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| **SEKOLAH VOKASIONAL SULTAN BOLKIAH** | | | | | | |
| **BUSINESS AND COMMERCIAL DEPARTMENT** | | | | | | |
| Student Name |  | | | | | |
| Unit Title | Business Event Management | | | Date Set | 15 March 2016 | |
| Group Code | DIP/BMA/03 | | | Submission Date | 23 April 2016 | |
| Assessment No/Title | Assessment 3 | | | Return Date | 23 April 2016 | |
| Scenario and Task/s | | | | | | |
| Attached | | | | | | |
| Performance/Enabling Objectives  Conduct the event  Evaluate the event | | | | | | |
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| 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  Evaluate the event  Conduct the event  PERFORMANCE STANDARD  *Given scenarios, correctly identify consumer decision* | | | | | | |
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| Overall Grade | | | | | | |
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| Review/Comments & Future Targets | | | | | | |
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**Outline and Summery**

Event management is a great experience, regardless of whether it's your own personal party, a corporate event, for family and friends, or weddings and other more formal affairs. It's a tough job, but it's very fulfilling, too. It can make a world of difference to the people involved who will greatly appreciate your kindness and monumental efforts in organizing their birthday, anniversary, wedding or other celebration or event.

Whether it's a grand opening of high street shop in Brunei or a traditional Brunei wedding or other special occasion e.g. birthday party or a big Hari Raya Open house day, everyone loves to celebrate a big event, but planning these things can be fraught and often the cause of sleepless nights and worry about how to ensure the event is a big success and goes off without a hitch.

One solution is to let someone (That is you) else to do the planning for them, which is why event planners and co-ordinators are finding their services increasingly in demand in Brunei. For those with good communication skills, an eye for style, and a flair for organisation, event planning can be a rewarding business that lends itself to being run from home, which means you don’t need a big fancy office with several staff members.

Typical Event organizers work activities

The role of event organizer varies depending on the organization and type of event involved. Activities often include:

1. Researching markets to identify opportunities for events;
2. Producing detailed activities for events (e.g. timelines, venues, supplies, and budgets);
3. Agreeing to, and managing a budget;
4. Planning event layouts and the event programme.
5. Coordinating your team requirements and members discussion and briefings;
6. Publicity and marking if the event,
7. Post overseeing the dismantling and clearing the venue
8. Post-event evaluation (including data entry and analysis and producing reports).

# Organizing an Event Proposal

When organizing or writing an event details the amount of factors required will depend on the scale and importance of the event. However, the information you include is not limited to the following:

* Description of the Event
* Name of the event
* Marketing and Publicity of the event
* Event programme
* Basic rules and regulation of the event
* Physical layout of the Event
* Proceeding of the event
* Prize distribution of the Event
* Event evaluation
* Your team Recommendation for improvement.

## Post Event

It is important to provide the post event with an **overview** of what the event is about and how well it went. Some events need very little explaining because they are commonplace. However, it is unwise to rely on the title of the event alone to explain it purpose. In providing an overview for small event at SVSB, it may be important to describe the main participant target group(s), the main goals to be attract maximum participant in running the event and, if the event is somewhat unusual, briefly describing the information with mental picture of what the event was.

**Tasks**

You are expected to plan and execute a small scale event within the premises of SVSB. Your target participants and audiences are all students of Business and Commercial Department

1. Establish a group of 8 to 9 student members. (05 Marks)
2. Discuss and develop a short list of the events (Describe five of the briefly) (10 Marks)
3. Describe your selected event in details. (25 Marks)
4. Describe the role of each member in your team member briefly and your role in details.

(10 Marks)

1. How did your team manage Marketing and Publicity of the event? (20 Marks)
2. Show the proceeding of the event (at Least 20 Evidence) (20 Marks)

(Show your event proceedings in chronological order, with a clear caption for all evidence)

1. Write down an evaluation and recommendation for your event. (10 Marks)
2. Develop a MS PowerPoint presentation (Group Presentation)

**Make use of Tutorial time to discuss with Unit instructor**

**What to Submit: Hard copy and Soft Copy, File name: (“You’re Name Assessment 3”)**

**Assessment Marks**

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| --- | --- | --- | --- |
| **Task No** | **Task** | **Marks** | |
| **1** | Establish a group of 8 to 9 student members. | **05** |  |
| **2** | Discuss and develop a short list of the events (Five of them briefly describe) | **10** |  |
| **3** | Describe your selected event in details. | **25** |  |
| **4** | Describe the role of each member in your team member briefly and your role in details. | **10** |  |
| **5** | How did your team manage Marketing and Publicity of the event? | **20** |  |
| **6** | Show the proceeding of the event (at Least 20 Evidence). | **20** |  |
| **7** | Write down an evaluation and recommendation for your event. | **10** |  |
|  | **Total** |  |  |
|  | **UR marks** |  |  |