some of the committees opened separate WhatsApp accounts for their deliberations. They also determined their meeting times and conduct their meetings in anticipation of the report that they submit to the central committee every weekend. It was through the activities of the sub-committees that items needed for the anniversary were identified, quotations requested and obtained from the vendors and the budget for the anniversary prepared. Through the sub-committee also, roles and responsibilities were shared to ensure effective conduct of the anniversary.

CPC Visits

As part of its mandate to ensure that the university administration is well mobilized for the event, the CPC visited the Vice Chancellor Prof. Kayode Adebowale on 31st of May, 2023 to inform him of the plans relating to the 60th anniversary and what was expected from the

school authority in terms of support to the department. Those who represented the CPC at the courtesy visit include the CPC Chairman, Prof. Duro Oni, Secretary Dr Chukwuma Okoye, Mr Lanre Oladele, Dr. Abiodun Ogidan, The Acting Head of Department Dr. Bashiru Akande Lasisi, and Prof. Tony Ada. The management team that received the CPC includes the Deputy Vice-Chancellor-Admin Prof. Ayoola, Deputy Vice-Chancellor Academic Prof. Aderonke Bayeroju, the Registrar, the Bursar, and the Director of Public Communication. The courtesy visit was covered by the media from both the Nigerian Tribune Newspaper and the Broadcasting Corporation of Oyo State (BCOS).The committee used the occasion to appreciate the Vice Chancellor for his support to the department in the past and chronicle the various support that the department had benefitted through the magnanimity of the Vice-Chancellor in the past. They rolled out the series of activities being planned for the event including the following:

1. Opening Ceremony and Anniversary Lecture.
2. Play Performance (Wole Soyinka's The Lion and the Jewel.)
3. Play Performance (Adebayo Faleti's Ferebiekun)
4. Nollywood days (for film screening)
5. Workshops to be hosted by distinguished artists.
6. Anniversary's International Conference.
7. Award and Variety Night.

The committee then requested that the Vice-Chancellor help declare the ceremony open, and also present the awards to the anniversary award recipients. They also requested financial and in-kind contributions from the

university management towards the success of the event. Apart from the Courtesy visit to the University of Ibadan management, the CPC also paid courtesy visits to some media houses to solicit their collaboration and support for the anniversary programme, particularly in the areas of publicity before, during, and after the event.

The Anniversary Programme

Anniversary Opening Ceremony

Before 11 am, the foyer of the Wole Soyinka Theatre (formerly known as the Arts Theatre) University of Ibadan was teeming with the illustrious alumni of the reputable department, bigwigs from the university administration, and scholars from other departments in the university. They all gathered to celebrate the sixtieth year of the Department of Theatre Arts' existence. The opening ceremony, which was originally scheduled for 10 a.m. on Wednesday, August 23, 2023, was officially opened at exactly 11:12 am when the MC, Segun Ogundipe, came on stage to stop the two-man musical band that was serenading the already seated guests. The MC began by calling to the high table some dignitaries that were in attendance. The first dignitary called was Professor Duro Oni, Chairman of the Central Planning Committee. Other Dignitaries included Otunba Deji Osibogun, Chairman of the Day; Prof. E.O. Ayoola (University of Ibadan's DVC Academics), Chief Host; Prof. Solomon Oluwole Oyetade, Dean of the Faculty of Arts; Prof. Umar Pate, Guest Lecturer and the VC at the Federal University of Kashere, Gombe State; and Dr. Bashiru Akande Lasisi, the Head of Department.

Once the dignitaries took their seats on the high table, the National Anthem, the University of Ibadan Anthem, and the Faculty of Arts Anthem followed with the musical band from the Department of Music facilitating the singing. After the anthems, Prof. Duro Oni gave the welcome address. He acknowledged the eminent guests in the audience and reminisced about the golden jubilee celebration of the department in 2013 and how a resolution that inaugurated the Central Planning Committee for the Diamond Jubilee celebration was made at that event. He expressed nostalgic feelings about how it all started in the department six scores ago and how the department has been able to contribute significantly to the growth of Theatre studies in Nigeria, He then rejoiced that over sixty universities in Nigeria, though with different names, now offer Theatre Arts as a course of study. At the end of his address, the Chairman of the day, Otunba Deji Osibogun also presented the Chairman's speech.

