



An Introduction to Event Planning

ASSESSMENT # 1

Total Marks: 30

1. Explain the duties and responsibilities of an Event planner/ coordinator. 7
2. What are the five W's in Event Creation and what is their importance when planning an event? 7
3. How should an event planner evaluate a venue to make sure that it best serves the event's requirements? 7

Case Study:

9

Adam is an event planner and deals particularly in the area of special party celebrations. He received a call from a potential client, who wants the service. Their meeting has been scheduled for the next week. If Adam gets this project, what do you think would be the sequence of working procedures? (Please rewrite the followings in the correct order)

- a) Acquisition of permits
- b) Food and catering arrangements
- c) Monitoring the event
- d) Decorating
- e) Budgeting
- f) Carefully interviewing client to establish his goals, objectives and budget