

Assessment

1. Explain the duties and responsibilities of an Event planner/coordinator.

An event planner/coordinator is responsible for managing the smooth running of the event. The event planner/coordinator does not only just make plans for an event, he/she is responsible for the entire event from initiating, planning, executing, monitoring, controlling and closing. As an event planner/coordinator, he/she is the one who oversees every single detail of the event.

2. Outline the main tasks involved in event planning.

The main tasks involved in event planning are research, designing the event theme, concepts and ideas, scoping out the perfect sites and venues, catering arrangements, transportation arrangements, design and dispatch of the invitation, management and supervision of the workers involved, accommodation arrangements if necessary and the post evaluation of the event.

3. What are the five Ws in Event Creation, and what is their importance when planning an event?

The five Ws in Event Creation are as follows.

Why is there an event?

The reason of the event needs to be clear in order for the rest of the plan to fall into this reason. For example, if the reason of the event is a product launch and press conference, the theme and focus of the event is on the product.

Who do we want to come to the event?

Understanding of the target audience attending the event is a must as this falls into the marketing and public relations plan. Again, using the product launch as an example, one of the target audience are journalists.

When is the best time to stage the event?

To avoid conflicting events or low guest response, understanding the best time and day for the event is important. In the product launch example, the planners would need to keep in mind of competitor product launches as well.

Where is the best location for the event?

Blatantly, an event location that is easily accessible or facilitated with transportation is an ideal location. On top of that, the ambience of the location needs to fit into the reason of the event. A product launch may take advantage of a conference hall at a hotel, also keeping mind of the possible number of attendees.

What concept or idea will best serve the purposes of the event?

Like previously mentioned, the reason of the event is important to be able to create the concept, idea and theme of the event, catering to its purpose. The concept of a product launch depends on the product and brand, introducing that new product to the guests at the event.

4. Explain the importance of identifying other events in advance, which may directly compete with the one you are going to organise?

Identifying other events in advance that may potentially be of direct competition with one's event, is self explanatory. The target audience may be similar and can cause quite a dilemma for them on which event to fully attend. It overall may create problems for one's event. It is best to eliminate any conflicting decisions on which event to attend for similar target audience.