

Managing an Event & Conference

Assignment # 11

Total Marks: 30

Give short answers for the following questions:

1. According to client needs Plan a complete corporate event, including an agenda, budget, goals, venue, audience, and food?
2. Design an advertising and marketing plan that includes a comprehensive use of media, take-aways, and/or swag bags
3. Determine whether partners, sponsors, and volunteers can help to make your event unforgettable
4. Select speakers and a master of ceremonies to add impact to your event
5. Create a diversity plan and Evaluate the process once it's all wrapped up