

ASSESSMENT # 1

Total Marks: 30

Answer the following questions.

- 1.** Give short description for the following elements of conference planning? 8
 - i. Venue
 - ii. Location
 - iii. Capacity
 - iv. Theatre
- 2.** What is event planning? List some basic questions that you ask your client as part of your initial planning. 7
- 3.** What is a briefing note? What are the key elements of a well written briefing note? 7
- 4.** Describe the important elements of conference planning? 8