

Venue Selection and Operations

Assessment 6

Total marks = 30

Q1. Short Questions: (15)

- i. What are the main benefits of conducting events in the hotels?
- ii. Outline the basic steps in developing a site plan.
- iii. Describe the main factors which need to be considered when selecting a venue.

Q.2. An award dinner for employees to share company's growth is going to be held on the weekend. It is an informal party containing some entertainment for the attendees. Maximum number excepted to attend this dinner is 50. The company is a private legal firm and enjoys very good reputé at national level. (7)

- a) Select an appropriate venue for the party
- b) Which type of arrangements would be required?
- c) Which type of facilities would be required?
- d) How best the attendees can be entertained?

Q.3. 'Global Soft Tech' is an IT company looking to launch its new product – easy to use and cost effective software for managing personal finances. It is expected that the product with its immaculate features will bring a revolution in the software industry. 500 people have been formally invited to attend this product launch event. Representatives of some companies will be coming from other cities and may arrive a night before. The event timelines will be as follows: (8)

Guests Arrival: 5 pm

Speech from the Chairman: 5:30 pm

Speech from the voice president: 6:00- 7.00 pm

(He will introduce the product and will present its demo)

Entertainments: 7:00- 8:00pm

Dinner: 8:00 pm

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Based on the above case:

- a) Which type of a venue would best suit for such an event?
- b) Which facilities should be available at the venue?
- c) Which types of seating arrangement would be fine for this event?
- d) Any special considerations for dinner?
- e) How much time would you allow for the dinner?