Otunba Osibogun, the Chairman of the Opening Ceremony, titled his Opening Address "Restoring the Old Order". In a passionate speech, Otunba Osibogun highlighted how the University of Ibadan's Department of Theatre Arts, which used to be great years before and after he was a student there, has seriously deteriorated on all fronts. He charged members of the alumni to work together with the staff of the department and the University at large to ensure that the department be returned to its old glory by, among other things, reintroducing good- training for students of the department. He especially highlighted the importance of adequate funds in actualising that dream. He advised

that there must be a call to the University Authority to give the Theatre Arts Department a grant of N5B (five billion naira) to help build a new world-class Wole Soyinka Theatre. To end his address, Otunba Osibogun also suggested that a Wole Soyinka Theatre Foundation be inaugurated.

The lecture for the day was delivered right after the opening address. The Guest Lecturer, Prof. Umar Pate, whose citation was read by Dr. Folakemi Ogungbe, is the Vice-chancellor of the Federal University of Kashere in Gombe State. Prof. Pate titled his lecture "Celebrating with The Theatre Arts Department at 60", with a subtitle that says "Theatre and Mass Communication." He lamented that theatre, which he claimed is arguably the oldest form of mass communication, is in decline. He referenced how organised theatre groups are in decline, especially in the Northern parts of the country. He highlighted a lack of enthusiasm and originality as some of the immediate causes of theatre's decline. Prof. Pate, while shining light on what he called the "Implications on Training of Next Generation Theatre Artists", suggested that research and training of next-generation theatre artists must include innovation and dynamism relating to technology and the creative economy. He reiterated the importance of not resisting technology as creative people. Rounding off his lecture, Prof. Pate proposed the way forward and admonished that there must be adjustments in the curriculum for the training of performing arts professionals. He also stated that there must be increased investments in technology and exploration for alternative funding and diversification options.

After the lecture, Prof. E.O. Ayoola, the Deputy Vice-Chancellor (Academics) who represented the Vice-Chancellor (Chief Host of the ceremony), took to the podium to address the audience. He appreciated the guest lecturer and, on behalf of the Vice Chancellor, felicitated with the Department of Theatre Arts. Immediately after this, the Dean of the Faculty of Arts, Prof. Solomon Oluwole Oyetade, also addressed the house. To close the ceremony, the Head of the Department of Theatre Arts, Dr. Bashiru Akande Lasisi, gave the Vote of Thanks through which he appreciated all parties that have contributed in one way or the other to the planning and execution of the 60th anniversary.

Stage Productions

In the course of the CPC meetings, one of the decisions made was about the kinds of production that would be appropriate for the anniversary. Some titles were suggested including Wole Soyinka's A Dance of the Forest. However, the committee eventually settled for Wole Soyinka's The Lion and the Jewel, Sefi Ata's Last Standing, and Adebayo Faleti's Ferebiekun. The rehearsals for the productions were conducted between six and eight weeks before they were finally staged during the anniversary. However, due to the paucity of funds, it was impossible to stage all the three productions during the ceremony. Only The Lion and the Jewel and Ferebiekun were presented with the former staged on the opening day and the latter presented on the last day of the event.

Film Productions

The first film exhibited in the course of the anniversary is Wole Soyinka's screen adaptation of his popular play; Kongi's Harvest. Soyinka himself plays Kongi in this film version of the play which was directed by Ossie Davies and shot mostly in Abeokuta. The film which is arguably the first indigenous film in Nigeria was well received by the audience as it brought nostalgic feelings to many members of the audience seeing their former lecturers, classmates, colleagues, and other icons in the film. After the film, the house went on break as Lunch was served. This was followed with other films like the highly hilarious comedy Head Gone produced by Dare Fasasi and featuring the best of the Stand-Up Comedy acts in Nigeria, Mofe Ni Mofe and And the Winner is... produced by Debola Ogunsina. Other films exhibited include Tango with Me by Mahmood Balogun and Things Fall Apart by Francis Ladele. There were question-and-answer sessions after the screening of each of the films.

