Using the table below - summarise the plans that your group made during the planning process for the event. You will also need to produce the following documents:

* A copy of the promotional material (with a brief justification) you were asked to produce. If you had an alternative task, write a brief summary of what you did (and why).
* A risk assessment that covers 3 hazards for the event.
* A feedback sheet/survey that could be used to evaluate the event.

|  |  |  |
| --- | --- | --- |
| Task | What was planned? | Why? |
| Company Name |  |  |
| Logo |  |  |
| Slogan |  |  |
| Mission Statement |  |  |
| Aims/Objectives |  |  |
| Customers (who?) |  |  |
| Customer (needs? and how these will be met?) |  |  |
| Staffing levels |  |  |
| Cleanliness & Hygiene |  |  |
| Consistency of service |  |  |
| SWOT |  |  |
| Product |  |  |
| Place |  |  |
| Price |  |  |
| Promotion |  |  |
| Decor |  |  |
| Access |  |  |
| Security |  |  |
| Insurance |  |  |
| Health & Safety |  |  |
| Contingency Plans (Whole event) |  |  |
| Contingency Plans (What ifs…on the day) |  |  |
| Evaluation methods |  |  |