

Assessment 4

Total Marks: 30

1. Give short answers for the following questions:
 - i. Why is finding out about the environment and circumstances of your event important?
 - ii. How would you identify the stakeholders (those people and groups that would take part or be interested in some way for an event)?
 - iii. Why is identifying stakeholders important? And what might happen if you do not identify them all?
 - iv. Why is clarity of objectives key to running a successful event?
 - v. Why it is important to consider the flow of performances and activities when programming for an event?
 - vi. When choosing for a theme for an event it is important to consider the age groups of the people attending the party. Why?

Activity

(7)

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?