

Venue Selection

ASSESSMENT

Total Marks: 30

1. Outline the basic steps involved in developing a site plan. **10**
2. Describe the main factors that need to be considered when selecting a venue. **10**
3. 'Global Soft Tech' is an IT company looking to launch its new product – easy to use and cost effective software for managing personal finances. It is expected that the product with its immaculate features will bring a revolution in the software industry. 500 people have been formally invited to attend this product launch event. Representatives of some companies will be coming from other cities and may arrive a night before. The event timelines will be as follows: **10**

Guests Arrival: 5 pm

Speech from the Chairman: 5:30 pm

Speech from the voice president: 6:00- 7.00 pm

(He will introduce the product and will present its demo)

Entertainments: 7:00- 8:00pm

Dinner: 8:00 pm

Based on the above case:

- a) Which type of a venue would best suit for such an event?
- b) Which facilities should be available at the venue?
- c) Which types of seating arrangement would be fine for this event?
- d) Any special considerations for dinner?
- e) How much time would you allow for the dinner?