Conference

The conference process started with the registration of conference participants. This was followed by the allocation of presenters to their respective syndicate rooms. All the sessions were held at the Department of Music lecture rooms, SUB, University of Ibadan. The sessions were collapsed from five into two panels. The first one was chaired by Prof. Sola Fosudo and moderated by Dr. Tunde Awosanmi. There were five presenters, and each presenter, as agreed by the audience, was allocated ten minutes to present. The first presenter was Dr. Maureen Ngozi Udeji from Madonna University, whose research paper, Reflecting the

Metaphorical Use of Rape in Kunle Afolayan's October 1st Film, was co-authored with Dr. Tosan Akinwole, an independent researcher. The research explored the significance of rape in the film. It attempts to metaphorise the rape scenes in the film. For example, the research argues that the murder of the lady in the fourth rape signifies a lack of access to electricity. The research claims that the woman is a representation of the land, citing the Greek mythology of the earth being a woman to back up this claim. During the feedback, Dr. Tunde Awosanmi pointed this out, advising that the researchers consult African mythologies instead because there are goddesses that represent the earth in African myths too.

The Second presenter was Dr. Oluwatoyin Kehinde Ogunsina and she titled her paper Analysis and Metaphorical Interpretation of Traders Fund Distribution and Appropriation in Dipo Kalejaiye's Essential Commotion. The paper highlighted the connection between the issues covered in the play and the present reality of many African countries, especially Nigeria.

The third presenter was Mr. Shola Balogun from the University of Ibadan. The title of his paper was Yoruba Theatre Practice and Nollywood. The paper highlighted how various theatre practices emerged in different cultures.

Miss Tolulope Mofoluwaso Ajayi, who co-authored with Dr. Emmanuel Ebere Uzoji (both from Lead City University), was the fourth presenter. Their paper was titled Costume as a Benchmark for Aesthetics in Street

Carnivals: An Analysis of the 2018 Calabar Festival. This paper incited some friendly arguments between Dr. Tunde Awosanmi and Prof. Hyginus Ekwuazi, especially on the methodology adopted for the research as well as the value of the research. It was a very enlightening discourse for members of the audience.

The last presenter was Dr. Hannah Modupe Akpodiete from Delta State University. She titled her paper Navigating Children's Drama in Instilling Discipline in Children Within the Family and Society. After her presentation, Dr. Awosanmi highlighted some important points in each of the presenter's work, calling their attention to areas to improve on. Prof. Ekwuazi also advised that theatre arts researchers should carry out more empirical research in place of the more common content analysis. He argued that empirical research provides more value to society, and it is what is needed for theatre to continue to be relevant.

The second plenary session was co-chaired by Prof Josephine Mokwunyel from the University of Benin and Dr. Chukwuma Okoye from the University of Ibadan. The sessions were moderated by Prof. Diran Ademiju-Bepo from the University of Jos. The first paper presented was Management Practices in Theatrical Productions and National Identity by Dr. Oluseyi Ogungbesan from Igbi9nedion University, Okada. He examined the structure of management in theatre productions and explained the organogram of major government or public theatre organizations and how it impacts the productivity of such organizations and equally engenders their significant contributions to national identity.

The second paper presented was Film Training and Practice in Nigeria; The Dilemma of the Nigerian Theatre Trained Actor on a Film Set by Dr. Chimela Ogbonna (Pan Antlantic University). He explored the technical differences between Acting on screen and acting on stage and how training can factor in the peculiarity of each of the two performance media. He interviewed prominent Nollywood actors like Omowumi Dada and Nobert Young about their experiences with action sequences in both media.

The third paper titled; To Watch or to be Watched? Modes of Theatre Productions for/by Children was presented by Mrs. Olanike Onimisi. The presentation advocated for guided participation of children in theatre productions and enumerated ways in which this practice would improve their education and instill the necessary values in them.

Dr. Okoye commented on the difference between acting on stage and acting on screen and how technology can aid the actors in film media. The editor and the director have the luxury of choosing between multiple takes but the acting on stage needs to be perfect on the take that is the performance. Prof. Mokwunyel added that this difference in performance modes makes it necessary for the actor to adjust and adapt to the peculiarity of each of the media. To do this, he needs training. Prof. Ademiju Bepo observed that acting is not included as a stand-alone course in most university syllabuses and the faculties are not equipped to teach screen acting.

