

Assessment 10

Total Marks: 30

Q.1. Short Questions: (15)

- i. Identify a potential target audience for an event in each of the following sectors.
 - a) Sporting
 - b) Corporate
 - c) Leisure
- ii. Explain the importance of identifying other events in advance, which may directly compete with one you are going to organise.
- iii. Describe what is meant by marketing mix?
- iv. List at least 4 methods to promote an event.
- v. Explain the importance of initial market research in event planning.

Q.2. Explain the importance of the following resources required to promote an event. (5)

- a) Time
- b) Budget
- c) Staffing
- d) Equipment

Q.3. Produce a marketing plan for an event of your choice. Include; (5)

- a) Target audience
- b) Competition
- c) Marketing mix
- d) Promotion methods
- e) Resources

Activity (5)

Based on your experience of going to a wedding which you have attended in your locality answer the following questions:

- a) What type of event was this formal or informal?
- b) How many people attended what was their back ground; were they family, friends, acquaintances, neighbours, work colleagues- who was involved and why?

Marketing the Event

- c) Was there anything unusual about the event- such as special costumes or a historic venue?
- d) Is the market for wedding in your locality changing? If so how?
- e) Are these changes due to social factors if so what are they?