

Short Questions

1. An event planner is responsible for planning, organizing, managing and coordinating various types of events.

2.

- * Figure out the goals and timeline for the event
- * Establish the budget for the event
- * Finding the venue
- * Assess the venue and make a provisional booking
- * Identify sponsor, partners or vendors
- * Use the social media channels to promote the event
- * Build out a marketing campaign
- * Delegate the general tasks to the members of the team
- * Develop a plan to build new relationships with attendees

3. The 5 W's are:

Who, What, Where, Why, When, all representing the starting point in the planning process.

4. When planning an event? iv. How should an event planner evaluate a venue to make sure that it best serves the event's requirements?

a) First I would check the online **feedback** (the reviews left by customers about the venue)

b) The **location** it's a very important detail. By choosing the location will then establish if the distance is reasonable for the majority of guests, or the need of hiring a coach, etc. **Accessability** it's also something that needs to be checked

c) **Parking** (how many car park are needed, how many will be available on the day of event,, how far is the car park from the venue)

d) The **capacity** of the venue

e) All the other **venue's details**, such as health and safety standards, AV equipment-acoustics , furniture available?, stage available?, catering on site available?, etc

f) **Cost & available dates**

5. For a group of 1000pax I would allow 30-45 minutes for a break

II. "An event planner is a person with appropriate skills for making timely decisions."

Event Planning is not an easy job as the challenges and the high-stress situations are all the time, right around the corner.

Being an Event Manager, you need to juggle with short-term or long-term deadlines, last-minute changes, cancellations or difficult customers. But every time, no matter how big your event is, whether that is a corporate one or a wedding, the purpose is the same...a successful event.

Time makes the difference, that means that each second matters when, as an event manager you deal with tricky situations. This is the case when remaining calm it's a very important skill. So I always follow the below steps when I face a difficult situation:

- Identify the problem
- Build an effective plan (doable and efficient)
- When I have no ideas, brief the team (brainstorming might be a valuable tool)
- Action: Establish the necessary tasks and delegate the members of your team

III. Write a short note on “the benefits of successful and safe events.”

From my personal perspective, I think that the successful and safe events will first help the event organiser and the rest of the team to have positive self-esteem, a very important factor within all the companies. There is also the recognition and the fame that you’ll have if you keep organising successful events.

Other than that, successful and safe events will help to build strong relationships with partners/ sponsors/ vendors/ etc.

All these benefits will also help you to make profit out of events.

Case Study: (8)

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)

1. Acquisition of permits
2. Food and catering arrangements
3. Monitoring the event
4. Decorating
5. Budgeting
6. Carefully interviewing the client to establish his goals, objectives, and budget

Correct order: 6, 1, 5, 2, ,4,3