In conclusion, the conference was well-organized conference materials were provided for the attendees while the venue of the conference was very conducive and had adequate facilities for a conference of that nature. The papers presented touch on various Arts of the Theatre and the media with many stimulating discussions towards further research.

Workshop

The only workshop conducted during the anniversary programme was on Public Speaking. It was facilitated by Stanley Chukwuemeka Okerafor. In the course of the workshop, the facilitator highlighted that eye contact is essential in public speaking and that one should be mindful of body language when speaking to people. For example, 'Don't pocket your hand when speaking". Through demonstration and returned demonstration, he explained to the participants the different techniques that can be utilised to overcome stage fright. He also emphasized the importance of serious preparation and planning as it ensures success in a public speaking engagement.

Gyration Night

The gyration sessions were reminiscent of the revelry of the ancient Dionysian celebrations. Congregated in the front of the Wole Soyinka theatre were notable alumni, fresh graduates, and current students to sing the melodies that resuscitate the memories of their days in the theatre. The animated sessions were led by Tolu Fagbure, Olajide Monsuru, and Segun Ogundipe (Lafup), seasoned gyration leaders during their time in

school. They opened the program by inviting the past students at the department to share notable memories of their time and sing any song they could remember from their time as a 'UI 'tiata' student". Prof. Sola Fosudo, Dr. Yinka Smart Babalola, Dr Folake Ogungbe, Mr Rogers Ofime were amongst the many called to share their experiences and melodies. The range of songs shared on this day included the cultural, the uplifting, the emotional, and the bawdry.

One Mic

One of the highlights of the 60th anniversary programme is the One Mic event which was used to replace the Career Clinic. The Career clinic could not be conducted because the students who were the target of the activities were on holiday. The One Mic event was used to invoke reminiscences as alumni recollect their days in the department including remarkable incidences, favourite lecturers, extra-curricular activities, and many other memorable moments. The reminiscences were mixed with singing, dancing, and drinking

Breakfast Meeting

The Homecoming Breakfast meeting took place on the morning of Saturday the 26th of August 2023. The meeting was moderated by Prof. Duro Oni and Prince Tade Adekunle. Issues discussed in the course of the Breakfast meeting include the need to sustain the alumni's family through regular physical interactions. There were many proposals on how this can be achieved. Suggestions include a biennial AGM or a five-year AGM. The need for a specific set to host the reunion was equally articulated. It was also emphasized that the alumni

should do more to support the growth and development of the department particularly in the areas of infrastructure. The fact that only less than 10% of the Alumni attended the anniversary programme was also frowned upon and members were advised to be more visible in the activities relating to their alma mata. It was also suggested that the existing alumni platforms should establish and sustain the link between them and the present students in the department. This could be achieved through engaging students from the department for industrial attachment in their organisations and Alumni members coming to the department regularly to conduct workshops for students. The Breakfast Meeting was concluded with an Auction Sale of the Late Solomon Iguanre which was facilitated by Professor Bode Sowande. Many of his books were purchased in the course of the auction.

Community Performance of Fere bi Ekun

The performance of Ferebiekun on the evening of August 26th, 2023 was preceded by the Red Carpet where dignitaries took photographs and responded to the anchor on the significance of the community performance, the award ceremony, and the 60th-anniversary programme in general. The colorful Red Carpet event was covered by many traditional and independent media stations.

Ferebiekùn," written by Adebayo Faleti and performed at the Wole Soyinka Theatre, University of Ibadan on 26th August 2023, is a captivating play that explores the complexities of loyalty, betrayal, and the consequences of hidden secrets within a rural village setting. The plot

unfolds around the village's plight as it grapples with the reign of terror imposed by the notorious armed robber, Amosa Ferebiekun (played by Kenny Ayeni), who is mysteriously supported by Lalude (Musiliu Dasofunjo), one of the village chiefs and the elder brother of Ajadi Olaboopo (Ibrahim Yusuff), a warrior believed to have perished in battle. The villagers mistakenly assume Olaboopo's death, leading to a burial ritual and setting in motion a series of events that unveil the depths of deception and treachery within the community.

