

ASSESSMENT # 2

Total Marks: 30

1. Short Questions: (10)

- i. How does the opening ceremony for an event differ from the rest of the event?
- ii. Why is it important to have a defined vision before planning a meeting?
- iii. List the main tasks that a wedding planner is required to perform.
- iv. Explain the importance of good security measures when planning an event.
- v. Outline the important factors that must be considered when planning a conference.

2. Outline the main sectors for event planning. Provide one example of an event from each sector. How do the planning requirements differ for different types of events? (10)

Case Study (10)

Fiona and Jason have 15 weeks to plan their wedding. They have already booked the ceremony and reception venue and have now approached George, a professional wedding planner, to coordinate everything else. George wants to have a meeting with them to collect information about the participants, their budget, décor and refreshments, etc.

- a) List some questions that George will ask them during the meeting.
- b) List some of the tasks with which George can help them now.
- c) What benefits will they gain by hiring George to plan their wedding?