

Assessment 1

1.

i. Their primary duty is to plan and carefully execute events for a social or corporate market. Within the corporate sector including companies, charities and non-profit organisations it is the duty of the event planner to plan special events to reach the clients target market and increase their visibility. In the social event market it is the event planners duty to deliver the clients vision for their event such as a birthday or wedding.

The event planner will collect information about what the proposed event is to achieve and then formulate plans to successfully execute. It is also a vital duty that the event planner devises a budget for the event and works within it. It is also crucial that the event planner determines correct dates for the event so it does not clash with anything that may be to the events detriment such as school time e.g university students will attend festivals in the summer not in term time.

Duties and responsibilities will include:

- Conducting research
- Create event design
- Finding a site
- Arranging for catering, decor & entertainment
- Planning transportation to and from the event
- Sending invitations
- Arranging accommodation for attendees/entertainment
- Coordinating the activities of event personnel.
- Hiring staff to work the event.
- Supervising at the site
- Making evaluations of the event.

ii. The main tasks involved in event planning

- Conducting research
- Creating an event design/concept
- Find a site/venue
- Arrange catering, decor and entertainment
- Planning transportation to and from the event.
- Inviting attendees/promotion
- Coordinating activities and roles of event staff.
- Hire staff/security/entertainment
- Monitor the event and supervise
- Evaluate

In the pre planning stages the event planner should make it clear what the purpose of the event is such as festival or board meeting. Once the purpose of the event is clear then the size of the group of attendees, age, gender mix and any special needs must be determined. Next step is to outline expected attendees, setup times, start and end times, audio/visual and production needs for the event. The transportation needs if any, food and beverage requirements including breaks in between courses. Timeline preparation for sending out invitations, registration for the event if needed and event promotion.

Assign roles and responsibilities to specific people and make a timeline for beginning and completing each component of the planning process and others duties. It is fundamental to develop a budget and devise available funds, having written confirmation of sites/venues that are available for your use.

iii. The 5 Ws are Why, Who, When, Where and What?

- Why are we doing the event?
- Who do we want to come to the event? Knowing the target market helps drive the marketing and promotion of the event.
- When is the best time to stage the event? Is the event indoor or outdoor this is important due to weather factors. such as festivals being better in the summer time as rain causes problems. Family events need to be put on in school holidays or weekends, during the week in school time would be pointless as the target market could not attend.
- Where is the best place to have the event? This is important as it must accommodate the needs of the event such as accessibility, give the event the character and atmosphere it needs. The cost of the venue/site, parking and facilities are also determining factors.
- What is the concept/idea? Brainstorming with a group is useful then shortlisting feasible workable ideas. The concept is crucial as it is the selling factor for events such as festivals for example Boomtown has a wild fun carnival concept and the target audience love it!

iv. Logistics in the planning process is crucial and this encompasses evaluating whether a particular venue/site is suitable. The following should be considered.

- Does the site/venue create the right atmosphere and surroundings for the concept?
- Is the venue/site big enough for such things as accommodation, staging, lighting, sound?
- Rules of using the site. Do they fit with the target market? Smoking? Drinking licences?
- Can the site be accessed easily by the target audience? Is it accessible for disabled users? Emergency services?
- Power requirements, extra utilities needed such as gas, water, sewerage, waste removal?
- Technical facilities available. Will extra equipment need to be hired? Is this budgeted for? Lighting/audio/visual? Does the site/venue have emergency lighting?
- Amenities? Can on site promotion be done?
- Is the venue cost effective giving regard to extras needed...accessibility...extra equipment...staffing...kitchen for catering?

v. a) 30 minutes.

2. An event planner must be able to multi task and to make a lot of decisions under tight timescales and deadlines. There is a lot of pressure being an event planner therefore he/she must stay calm and reasonable under pressure and be able to think quickly on his/her feet. It can also be said that an event planner will have a team working for them and will involve them in the decision making process. There is a lot of planning that will go into an event therefore there will be times an event planner needs to make timely decisions but a lot of the decision making is pre planned.

The planner will have prior knowledge of decisions to make on social and environmental impact of different factors such as camping location and size at a festival. On the flip side of this there will be scenarios that will arise in different event plans that may not have been foreseen, in these situations the event planner must have the ability to solve problems with technical competence, creativity and practicality. To aid situations of making timely decisions prepare for the unexpected so if anything goes wrong you have the tools needed to resolve the problem.

3. The event management plan should provide the best chance to conduct a safe and successful event. The efficient movement of consumers for example queuing to enter the event will make it more enjoyable for them, also staff and equipment being able to move around the event easily will make this more enjoyable for them and the event manager will get great feedback from this. This would then have the effect of making the crowds happy and the risks of assaults or property damage being lessened as the crowd will be content, which in turn reduces costs of security/cleaning and repairs. Having a secure environment is crucial and you want the consumers to feel safe so quick responses to any unplanned incidents is vital. From these past few examples of keeping a safe environment will then lead to the sustainability of support from the consumers, their community and the staff. When the event is seen to be successful and safe this will give increased opportunities for long term sponsorship from corporate and community sectors as they will want to have the marketing opportunity of being part of a safe and successful event. Finally because there is a reduction in accidents and injury this will reduce the risk of public liability claims and subsequent first aid and insurance premiums.

Case Study

- F)
- A)
- B)
- E)
- D)
- C)