|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SEKOLAH VOKASIONAL SULTAN BOLKIAH** | | | | | | |
| **BUSINESS AND COMMERCIAL DEPARTMENT** | | | | | | |
| Student Name |  | | | | | |
| Unit Title | Business Event Management | | | Date Set | 12 October 2015 | |
| Group Code | DIP/BMA/03 | | | Submission Date | 19 November 2015 | |
| Assessment No/Title | **Mini Event** | | | Return Date | 19 November 2015 | |
| Scenario and Task/s | | | | | | |
| Attached | | | | | | |
| Performance/Enabling Objectives | | | | | | |
|
|
|
|
| Life Skills To Be Assessed (Tick the target Life Skills) | | | | | | |
| 1. Self-management | | **** | 5. Problem Solving | | | **** |
| 2. Planning and Organising | | **** | 6. Initiative and Enterprise | | | **** |
| 3. Communicating | | **** | 7. Applying Numeracy, Design, and Technology Skills | | | **** |
| 4. Working with Others | | **** | 8. Learning | | | **** |
| Assessment Criteria Performance Criteria/Standard  *Identify individual consumer decision process*  PERFORMANCE STANDARD  *Given scenarios, correctly identify consumer decision* | | | | | | |
|
|
|
| Overall Grade | | | | | | |
|
|
|
| Review/Comments & Future Targets | | | | | | |
|
|
|

**Small Event Management**

**“MINI EVENT”**

Event management companies with experienced event planners can mean the difference between a forgettable event and the night of your life. Event management companies come in many different forms, providing varied degrees of service, and can manage the infinite details associated with planning an event from a wedding to launching a new company.   
  
Professional planners offer experience that can not only ensure that important decisions will not get overlooked but also that you won’t get bogged down choosing decorations or researching caterers.   
  
Along with the planners expertise will come a database of trusted vendors that can provide the services needed for your event including catering, entertainment, travel arrangements and much more. Due to the amount of business the planners bring to vendors, the event management companies are often able to negotiate reduced prices.   
  
Many event management companies will specialize in either corporate events (trade shows, conferences, etc.) or private/social events (weddings, anniversaries, and birthdays). Some companies specialize even further to plan only weddings. Companies will vary from full-service event planners that manage everything from idea conception to post party clean-up to partial event planners that simply oversee the day of the event.   
  
Many companies also offer online services such as event websites and online registration. A wedding website can share the couple’s story, event details and travel accommodations. Such websites can help create excitement for the event. Online RSVP’s are often offered which are convenient for guests while making it easier for you to manage the guest list.   
  
Before contacting an event manager you will need to determine your budget and your needs. You will need to have a date, purpose (conference, picnic, retirement party, etc.) and an estimated attendance number. When choosing an event manager, remember it is very important that you feel comfortable with, and trust, the planner as your event and reputation will be in their hands.   
  
Using an event manager will eliminate the stress of the planning process and ensure that you have a successful event that leaves a lasting impression on your audience.

Now you have been given a chance to organize an event on a small scale or you call it mini event.

Mini event have an easier to execute, however the implication and characteristic are same as at bigger scale event.

Come out some creative idea as working in group, where this event must let you to engage with the business client and general customer/public too.

Some basic information for the possible “Mini Event”

1. A Business client
2. Staff and students
3. Venue with-in SVSB campus
4. Possible line Mini Event

* Launching a new product
* Sale boom event

1. Maximum Event duration 2 to 3 days (Possible activities)

*Make use of Tutorial to discuss with Unit instructor*

Tasks

1. Form two “Blue” and “Yellow” groups; publish the list of these two groups. (2 Marks)
2. Go through the brain storming session and draw a list possible small event within SVSB campus (one idea per student). (8 Marks)
3. Select at least three ideas and briefly explain its characteristics. (10 Marks)
4. Select one and explain the key issues and what will be the name of the event. (30 Marks)
5. Show and describe your Event in five to six stages. (Supported by Gantt Chart) (30 Marks)
6. How did your group promote the event? (10 Marks)
7. Draw a list of various activities that was occur as a part of the event. Each activity must be supported by graphical evidence. (10 Marks)

What to Submit: Hard copy and Soft Copy, File name: (“*You’re NameAssessment1*”)