



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover Sheet

Student Name:	Emma McCauley-Taylor
Student Number:	1465
Course:	Event management
Assignment NO:	7

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Student ID 1465
Assignment 7

The Event management plan

1.

1. The Information I would include in the event detail section would be if the event is being held outdoors or indoors or a combination of both and what sort of site is being used field, beach , arena or hotel.
2. The person responsible for any insurance that needs to be taken out is the Event manager.
3. There are several different permits you may be required to obtain council and/or Government department these include
 - Fire safety
 - Food vendor permits
 - Parade permits
 - Fireworks
 - Road closure
 - Alcohol
4. The importance of conducting a pre-event briefing is to make sure everyone is aware of the timetable of the event, whats expected of them in regards to responsible service of alcohol what security measure you have in place and any emergency measures. you will also go over the chain of command and who needs to be communicating with who.
5. The ticketing process is essential for a safe and well organised event because it will tell the organiser of the amount of people expected so overcrowding shouldn't be a problem it will also give them a good idea of how many security they may need aswell as letting them include there own safety warnings regarding alcohol and general safety also they can include parking and travel information.
6. The site plan is a map of the event and is an essential tool in event planning because it holds alot of information this can help when trying to communicate your idea's to a stakeholder or vendor and giving various people involved an idea where they should position food stalls, first aid area's, bins etc this can also then help with the problem of miscommunication.

7. The benefits of conducting a de-briefing after the event is to collect information which will help you plan an even more safe and efficient event next time. The Information should be gathered from the stakeholders the sort of information you are looking to get is the attendance, feedback from those involved how they felt it was run, also from those attending what they enjoyed and what they didn't. Any incidences that may have happened.

3. outline plan

A) The event will be a craft and Christmas party for families it will include food and drinks and also a visit from Santa Claus. The children will be able to do a variety of Christmas related crafts and also sing Christmas carols.

B) The event won't have any partners it will be organised and run by me.

C) Budget will come directly from pre ticket sales and will be allocated to..

Hall hire

food and drink

decorations

crafts

D) Entertainment will come in the form of the crafts and also Santa Claus this will be a volunteer role so will not come out of the budget.

E) 2PM Arrive

2.30pm- craft tables will be opened to children

3.30-4pm- food will be served

4.45pm - Santa Claus will visit

5.15- Christmas carols

6pm- finish

F) volunteers to help move tables and decorate the venue also someone to man the bar also for clear up after.

G) The target audience for this event are families with children.

H) as this event is a party and is invite only the best way to advertise is invitations by hand or social media and also word of mouth

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	E-Mccauley-Taylor	Date	23/11/2015
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	