



English
Path



GLOBAL APPLIED KNOWLEDGE

PART OF GLOBAL EDUCATION GROUP

MANAGING AN EVENT

IN BRIEF

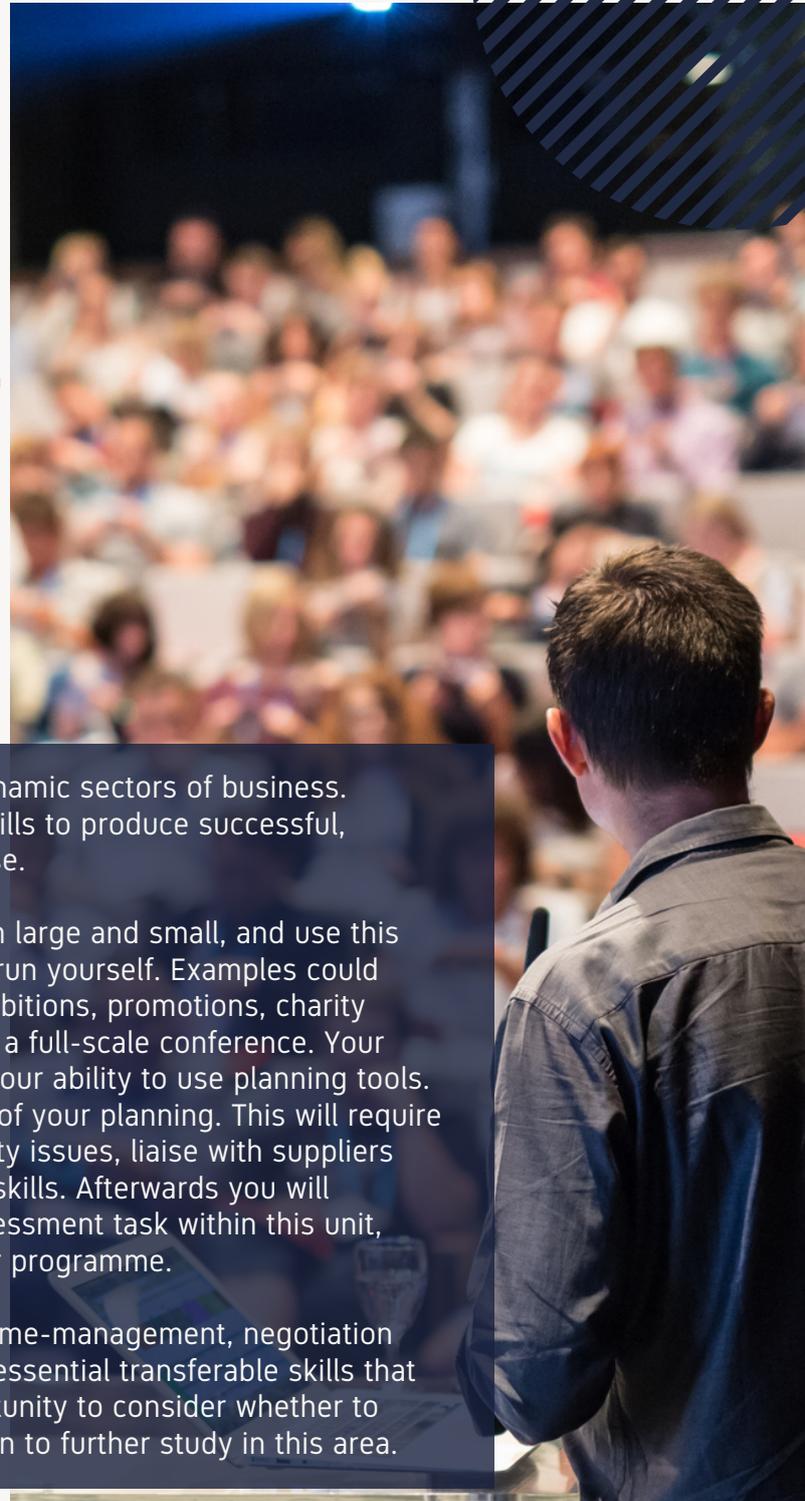
Learners will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.

INTRODUCTION

Events management is one of the most exciting and dynamic sectors of business. This unit combines your creativity and organisational skills to produce successful, memorable events, whether for profit or social enterprise.

You will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run yourself. Examples could range from organising meetings, product launches, exhibitions, promotions, charity events, team-building events and staff development, to a full-scale conference. Your chosen event will be carefully planned, demonstrating your ability to use planning tools. You will then stage the event, testing the effectiveness of your planning. This will require you to 'think on your feet', deal with financial and security issues, liaise with suppliers and venue personnel, and utilise your problem-solving skills. Afterwards you will evaluate the success of the event. To complete the assessment task within this unit, you will need to draw on your learning from across your programme.

This unit will develop your teamwork, communication, time-management, negotiation and problem-solving skills. It will help you develop the essential transferable skills that employers look for. The unit will provide a useful opportunity to consider whether to pursue a career in events management or to continue on to further study in this area.



SUMMARY

Learning Aim

Explore the role of an event organiser

Develop a detailed plan for a business, or social enterprise event

Stage and manage a business or social enterprise event and reflection on own skill development

Content Area

- Different types of event, and the factors affecting success
- Feasibility measures and critical success factors

- Event planning and the use of planning tools
- Budgets, resources and contingency planning

- Management of the event
- Problem solving
- Evaluation of the event
- Review of personal skills development in the running of the event

Assessment

An individual summary report and group presentation, following a detailed investigation into a range of large and small successful events, to include a justification of the chosen proposal. A detailed plan of the event, identifying critical success factors.

Learners must take an active part in staging and managing the event. Evidence of this such as photographic evidence, witness statements, assessor records, must be presented.