You have been asked to prepare 2 illustrated A3 posters containing information relating to 2 different types of events. These are aimed at new staff, to help raise their awareness of different types of events and their features.

So, for each poster, research and produce descriptions covering the following information.

Introduction:

Provide a summary of the type of event that you are researching (i.e. leisure, corporate/ business, exhibitions and fairs, festivals, sporting, entertainment, education etc.)

This should include a general summary of the purpose/function of this type of event, typical venues, target audiences and possible financial considerations/objectives (charitable fundraising or commercial revenue earning).

Choose an example of this type of event that has been recently organised. Add to your poster a summary of the following information:

- The venue/location of the event (insert a map) (*Why was it held there?)*

- When the event was held and for how long. *(…and why?)*

- Size of the event (venue, budget, number of attendees).

- Cost to the customer (*if relevant*) and how tickets/invitations were made available.

- Marketing methods that were used to promote the event and maximize sales.

- The target guest/customer profile *(…and why?)*

- Access/transport arrangements (including car parking, disabled access).

- Technology required…*and why?* (e.g. audio-visual resources, telecommunications, -

 Wi-Fi, business support services).

- Details of any etiquette, rules, dress code, protocols.

- Ambience e.g. lighting, temperature, decor, themes.

- Entertainment e.g. guest speakers, musicians.

- Accommodation at the event or near to location…*why might this be needed (and by*

 *whom?)*

- Job roles of event organiser team members.

- Client details.

- Contractors likely to be needed.

- Potential risks to staff/customers (Think about activities, equipment, substances, people, security).

Finally, discuss whether you think the event was successful or not (explaining your opinion).

Use the guidance on the next pages to help plan your posters.

EVENT 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Type of event?

- Function/purpose?

- Financial objectives?

- The venue/location of the event (insert a map) (*Why was it held there?)*

- When the event was held and for how long. *(…and why?)*

- Size of the event (venue, budget, number of attendees).

- Cost to the customer (*if relevant*), what does this include and how tickets/invitations were made available ?

- Marketing methods that were used to promote the event and maximize sales.

- The target guest/customer profile *(…and why?)*

- Access/transport arrangements (including car parking, disabled access).

- Technology required…*and why?* (e.g. audio-visual resources, telecommunications, -

 Wi-Fi, business support services)

- Details of any function etiquette, rules, dress code, protocols.

- Ambience e.g. lighting, temperature, decor, themes.

- Entertainment e.g. guest speakers, musicians.

- Accommodation at the event or near to location…*why might this be needed (and by*

 *whom?)*

- Job roles of event organiser team members.

- Client details.

- Contractors likely to be needed.

- Potential risks to staff/customers (Think about activities, equipment, substances, people, security).

Finally, discuss whether you think the event was successful or not (explaining your opinion).

EVENT 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Type of event?

- Function/purpose?

- Financial objectives?

- The venue/location of the event (insert a map) (*Why was it held there?)*

- When the event was held and for how long. *(…and why?)*

- Size of the event (venue, budget, number of attendees).

- Cost to the customer (*if relevant*), what does this include and how tickets/invitations were made available ?

- Marketing methods that were used to promote the event and maximize sales.

- The target guest/customer profile *(…and why?)*

- Access/transport arrangements (including car parking, disabled access).

- Technology required…*and why?* (e.g. audio-visual resources, telecommunications, -

 Wi-Fi, business support services)

- Details of any function etiquette, rules, dress code, protocols.

- Ambience e.g. lighting, temperature, decor, themes.

- Entertainment e.g. guest speakers, musicians.

- Accommodation at the event or near to location…*why might this be needed (and by*

 *whom?)*

- Job roles of event organiser team members.

- Client details.

- Contractors likely to be needed.

- Potential risks to staff/customers (Think about activities, equipment, substances, people, security).

Finally, discuss whether you think the event was successful or not (explaining your opinion).