UNIT 21 Task 2a) P2 – GUIDANCE/NOTES:

**SCENARIO**

You have just started working as an Events Organiser for an Events Management Company and have been asked to compile a folder containing a range of booklets and a PowerPoint presentation (that can be given to new staff) which explains the events industry as well as what would be expected from them in their new role.

The company have a number of “live” events enquiries that they are working on. You have also been asked to compile two proposals for one event from the following options:

* A client wishes to host a Christmas party for its 250 employees (who work in the banking sector).
* A client wishes to host a leaver’s ball for 500 university students.
* A client wishes to host an opening night for their new restaurant.
* A client wishes to host a charity fashion show, to raise money for a children’s poverty charity.
* A client wishes to host an awards ceremony to celebrate contribution to community sport in the Surrey area.
* A client wishes to host a food festival the Guildford area.
* A client wishes to host a multi-sports tournament for schools in the Surrey area.

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Your first task is to write a brief introduction, justifying your choice of event:

Why have you chosen it? Why is this the best option for you? What skills/interests/experience do you have that make this a good choice for you?

2a) Produce a presentation, identifying then describing the different tasks involved in the organisation of events **(P2)**, which could be used by new staff as a guide to producing event proposals for your client. Include:

• Taking client brief

• Developing ideas and themes to meet the client needs

• Researching the event venue

• Preparing the proposal

• Deciding on venue appearance e.g. layout, decorations

• Sourcing materials, suppliers and contractors

• Identifying and keeping within the budget

• Setting up marketing e.g. promotions, ticketing and sales

• Ensuring health and safety e.g. risk assessments, dealing with crowd control

• Establishing the tools to be used for evaluation and feedback

FOR YOUR PRESENTATION, PRODUCE A SLIDE FOR EACH OF THE BULLET POINTS ABOVE – WE WILL GO THROUGH EACH SECTION IN THE LESSONS (MAKE NOTES ON THE FOLLOWING PAGES).

EACH SLIDE SHOULD COVER THE FOLLOWING:

a) Explain (in general terms) why this task is important in planning and organising any successful event.

b) What does the task involve – what needs to be done/considered in order to complete the task fully?

c) Come up with ideas for what you could do/needs to be done for each task for the specific event that you have been asked to plan. Justify your choices/ideas.

For Example – Researching the event Venue:

*a) Explain why it is important to have the right venue for any event. Give examples of typical event venues.*

*b) What should event organisers consider when choosing an event venue? How do we research/book event venues?*

*c) For your event, suggest possible options for an appropriate type of venue.*

**USE THE SPACES BELOW TO MAKE NOTES ON THE TASKS INVOLVED IN PLANNING EVENTS:**

**1. Taking client brief:**

What is this? Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**2. Developing ideas and themes to meet the client needs:**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**3. Researching the event venue**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**4. Preparing the proposal**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event: You will be compiling a “concept file” for your client.

**5. Deciding on venue appearance e.g. layout, decorations**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event: Basic thoughts? (Your concept file will go into more detail).

**6. Sourcing materials, suppliers and contractors**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**7. Identifying and keeping within the budget**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**8. Setting up marketing e.g. promotions, ticketing and sales**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**9. Ensuring health and safety e.g. risk assessments, dealing with crowd control**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

**10. Establishing the tools to be used for evaluation and feedback**

What is this?/Why this task is important in planning/organising any successful event?

What does the task involve – what needs to be done/considered in order to complete the task fully?

Do’s:

Don’ts:

Ideas for your event:

Finally: Produce a “Flow-Chart” showing the order of the processes/tasks that need to be followed when planning an event. This will accompany your presentation.

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