

The Event Management Plan

ASSESSMENT # 6

Total Marks: 30

1. Short Questions: (16)
 - i. Most of the public events involve variety of safety requirements posed by the local councils and other government departments. What types of permits you may require to get in order to meet those requirements?
 - ii. What is the importance of conducting a pre-event briefing with the participants? What sort of issues should be discussed in a pre-event briefing?
 - iii. "A well-managed ticketing process is essential to conduct a safe and well – organized event." How?
 - iv. What is a site plan? Why is it said that a site plan is an essential tool in event planning and management?
2. What are the benefits of conducting de-briefing after the event? What sort of information is gathered in this type of meeting? (8)
3. Produce an outline plan for an event of your choice which should include: (6)
 - a) Purpose and type of the event
 - b) Event partners
 - c) Budget review
 - d) Performers and participants
 - e) Appropriate timelines
 - f) Physical and human resource required
 - g) Target audience
 - h) Promotional activities