Adepate, Olaboopo's wife, (Adebisi Dedeke) becomes entangled in an affair with Lalude, her brother-in-law, who believes Olaboopo is dead. The arrival of Olaboopo, alive and well, coincides with Fere bi ekun's escape from captivity. Instead of seeking revenge, Olaboopo makes a surprising decision, setting the stage for a tense confrontation with Lalude. The play's ensemble cast includes characters like Odejinmi, Obajinmi, Oguntolu, Oluawo, Odefunke, Ojuolape, and Fere bi ekun's associates. The cast and crew brought depth and authenticity to the village's dynamics. The performances are marked by strong character development and emotional depth.

"Fere Bi □kùn" masterfully weaves a narrative of suspense, moral dilemmas, and the consequences of personal desires conflicting with communal values. Adebayo Faleti's writing and the cast's performances make this play a thought-provoking and engaging experience, shedding light on the complexities of human relationships and the consequences of deceit in a rural African context. It leaves the audience with lingering

questions about the nature of justice, redemption, and the price of keeping dark secrets hidden. This performance was directed by Bashiru Akande Lasisi with Olanike Onimisi as Stage Manager and Olalere Alowonle as the Assistant Stage Manager.

Award Night

The award ceremony which was held at the Wole Soyinka Theatre took place in the evening of Saturday the 26th of August, 2023, and was facilitated by the duo of Tolu Fagbure and Tunde Ojobaro (MC Rain). They announced the names of the awardees and read their bios. The bios were also scrolled on the screen for the audience to read. The first awardee, bestowed with the Numero Uno award was Prof. Wole Soyinka, the Nobel laureate and the first African Head of the Department of Theatre Arts, University of Ibadan. In his absence, Dr Tunde Awosanmi collected the award on his behalf and read Professor Soyinka's acceptance speech to the house. The award was presented by Otunba Deji Osibogun. Also presented by the Otunba were the two awards for the Nigerian Theatre Icons - dedicated to Mr. Demas Nwoko and Emeritus Professor Femi Osofisan. The department's Distinguished Service Award was presented to Prof. Lanre Bamidele, Prof. Mathew Umukoro, Prof. Hyginus Ekwuazi, Professor Martin Banham, and Dr. Esohe Omolokwu.

The next category was for the Department's Posthumous award which was bestowed on Mr. Bayo Odunneye, Dr. Femi Fatoba, Dr. Sunbo Marinho, and Dr. Remi Adedokun. The department also honored some alumni

with the Special Recognition Award. The recipients include Prof. Duro Oni, Mr. Lanre Oladele, Otunba Deji Osibogun, Prince Tade Adekunle, Mr Leye Fabusoro, Mr. Segun Ogundipe, Dr. Olateju Wasee Kareem, Dr. Jude Otteh and Mr Zik Zulu Okafor.

The last category was for icons who paved the way for the growth and development of theatre in Nigeria. This honour is the Posthumous Award for Distinguished Contribution to Nigerian Theatre Practice. Those honoured with this award were Chief Hubert Ogunde, Chief Kola Ogunmola, Chief Duro Ladipo, Apostle Moses Olaiya Adejumo (Baba Sala) Alagba Adebayo Faleti, Professor Akinwunmi Isola, Mr. Adeyemi Afolayan (Ade Love), Mr. Isola Ogunsola, Chief Wale Ogunyemi, Professor Sonny Oti, and Professor J.P Clark Bekederemo.

The award night ended on a gleeful note as it segued into the final event of the four-day celebrations - the after-party.

After Party

The 4-day anniversary event was brought to a close with an After-Party which was organized by the Choboi Hub. There was a lot of eating and drinking, singing and dancing, and the party which was very colourful and well-organised ran till the early hour of Sunday morning before the curtain was drawn on the 60th anniversary of the Department of Theatre Arts, University of Ibadan.

Event Documentation

The anniversary activities were well documented using photographs, video recordings, and print documentation. There was a huge media coverage with many of the activities particularly the opening day activities beamed live by JAMZ FM, SPACE FM, and R2FM. Other print and electronic media that gave the anniversary event a very wide coverage include The Guardian Newspaper, The Punch Newspaper, The Nigerian Tribune Newspaper, Nigerian Television Authority (NTA), and Amuludun F. M. Among others. Before the anniversary Opening ceremony, the Broadcasting Corporation of Oyo State (BCOS) also hosted the Head of Department Dr. Bashiru Akande Lasisi on one of its breakfast shows to promote the anniversary events.

