

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

The event planner/coordinator must have a specific knowledge of event management and must be able to put that into practice. What they do should come from a passion inside them for what they are doing. This makes an event planner/coordinator develop some fundamental personal and interpersonal skills, which will combine with some other natural skills such as creativity. Among these skills it's important to mention, for instance, the ability to pay attention to details, the ability to work in a team as well as in an independent way combined with the ability to manage time, and organisational and communication skills. Communication is of primary importance, so that all the staff will work as a team, with everyone being aware of their own responsibilities and tasks so that they can work independently but with the same final goal which is the taking place of the event, from the beginning to the end and everything coming after it has finished. The event planner/coordinator skills involve also the ability to work under pressure and to come up with fast solutions in case some inconvenience arises. In fact, the event planner/coordinator should be able not to panic, they should remain calm and focused on the event. Losing their temper or getting upset or too stressed will never turn out to be good. Furthermore, it is necessary for them a good understanding of project management softwares and a high computer literacy. Nowadays we are living in a society where information technology and computer technology are used in the every-day life, to make our lives easier. So, we have the opportunity to work with very helpful specific softwares, and to plan/coordinate events, e-skills and related knowledge are necessary. Together with the above-mentioned skills, in order to be a successful event planner/coordinator, marketing and public relations are necessary as well. It is about strategies and channels of communication. Any event in order to come out well needs to involve public relations plans, which should include different channels depending on the target audience and on the nature of the event. So that, event planners/coordinators are required an in-depth knowledge of marketing as well as public relations.

1.2 Outline the main tasks involved in event planning.

When planning an event, the first step consists of pre-planning it. To do this, a global view of the event is necessary, as this will show its purpose and the specific interests and needs of the range of people who will attend the event, together with their social characteristics. This will lead to the creation of an appropriate peculiar layout and design for an event, which follows the choice of an ideal venue and place. Another task involved is the arrangement for catering services, as any successful event is meant to offer food and drink services to the guests. So, the event planner/coordinator will have to arrange either a so called *in-house catering* or a *contracted catering service*. Then, for an efficient movement of people and equipment, it is necessary to arrange the transportation of people and items to and from the venue. In some cases, depending on the characteristics of the event, it could be also necessary to make provision for accommodation, which is another task of the event planner/coordinator. Also, if the event requires so, another task will be the creation of invitation cards for all the guests, or for some other kinds of event, it will be necessary to use marketing strategies to advertise events open to everyone. Then, the event planner/coordinator is responsible for the estimation of the costs and needs to make budgets provisions. The financial aspects of an event cannot be disregarded, and failure to keep them in mind might turn out as a failure of the event. Last, but not least, another task of the event planner/coordinator is the coordination and supervision of the working team. The spirit of cooperation and teamworking is fundamental in the organisation of events. The team makes the event work, they make it happen. Everyone in the team is aware of all the aspects of the planning and course of the event and what will come next too. The coordinator must give the team particular tasks which must be done in a given time and manner. If the elements of a team do not do their job properly, the team does not work as a team and

if there is no teamwork it is hard for an event to take place, as every little thing works as a link in a chain, where if one breaks, the chain breaks too.

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

The five Ws in Event Creation are the five fundamental questions about the event that the event planner/coordinator needs to ask. Their name comes from the fact that they all begin with the letter W, and the questions in fact are: Why? Who? When? Where? What? An event planner must know the purpose of the event they are going to plan, because that will inform them about the nature of the event, which will then guide the event planner in planning the event in the appropriate way reflecting the event's characteristics and peculiarity. Another detail to know and keep in mind is the range of people who will attend the event, as all the marketing, advertising, spreading of information, or invitations as well, depends on them. It is fundamental to know the target audience of the event, as well as when it will take place. In fact, it must not clash with any other event, and it is necessary to make sure also that there is enough time to plan and coordinate the event. It cannot then be disregarded the place where the event will take place, because this will determine the whole layout and design of the event. This concerns both the venue itself (the room or building or open space), which should be chosen as the most suitable for the event, and what surrounds the venue, which concerns transport arrangements and accommodation arrangements too. Then, the last W question for the event planner will be about what concept could reflect and serve the event's purposes the best. This involves any little detail of the event, and the event planner should be able to find the right presentation, appearance, set up and whole planning of the venue for that specific event. The five W questions in Event Creation represent the foundational guiding principles, as when those answers are known the people in charge have got the information they need to create an event right. They will come up with different ideas and concepts for any aspect of any singular event, which will be discussed and some of them could be put together to create the most appropriate event with the right atmosphere.

