



Assignment Cover Sheet

Student Name:	Sarah Eustace
Student Number:	1569
Course:	Event Management Diploma
Assignment NO:	1

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

Student Statement:

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

Student Signature	<i>Sarah Eustace</i>	Date	19 th Nov. 2015
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	

Assessment 1

1.Short Questions

i. The duties and responsibilities of an Event Planner / Coordinator is firstly to make an analysis of all the requirements of a potential event and develop a strategy to meet these requirements. They would be expected to coordinate with the Event Manager and the event team in order to analyse any data collected. Pre-planning is the first step an event planner needs to take. This requires an understanding of the purpose of the event. Once the event purpose is clarified, they would then be responsible for putting together the schedule of events which is the most critical document required to run a successful event. It is very important to engage all stakeholders in the planning process to make this document as effective as possible. It should include all activities from the start of the event to the finish. They would be expected to create a timeline for planning purposes, determine how many staff would be required and what their individual responsibilities would be. An event planner would also determine what catering would be required including how many breaks would be required, timing of lunch and dinners, tasting of potential menus and liaising with catering staff. They would also be responsible for all logistics for the event such as transport to and from the event for the attendees, transport of equipment, liaising with external companies involved in the lighting and sound for the event and any other logistical requirements. They would be responsible for managing the budget and ensuring compliance to the same. They would also be required to make a list of potential venues, meet with the venues and agree availability and costs. Finally, they would be responsible for researching potential speakers, entertainers and performers that would be available for specific events.

ii. The main tasks involved in event planning are as follows:

- a. Researching the specific requirements for an event
- b. Creating the concept for the client for the event in question
- c. Selection of the specific venue or suggesting several ideal venues to the client for them to choose from
- d. Liaising with the Caterers for the event and agreeing with the client what catering is specifically required for their event. This includes agreeing costs with the caterers.
- e. Managing all logistics for the event including transport for the client and for any external companies involved.
- f. Designing invitations and managing the rsvp's from the attendees
- g. Setting up tables and place names on the tables should the client request it
- h. Setting up and managing the registration process should the client require registration
- i. Coordinating any staff who would be working at the event such as hosts/hostesses
- j. Arranging accommodation for the attendees either through the hotel or through external hotels
- k. Keeping track of the budget and ensuring that it is adhered to.
- l. Doing a final evaluation of the event and gathering feedback from the client.

iii. **The five W's in Event Creation** are the five specific questions that should be asked about any event that is being hosted. Asking these questions will assure that you have covered every angle necessary for a successful outcome.

- a. **Why** is the event taking place? In other words, what is the purpose of the event and what is the outcome the client wishes to achieve.
- b. **Who** is the audience attending that specific event? Knowing the audience helps to create the perfect marketing plan which is a necessity to a successful event. Without the proper marketing in place, the target audience may not be reached.
- c. **When** will the event be taking place? Locking the dates can help determine what venues are available and can help avoid clashes with other potential similar events

- d. **Where** the event should be held? The choice of location can make or break an event. It is very important to determine where is the best location for any given event taking into consideration the target audience, if they will be flying then close proximity to the airport, logistics to and from the venue and determining the most suitable venue for the kind of atmosphere the client wishes to create. Also taking into consideration the necessary space for the amount of attendees and their specific requirements (for example enough break out rooms for extra sessions and space to hold attendees while a room is turned around for dinner).
- e. **What** is the concept for the event? The Concept should be reached by the event planning team holding a brain storming session with the client if the client has not already got a concept in place themselves.

iv. An event planner should evaluate a venue in the following way.

- a. Does the venue have the necessary space and facilities including bathrooms for the said number of attendees.
- b. Is the venue in a location that will facilitate ease of access to the attendees and the logistics teams.
- c. Is the venue up to date with technology such as video conferencing and other equipment such as monitors and white boards for the break out rooms.
- d. Does it have high speed internet access and availability of office space including printers and phones
- e. Do they provide sound equipment such as microphones.
- f. Does it have the necessary lighting including decorative lighting to create the right ambience for the event.
- g. Does the venue have the correct safety regulations in place. For example are the fire extinguishers in date and the sprinklers etc. all tested and working.
- h. Do they have the necessary staff for security purposes and what staff will be available to assist with adhoc requests on the day/night.
- i. Will there be spare meeting rooms, break out rooms available and at what cost
- j. Are all costs included in the venue hire document or are there any hidden or extra costs to be aware of
- k. Are there places to display banners, signage
- l. What cloakroom space is available
- m. Is the venue aesthetically pleasing and up to date and does it have flexibility of layout and offer a fast turn-around.
- n. Are the kitchen facilities adequate for the amount of attendees

v. When arranging for a refreshment break for a group of 1000 people, an event planner should allow 30 minutes for them to finish.

2. An event planner is a person with appropriate skills for making timely decisions. In other words, the event planner should have the confidence and pre-planning in place to allow for a quick decision on an issue or problem that may arise on the day or prior to the event. If the pre work is done correctly with extra time built into the plan, there should be no panic necessary. A skilled event planner will have set up check points along the way, scheduled early data collection and analysis and set internal deadlines a week prior to the actual event, leaving time for any unforeseen happenings. A skilled event planner will have excellent organizational skills enabling them to prepare and stick to a detailed event schedule with the necessary timelines in place to guarantee a successful event. They would therefore know to keep a decision log and date/time all actions. They will have great time management skills and be able

to work to the deadlines set. They should be able to deal with pressure situations and have built in extra time for any unforeseen circumstances that could and do arise. Their attention to detail should be good enough to spot any errors or necessary changes and they should be confident enough with their skills and pre-planning to be able to make a decision without hesitation. The event planner is also able to make a timely decision due to their strong problem solving skills. Flexibility is one of the most important skills of a great event manager as problems can occur along the way no matter how well an event is planned and having the confidence and flexibility in the plan to make a decision on the ground can make or break the events success.

3. The benefits of successful and safe events

If your event is a success the client is more likely to come back to you for future business. Any client who is holding an event and inviting guests to it wants to look good in the eyes of the attendees. If they look good, then you look good too. You have made a promise to the client and delivered that promise so that shows you are a professional company who can be trusted. Also all attendees at the event are possible future clients and therefore you could be gaining new clients if your event is successful. Building clientele is an important part of being successful. Creating a safe event allows the attendees to concentrate on the event itself rather than having to worry about fire hazards, security risks or any other such dangers that could arise in a venue full of people. Avoiding unforeseen challenges also allows the event management team to focus on the task at hand rather than scrambling to sort out any safety issues that were not looked after prior to the event. Carrying out a thorough risk assessment of a venue prior to the event and sharing this with the security team and with the client, gives the client a sense of security and again shows how professional the company is. Having the necessary security teams in place can also help to avoid difficult situations that could arise at for example an open air concert. If there is visible security in place any potential trouble makers or possible threats are far more unlikely to happen than if there was not enough security in place. People's lives are not at risk when all safety precautions are taken. Another example would be if there was not ample space in a venue for people to use the toilet facilities, you could be risking queues which could in turn get in the way of facilities keeping the bathrooms clean and fully functional which in turn could cause delays with getting people back into the venue after timed breaks. This would cause further delays for presenters and cause a chain reaction of further delays to the timeline. Avoiding these kind of errors will keep the event moving smoothly.

Case Study:

The correct sequence of working procedures would be the following:

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