METHODS AND DISCUSSION

In this section, we shall be assessing the extent of success of the event using the Tum, Norton, and Wrights' Event Operations Management Model of achieving strategic objectives, satisfying customers' wants, and efficient utilisation of resources. To achieve this, we need to, revisit the core mandate given to the CPC at the conception stage.

Strategic Objective

The strategic objective of the event as conceptualised was to have all sets that have graduated in the department well mobilised for attendance and active participation in the anniversary event. The CPC tried all it could to achieve this strategic objective. Efforts made

by the CPC include pre-anniversary publicity, particularly on social media. The hashtags used on different social media including Twitter, Facebook, messenger, and Instagram went a long way in passing information to the members of the public. The video challenge also helped stimulate the interest of the alumni from Nigeria and in the diaspora in the anniversary programme. The CPC also conducted high-level coordination of planning and implementation activities to ensure that everyone was adequately carried along. There were a series of fourth-night Zoom meetings, the integration of more alumni members into the CPC, the creation of Sub-Committees for the different aspects of the anniversary programme, and the facilitation of administrative synergy between the sub-committees. The Local Organising Committee (LOC) which was also constituted to serve as the foot soldiers for the CPC also assisted in the mobilisation efforts. The event was well covered both before and during the anniversary programme so that those that could not be reached physically could access information relating to the event through the media The live coverage of the anniversary event by many traditional and online media was also aimed at enabling people from far distance to follow the anniversary activity live and even made contributions in some instances.

All the aforementioned efforts notwithstanding, the final result in terms of attendance and participation suggested that the strategic objective was not fully achieved. Sixty years means that at least more than fifty sets were graduated before the event but the number of the graduated sets that either attended the event or

participated in one way or the other is not up to half of that number. One of the factors responsible for this failure is the lack of a functional database for the alumni of the department and the limited interface between the department and its alumni. The good thing is that the event provided the opportunity for developing a functional database and also bridging the communication gap between the department and its alumni as the communication channel is now being lubricated for real-time exchange of ideas. Apart from the database which is now available, the alumni associations have now been strengthened and are more proactive than before. Therefore, what was lost in terms of achieving the strategic objective of the event was gained in the opportunity provided by the event to increase alumni's participation in the affairs of the department.

Satisfying Customers'wants

To assess this, it is imperative to determine who the event customer is. The customers in this event are the alumni of the department who see the event as homecoming and anticipate a fun-filled experience. In total, from the food and drinks to the quality of productions and film screened to the award nights and other activities the prevailing mood was that of satisfaction. That is not to say that there were no grey areas, particularly in the area of logistics. More needs to be done in the future in the area of logistics but the entertainment that takes place day and night with so much fanfare makes this a positive result for the event planners.

Efficient Utilisation of Resources

The amount budgeted for the event could not be mobilised due to the economic climate in the country during the period. However, the little that was mobilised was not only judiciously utilised but savings were also recorded at the end of the event. Kudos should be given to those in charge of the financial management for the event as they succeeded in micro-managing the event and ensuring cost-effectiveness on all the procurement of goods and services for the event. Prudent use of resources was evident at the end of the anniversary when one compares the amount spent with what was achieved.

Conclusion

In all, the event was largely successful in the areas of customer satisfaction and efficient utilisation of resources while the strategic objective for the event was not fully achieved. It is therefore imperative to identify what impacted the negative result for the strategic objective so that the three boxes could be ticked in the affirmative in subsequent events. The key thing that negatively impacted the attainment of the strategic objective was the low attendance of the department's alumni. Those that participated in the anniversary were not up to ten percent of the alumni that have been produced in the department despite months of mobilisation. Some have advocated that the planning for future events of this nature should be at least a whole year so that the alumni who are at home in Nigeria and those in the diaspora can plan their time to be able to attend and participate actively.

It is also imperative to share the gains of the event through photographs and video documentation, with both the attendees and those who did not make the event so that they could look forward to such an event in the future. The department's YouTube and other social media platforms should be well utilised for this purpose. The event report should be a reference point for subsequent event of that nature while publishing it will also enable event planners and managers learn one or two things on how to manage events in an academic setting.

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