

**Staging an Event and Reflecting on its Success**

**Unit 4**

**Assignment 3**

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To ensure that the event was going to run smoothly, there were many tasks that needed to be completed such as planning the event, creating groups, communicating clearly and effectively, completing the Gantt Chart and the risk assessment and carrying out the event on the 29th of April.

**Create and Decide Our Event:**

Before agreeing to hold a charity event, we had thought of many ideas and did our research to see which event has the most chances of being successful and then we also did our research to see what goes with our event. We chose the charity event as our last and final option as we had held one before and had relevant experience, it also ensured that the event would most likely be successful as it did well last time as well. Not only did everyone agree on this but it also gave us a chance to help the St Luke’s hospice charity foundation, and we knew that people would come from around college and would be willing to purchase our products because it was for a good cause.

**Delegated Roles to Each Member of the Group:**

Once the main event was decided, we then had to decide what we wanted to do as a group for the event and what we will do for our table for which we decided to put nachos and strawberries and chocolate of that we decided to buy cupcakes and donuts to put on the table which prolate along with a few sweets. However, when the day came to buy the ingredients, we were unable to find the items and that did not go according to plan. So, it wasn't a good idea. Then the team leader assigned us our colours as individual teams and told us to finalise our budget so she could gather the information and send it to the head teacher. Once that was done, everyone communicated through our class group chat on MS teams.

**Confirm Dates with the Head Teacher:**

To carry out the event, we needed to get the date confirmed by the head teacher to see if everyone agreed for the 29th of April 2025. When the day came for the event, the timings had been changed from 10 to 12 to 2 to 3. Then the head teacher asked if we should postpone the event as the guest speaker had injured their leg and would not be able to attend the event. However, some of the students had already purchased their items and some of them were perishable items due to which we could not postpone the event.

**Complete the Risk Assessment:**

To ensure safety for the event we for the hosts and all the attendees, we carried out the risk assessment. This was taken by each team member individually to make sure that nothing was missed or if any new dangers were to be taken care of.

**Ensure Awareness of Legal Constraints:**

To be able to hold the event we had to make sure that we are not being affected by any legal constraints and that we were fully aware of any rules and procedures that needed to be followed. We figured out that we needed to make sure that there wasn’t too much noise so that the other students would not get disturbed.

**Budget Confirmation and Spreadsheet Submission to Headteacher:**

Confirmation for the budget was one of the most important things for the event as without the budget we wouldn't have known what we would be able to buy and how much each team member is expected to contribute for the items which would have negatively impacted the event.

**Buy the Ingredients:**

We needed to get the ingredients prior to the event, and we had to get them one day before as we had to get perishable items. During lunch, we went into Sainsbury’s and purchased cupcakes and donuts to sell on the table.

**Set up the Room:**

The headteacher and the rest of the students went in before the event and put the tables for each team and then each team prepared their own little stall on the tables provided. This helped organise the event as everything was able to run smoothly.

|  | This is the setup we had on our table which included all the contributions by each team member. |
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|  | This is a picture of our team members standing at the table with the items set up and here we have made a few sales and gotten some money. Two of the members are not present as they did not contribute at the table and one member was not present during the event. |
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**Monitoring Process to Ensure Tasks Allocated Have Been Completed:**

The plan for the event was always to do a charity event after looking at all the other options and what the other group did for their event and saw how they’re event was a success. Everyone was happy with this idea and agreed to carry out the charity event as we decided that no one would be interested in a gaming event as it would be difficult to gather the equipment, and it would become very rowdy.

The next event was that of a movie day which would also be a little difficult to set up as we would have to get a projector and a proper seating arrangement for everyone to sit at to watch the movie. So, this plan was also not finalised.

Karaoke day was another one of the ideas shortlisted for the event but was not opted for as we believed that very few people would be interested in and would come to sing or show their talents in front of a big crowd.

