**HCG09**

**Event Management**

**Cr Val. 10**

**Assignment**

**Event Planning and Presentation 40%**

**Practical**

**Organize an Event 60%**

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| **1.1    Describe event management** | **1    Describe the role of an event planner** |
| **2    Identify the characteristics of an effective event planner** |
| **3    Define event management** |
| **4    Identify event management team** |
| **5    Identify types of event** |
| **6    Identify the tools of event planning and management** |
| **7    Describe the principles of effective event management** |
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| **1.2  Select the event team** | **1.     Identify the roles of the event team** |
| **2.     Identify participants** |
| **3.     Describe event sponsor(s)** |
| **4.     Explain content presenters** |
| **5.     Explain subject matter experts** |
| **6.     Evaluate facilitators** |
| **7.     Analyse administrative support personnel** |
| **8. Evaluate site personnel** |
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| **1.3  Set up meeting or workshop agenda, deliverables and timeline** | **1    Develop draft meeting agenda** |
| **2    Identify specific event outcome(s)** |
| **3    Identify stakeholder needs and requirements** |
| **4    Identify meeting/workshop deliverables** |
| **5    Determine who will participate in each agenda item** |
| **6    Determine material needs to support the agenda** |
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| **1.4  Determine event budgeting** | **7    Identify assumptions being made regarding the event** |
| **8    Identify and communicate with relevant government agencies** |
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| **1      Identify event costs** |
| **2      Arrange sponsorships and governmental support** |
| **3 Prepare income and expenditure budget** |
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| **1.5  Select the location of the event** | **1      Evaluate potential venues and select best venue** |
| **2      Confirm venue selection and administer appropriate contracts with the venue** |
| **3      Arrange for venue set-up and breakdown** |
| **4      Develop venue layout and plan (blueprint).** |
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| **1.6  Develop an event plan** | **1.     Develop administrative activities, government/relevant parties approval and documentation requirements** |
| **2.     Create a plan arrangements of logistics** |
| **3.     Discus meals and refreshments** |
| **4.     Evaluate networking and other social events** |
| **5.     Discus event decorations** |
| **6.     Evaluate entertainments and games** |
| **7.     Discus audio visual system** |
| **8.     Analyse guest and media services** |
| **9.     Arrange speakers, panels, co-presenters and hosts** |
| **10.  Discus souvenirs and memorabilia** |
| **11.  Explain specific/special equipment** |
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| **1.7  Develop a risk management plan** | **1.     Identify the potential significant risks and mitigating actions** |
| **2.     Identify contingency plan to reduce identifiable risks and mitigating actions** |
| **3. Implement Health, Safety and Environment precautions** |
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| **1.8  Develop a communication plan** | **1      Develop a communication plan** |
| **2      Describe initial communication to participants/guests and others describing the event** |
| **3      Discus formal invitation to participate** |
| **4      Evaluate confirmation of attendance** |
| **5      Discuss delivery of meeting logistics information to participants** |
| **6      Establish secretariat and on-site registration** |
| **7 Apply ICT and online registration** |
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| **1.9  Evaluate the event** | **1      Write and present the evaluation of the event** |
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