



Event Concept and Theme

ASSESSMENT # 4

Total Marks: 30

1. Why is identifying stakeholders important? And what might happen if you do not identify them all? **15**

Activity

15

Experiment with 'brain storming process', by gathering a group of friends (up to 8) from your local community. Explain to them that you would like to work for a creation of a concept for a festival that would attract a wide-cross section of the local community.

Produce a report based on the above activity explaining;

- a) How was your experience?
- b) Which ideas were discussed?
- c) Which theme/ idea was finally selected and why?