



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover Sheet

Student Name:	Nicola Edgecombe
Student Number:	22823
Course:	Level 4 Diploma in Event Management
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.

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

Over the last 2 decades, Event Planners have had to evolve and cater to different aims and business goals to achieve the desired results of their client. In this assignment the responsibilities of Event Planners needing to execute perfectly in order to run a successful event will be outlined.

The Event Planner is the person who plans and executes the event. It involves the planning, monitoring and controlling of resources and activities that would be used, as an event evolves from a concept into an operational implementation. The responsibilities of the event planner involve studying the purpose of the event, identifying the prospective target audience, inventing a suitable event concept, planning and co-ordinating the logistics and finally executing the proposed event (Renton 1994; Passingham 1995)

As Polivka (1996) observes: event management is a process which revolves around the utilization of project management practices in the creation of events such as conferences, seminars, festivals and business exhibitions.

In conclusion, the most important objective of the Event Planner is to make sure the goals are achieved by planning, implementing and regulating the process by using the available resources in a good and able manner.

1.2 Outline the main tasks involved in event planning

Event coordinators control an event from the initial idea to the clean up after the event. They meet with clients to work out event details, planning with the client and their team to create a brainstorm of ideas that the clients have had for their event. The planner will work around these ideas to ensure the client is happy with the outcome, whilst also thinking of creative twists to create a unique experience.

The event planner must scout, view and book venues, keeping in mind the theme of the event and client's expectations. The chosen venue must have adequate capacity as well as being safe and well-maintained. It must also comply with the Disability Act and therefore have wheelchair access and clear routes to restroom and medical facilities.

Considering the type of event, suitable catering plans must be made as well as the hiring of staff to accommodate the guests. Tasting of the selected dishes should be arranged to ensure expectations are met as well as details of the menu clearly stated to make sure allergy information is provided.

If needed, transportation arrangements should be thought of for the clients and their guests in case of a difficult location. This detail should be discussed with the client so they can give the planner an idea of their preferred method of transport.

If the client wishes, entertainment can be arranged depending on the theme of the event, whether this is a musical entertainer, speaker, etc. This can transform the environment during the event as it creates a positive atmosphere for the guests.

Finally, it is extremely important the planner ensures a thorough and effective clean-up to make sure the venue is returned to the original state. Not doing this

properly can lead to the venue not accepting your requests to host events here in the future and damages the company's reputation.

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

“Why” are we putting on the event?

The purpose of the event must be discovered and discussed as this will affect the type of decoration, catering and entertainment throughout the event. It is vital that this is discussed with the client to ensure the planner hires the correct activities which relate to the theme of the gathering.

“Who” do we want to come to the event?

A target audience needs to be thought of from the beginning, so the event planner can brainstorm activities and entertainment based on aspects such as age group, financial standing, professionalism, etc. This is important as the event planner wouldn't look professional hiring a bouncy castle at a fundraising gala and can instead hire a lovely orchestra as entertainment instead.

“When” is the best time to stage the event?

During the initial interview with the client, the event planner must enquire about availability or any preferences on when the event should be held. If the client wishes for this to be on a specific date, the planner can then focus on finding a suitable venue as priority to avoid conflicts of other events. If the client is flexible, the planner can cross reference many different venues, entertainment, catering, etc. to create a well organised plan with the favourite choices. It's important the planner works out the best time to stage the event as if it is left too late, the arrangement of plans could go drastically in the wrong direction and there could be many errors or issues during the event.

“Where” is the best place to stage the events?

The venue of an event is crucial, with this being the first thing the clients and their guests will take in. The venue must have an enjoyable atmosphere, whether this is created by the decoration, entertainment or the friendly service to allow the guests to feel comfortable and relaxed; events without this feeling find themselves with guests leaving early.

“What” concept or idea will best serve the purpose?

This question must be discussed in the initial interviews, as brainstorming sessions should be initiated either with or without the client so a concept for the event can be confirmed. During this brainstorm, it is best to write them all down on a white/chalkboard in front of the team, and then pros and cons, quality, attractiveness, etc should be discussed so everyone, most importantly the client, agrees.

1.4 How should an event planner evaluate a venue to make sure that it best serves the event’s requirements?

An event planner must discuss with the venue sales manager to discuss the guidelines and to what extent the planner can go in regards to promotional activities. A tour of the venue should be offered or requested so the planner can visualise where banners can be displayed as well as directional signs, making sure they do not become trip hazards whilst also checking with the venue sales manager to make sure the planner does not break any rules of restrictions concerning event displays. If the event involves a video or audio conference, it is vital the planner makes sure sufficient phones are available, and the devices are checked at least a week before the event.

1.5 When arranging for a refreshment break for a group of 1,000 people, an event planner should allow...?

An event planner should allow 30 minutes for up to 1,000 guests involved in the event. This should be altered to 45 minutes if the number of guests exceed 1,000. This break should also include the correct beverages based on the time of the refreshment break, provided by the staff.

2. An event planner is a person with appropriate skills for making timely decisions. Discuss this.

An event planner should have the appropriate skills which will contribute to making timely decisions. Making timely decisions is vital for this job role as it allows the event management plan to become reality with minimal problems, and any issues which may appear would be eradicated at the earliest opportunity.

However, an event planner isn't just someone who has the skills to make timely decisions. An Event Planner must have many skills to ensure they are successful at running events to achieve the company's goals, such as organisation, analytical ability, attention to detail, being able to work under pressure and problem solving.

In conclusion, the initial statement is correct to assume an event planner must have the appropriate skill set to be able to make accurate timely decisions when needed, but other skills are crucial in order to be successful.

3. Write a short note on "the benefits of successful and safe events".

Having an exceedingly flawless event management plan allows the event to unfold exactly how the planner and client wanted it to. Deliberating routes to reducing the risk of issues/crises in order to avoid paying out money for repairs and cleaning is an excellent example of a benefit to such a flawless management plan. Having the plan run smoothly and with minimal risk greatly increases the chance of securing long term support from the current clients or from guests who would like to host an event in the near future, helping the business grow purely from a well thought of plan.

Case Study:

Adam is an event planner and deals particularly in the area of special party celebrations. He received a call from a potential client, who wants the service. Their meeting has been scheduled for the next week. If Adam gets this project, what do you think would be the sequence of working procedures? (Please rewrite the following in the correct order)

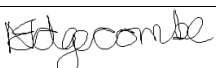
- a. Acquisition of permits
- b. Food and catering arrangements
- c. Monitoring the event
- d. Decorating
- e. Budgeting
- f. Carefully interviewing client to establish his goals, objectives, and budget

Answer:

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

Student Statement:

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

Student Signature		Date	28/11/2018
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For Tutor / Assessor Use Only

Total Marks	30
Marks Obtained	30

Percentage / Grade	100%
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