

The Event Planning Process

ASSESSMENT # 4

Total Marks: 30

1. Short Questions: (15)
 - i. Why should an Event Planner break down the tasks into phases?
 - ii. What type of information an Event Planner will record during his/her first meeting with the client?
 - iii. List the important factors to consider when creating a site plan.
2. "The purpose of the planning phase is to create plans to achieve goals you set for the event." Please explain what type of plans are created for the event at this stage. (7)
3. "Before choosing a venue, it is crucial to conduct a site survey." Describe the main points to consider when conducting a site survey. (8)