

An Introduction to Event Planning

Assessment #1

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

An Event Planner is responsible for every aspect of ensuring that the event is a success whilst undertaking the requests of the client within reasonable expectations. Taking into consideration budget, timescale, and safety requirements.

Duties undertaken will vary and will be determined by the type of event and the client brief, but generally:

- Arrange and attend an initial meeting with client to determine their requirements and budget (if one in place). Or assist the client in preparing a brief.
- Continue to liaise with the client throughout the whole process to ensure that they are happy with the progress (this builds confidence within the professional relationship).
- Source a venue that can accommodate the event ensuring that all relevant permits, health & safety and insurance documents are obtained/valid.
- Market/promote the event – must be relevant to the target audience.
- Source caterer/entertainment.
- Arrange and oversee the setting up of the venue.
- Monitor event to make sure that any requests/issues are dealt with immediately.
- Oversee the cleaning up as it is an event planners responsibility to return the venue to its original condition.
- Gather feedback for the client if a networking event or an exhibition.
- Arrange and attend a de-brief meeting with the client to establish that expectations have been met/exceeded.

2) What are the five W's in and Event Creation and what is their importance when planning an event?

Why are we putting on the event?

This is the most important question to ask the client. This allows the planner to understand and get a clearer picture of the reason behind the event

Who do we want to come to the event?

This will drive the marketing and promote the event to the target audience to ensure that the event is a success. This will establish when/where the event should take place.

When is the best time to stage the event?

There are lots of factors to consider with 'When'. The target audience and whether the event will be indoor or outdoor will determine the ideal time of day and year whilst taking into consideration holiday periods and any local events. The event planner will also need to check that the event won't clash with any major sports finals or elections to ensure maximum attendance, although in some situations this may be unavoidable.

Where is the best place to stage the event?

The venue needs to accommodate the event but it is also important to create a unique experience for the guests/attendees. Factors such as parking, cost, availability, and facilities should also be taken into consideration before finalising booking.

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

Without concept there wouldn't be an event as this is the key for the structure to enable organisation of venue, content et al. If the client doesn't have any ideas then the event planner would put forward suggestions based on the 'why'. Brainstorming sessions can also be carried out to establish this.

3) How should an event planner evaluate a venue to make sure that it best serves the events requirements?

- View the facilities to ascertain that they can accommodate the event.
- Ask about amenities, ascertain whether the venue allows for the displaying of signage/banners/event information.
- Check the condition of the facilities; parking/decor/carpets to establish that they 'fit' with the event.
- Check room sizes and flexibility of room layout.
- Check lighting to make sure it is adequate for the type of event.
- Check restrooms and medical access are within reach.
- Inquire about audio/visual equipment/wifi.
- Inquire about catering – if catering is provided at the venue arrange for the client to attend a taste testing and possibly ask to meet the chef to discuss the menu. Ask to see the kitchens to ascertain quality and health and safety standards.
- Document budget – make sure that all costs are documented to enable budget management. Also determine what payment options are available and also the cancellation policy to ensure that minimum monies are lost due to cancellation of the event.

Case Study

- 1) f. Carefully interviewing client to establish his goals, objectives and budgets.
- 2) e. Budgeting.
- 3) a. Acquisition of permits.
- 4) b. Food and catering arrangements.
- 5) d. Decorating
- 6) c. Monitoring the event.