UNIT 21 - Aim and purpose

The aim of this unit is to enable learners to gain knowledge and understanding of features of different types of events, tasks and skills required for event management, planning considerations for event management and essential requirements for safety, security and crowd management.

UNIT 21 - Learning outcomes

On completion of this unit a learner should:

1 Know features of different types of events

2 Know tasks and skills required for event management

3 Understand planning considerations for event management

4 Understand essential requirements for safety, security and crowd management.

Unit 21 Coursework Introduction (P1):

**Before starting your first task, write a brief introduction to the Events industry (1 side of A4).**

1. Define the term “Event” and what is meant by “Event Planning” and “Event Management”.
2. Describe (with examples) the different forms that events may have.
3. Give examples of how the size of events can be categorised.
4. Describe (with examples) different functions that events may have.
5. Discuss the size of the UK Events Industry.
6. Give examples of the different types of jobs available in the UK events industry.
7. Discuss how the impact of COVID 19 on the UK events industry.

**CLASS NOTES:**

a) Definition of an “Event”?

a) What is Event Planning?

a) What is Event Management?

**b) Give Examples of the following Event Types/Forms:**

Cultural Celebrations.

Festivals

Political and state event

Arts and entertainment

Corporate Leisure & Corporate Business

Education

Sports

Recreational

Private

Other events?

**c) SIZE: How can the size of an event be categorised?**

**d) FUNCTION: Why are events held (different objectives)?**

**Give Examples of Events with these common functions– why are they held?**

Prestige/premier events.

Media events.

Cause-related events.

Corporate events.

Publicity stunts.

Spectator events.

Participant events.

Special events (one-offs).

**e) Size of the events industry?**

**f) Jobs in the events industry?**

**g) Impact of COVID on the events industry?**