

The Event Planning Process

Assessment 3

Total Marks: 30

1. Short Questions: (15)
- I. Why an Event Planner must break down the tasks into phases?
 - II. Which type of information an Event planner will record during his first meeting with the client?
 - III. It is very important for an Event Planner that he sticks to the budget when managing an event. Why?
 - IV. List the important factors to consider when creating a site plan.
- Q.2. 'The purpose of the planning phase is to create plans to achieve goals you set for the event.' Please explain which types of plans are created for the event at this stage. (7)
- Q.3. 'Before choosing a venue it is crucial to conduct a site survey'. Describe the main points to consider when conducting a site survey. (8)