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

Before starting to organise the space where the event will take place, it is necessary to pick a convenient and appropriate venue. In order to do this, in the first place the venue sales manager has to give the event planner all the necessary guidelines. The planner has a budget in mind and needs to find a location which will not cost them more than they could spend for it. The planner must be aware of the purpose of the event as well, so that they will be able to discuss with the owner of the venue about all the provisional activities and equipment that would be necessary for the event, as some spaces may be inadequate or unsuitable for its purposes. Then, the event planner needs to find a venue which is in primis safe and well-maintained. In fact, they must make sure that the event will take place in a space which would not expose the guests to dangers, which involves the fact that it must be in a good status. The venue must also be flexible for what concerns the configuration of the furniture that should be used, so that the outlook and capacity itself of the venue are key factors too. The planner needs to keep in mind also the lighting factor, whether the event is indoors or outdoors, as it means money and needs to be well organised according to the type of event. The planner cannot disregard the toilet and medical facilities factor, as any event must have restrooms and must guarantee medical help if needed. And these facilities must be located appropriately and there must be designated staff to take care of them. Furthermore, the chosen venue must be attractive as the eye needs to be pleased as well. The event planner wants the event to look as good as

possible and will have to invest time to find the right decorations and create the adequate layout for a given event in a chosen venue. So, the event planner will be looking for spaces which have developed according to the latest concepts for what concerns event hosting. The choice of an event venue is very complex and for this reason it is easier to contact an event planner as they have knowledge about costs associated to venues and may be aware of existing venues which could lead to added discounts thanks to connections they have in the industry. It is all about the feeling they want the event to have, what can be done to the venue comes next, but first of all the event planner needs to find the perfect location and venue for the event. It is important to keep in mind what they want the guests to feel while at the event. It is then necessary to take due account of several factors when looking for the venue for an event, and altogether they all make sense to the event planner who, once has got all the needs and requirements and details, will be able to pick the perfect venue and start working on it with all the team and make it happen.

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

When arranging for a refreshment break for 1,000 people, an event planner should allow 30 minutes.

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

The first thing to say is that the word *timely* does not always mean immediate. In event management the concept of timely refers better to the most logical and opportune time to make decisions. In fact, the outcome may be affected negatively by making decisions too early or too late. What the event planner should manage to do then is making decisions in the right sequence. In other words, making decisions too early would probably mean that all the information and details needed are still unknown, and this would make the event planner just guess what to do and how to do it, as an outlined plan to support their decisions is missing still. On the other hand, the options might be limited in case they make decisions too late, or the event may be organised in a rush and the event planner would probably end up with an unsuccessful event. The planner needs a plan outlined supporting their decisions as it will make it easier to make decisions. So, the ability to make timely decision is a skill the event planner should have in order for the event to be successful.

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

The event planner must be aware that, even if they plan the event right in every single detail, unexpected things might occur. In order to prevent the unexpected to take over, it is necessary for the planner to be prepared and have a backup plan. In this way, they will more likely know how to deal with something unforeseen. What is necessary is an event management plan including all the details, so that it will serve as a guide to the unfolding of the event. An event management plan in fact leads to several tangible benefits like the reduction of risks, which will turn out as lower costs related to repairs, cleaning activities, accidents, in combination with insurance costs. In the first place, from a global perspective, the success of the event itself depends on the event management plan, and its success will lead to further benefits, such as securing support, in a long-term view, from clients and all the staff involved. This means a good reputation which will give the planner the chance to increase his business and become an expert who people would contact more and more. At the same time, catering agencies for example would be happy to work for that event planner again in future as they have proven to be good at what they are doing and able to make out of an event a successful exceptional experience for all the participants. Then, as a

consequence, it will also be easier for the event planner to find good sponsorship deals for them and the events they will plan.

4. Case Study

f. Carefully interviewing client to establish his goals, objectives, and budget

e. Budgeting

a. Acquisition of permits

b. Food and catering arrangements

d. Decorating

c. Monitoring the event

Adam as an event planner will have to discuss with his client the purpose of the event, how they would like the event to be, all the details necessary for the perfect planning of the event which involve the budget as well. Once Adam has this fundamental information, he will have to start thinking about the creation of the event in terms of all it needs and so he will deal with different parties involved in the creation of the event, aware of the money they can spend. At this point he will have to start looking for the most suitable and convenient venue and, once he has found it, he will have to start working on the acquisition of the permits. After this, Adam will be able to start working on what concerns food/beverage and catering arrangements, aware of the financial availability and the space availability, as well as the purpose of the event and the type of event. Once the venue has an appropriate layout for that event, considering all the furniture or other things which need to be in the venue, Adam will be able to start working on the decorations, in order to make out of that venue the most adequate and suitable one for the event he is planning. Then, Adam will be responsible of monitoring the event itself to make sure everything goes according to the event management plan.