Unit 21.2 – D1 Guidance

**Task 2e)**

Using “Concept Files”, from another member of new staff, you are required to evaluate the relevant factors for their two proposals **(D1)**, including:

• The management company used

• The amount of overall work involved

• Staff employed or volunteers engaged

• The contractors used

• Organisations/third parties liaised with

• The suitability of the venue location in terms of audience access, transport and

safety

• Appropriateness of venue appearance/theme for event.

***- You will now receive summaries of 2 proposals (concept files) from another member of your events business. THESE CAN BE FOUND ON GODALMING ONLINE (HOSPITALITY YR 1 > UNIT 21 > D1 PROPOSALS FOLDER).***

***- It is your job to evaluate these 2 proposals and develop recommendations on how to improve each proposal to better meet the needs of their client. This should be presented as a written report.***

***- CHOOSE PROPOSALS FOR A DIFFERENT CLIENT BRIEF FROM THE ONE THAT YOU WORKED ON IN P3.***

Recommended format for this work:

**Introduction:**

i) Explain why you are writing this report.

ii) Include details of the client brief that the proposals have been prepared for (Xmas party, Uni Ball, Fashion Show etc…)

**THEN**

iii) Explain that you will be using a ratings system to evaluate each proposal; you will be awarding grades based on how well the event planner (student) has been able to meet their client’s different needs through each proposal.

Describe your ratings system and how this works.

You should explain how grades will be awarded (e.g. out of 5 or 10 or 100?) with an indication of what your grading represents (e.g. 1 or 2 out of 10 = poor – does not cater well for client’s needs OR 90-100% = most/all needs can be met by the proposal).

**EVALUATION OF THE 2 PROPOSALS:**

Use your ratings system to provide a grading for the following aspects of the 2 proposals.

Provide a written justification of each grading that you award (in relation to i) meeting the needs of the client and ii) those attending the event).

1. The appropriateness of the overall theme for the proposal/event.
2. Suitability of the proposed venue.
3. The venue’s appearance for the ceremony e.g. layout, decorations.
4. Suppliers and contractors required.
5. Marketing.
6. Health and safety.
7. Liaison with third parties, such as police, catering, fire, first aid, etc.
8. Methods which would be used for evaluation and feedback
9. Budget.

Also discuss how professional you think the presentation/format of each concept file is…

**CONCLUSION:**

Provide a summary of strengths and weaknesses for each of the 2 proposals. This should include a discussion of the overall amount of work required for each proposal and how effective the event organiser (student) has been in compiling the proposal (research, presentation of concept file, originality, use of suppliers, keeping within budget etc.).

Finally:

- Discuss which proposal you think the client should choose, explaining why you believe this to be the best choice.

- Make possible suggestions on how this proposal could be improved in any way.

Please note, when you submit this work, you must also include a copy of the concept files that you are evaluating.

**DEADLINE FOR THIS WORK: 1/4/2021 – as part of your 21.1 Assignment submission.**