Hence, when we all finalised the charity event, we set all the aims and objectives so that everyone was aware of what their tasks were and what we were meant to achieve at the end of the event. Next time when planning an event, I would always try and go for something that I have experience with as we did this time with the charity event which resulted in a lot more success as compared to last time because we all knew how to handle the event and how everything worked. Something that I wish we had spent more time on was picking and choosing what we wanted to sell for our team as the idea of a nacho bar, strawberries and chocolates along with sweets was an idea which we later thought would not do well as the selling price would have been more than the donuts and cupcakes while this was sold for 50p and 30 p respectively. At the end, when everything was properly planned out and organised it helped us expect potential problems as well as making the event run smoothly.

To make sure that everything is running smoothly and that everyone was doing their part was very important for the event as some of the team members did not do their part and one member was not present during the event duration which caused problems for our event separately and two members of the team did not contribute nor did they provide anything to be put on the table to sell for the event which negatively affected us. We needed to ensure that everything was running smoothly and for that we made sure that everyone’s roles were being monitored, the completion of tasks as well. We did a good job with the risk assessment which helped us during the event, but we could have done even better if we put more time and effort towards it.

The effect of monitoring the procedures was to ensure that it would have a lasting positive effect on the team as a whole and on the event and it also made it easy to do our coursework.

|  | This is an image of our team and another team working together to attract customers to come and purchase something. By working together, we were able to make more sales and attract more customers. |
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|  | This is an image of us providing good customer service and making sure that our customers left with a smile on their faces while making sure that they were satisfied. By doing so, the customers spread a good word and we were able to get more customers to come and purchase the items we had set up which resulted in higher profits and higher sales. |
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**Contingency**

For our event we had a few problems that had to be dealt with for which we created contingency plans as we believed that they were relevant to the event.

The first and major problem that we faced was the absence of two team members. One team member had said that they had bought items to be put on the table but when it came to the time of the event, the items were not given and the team member had informed us on the day that they would not be present during the event. The second member did not bring anything in and when it came to sitting at the table and selling the items they did not really help and barely helped at the table. The contingency plan for this was that we had already bought a decent amount of items to be set up and sold on the table so even if the other team members were not present we still had a decent amount. If we had not done so prior to the event and just relied on the other members to bring stuff in then we would have suffered as our table would have been a flop. It was unfortunate that all the members did not attend the event which did cause issues and the event wasn’t able to run as smoothly however, after looking at last time’s experience we were able to handle and deal with the problem easily.

|  | This is a picture of the majority of the members of the team standing at the table ready to attract and provide excellent customer service to the attendees who come to the event. I believe that we put in a lot of work on the day of the event from setting up to clearing up which was to ensure that all the aims and objectives were met. |
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Another thing that could have been a potential threat to our event was bad weather or rain. However, we decided to hold our event indoors inside the sports hall which meant that the type of weather would not affect the event in any way shape or form. The weather did have an impact on the ingredients as due to the hot weather, the icing on the donuts melted and they did not look as fresh as they could have potentially looked. A contingency plan for this could have been that we should have thought of this before and maybe requested the cafeteria staff to hold onto the items for us and put them in the fridge so that they would be ready and fresh for the time of the event.

Another problem we had during the event was that we were not properly prepared for people telling us they didn't have cash and would like to do bank transfers instead which made the service level go down a bit and it took us longer to process the payments which didn’t leave the best impression on the customers. A contingency plan for this could have been that we should have been prepared for which team member will be taking the online payments and we should have done research for apps that would give the customer the option to tap their phones on the member’s phone and the payment would go through automatically.

|  | This is an image of what the event mainly looked like in terms of the setup and how everyone interacted and sold their items to the customers. |
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**Risk Assessment and Controls:**

The risk assessment that we created highlighted to us that there are many hazards that everyone can suffer from such as being cut by the sharp cutlery, falls and allergies. This information proved to be very useful as we knew prior to the event about what precautionary measures were to be taken to ensure everyone’s safety. By highlighting and taking care of the hazards through precautionary measures, our event was able to run smoothly.

We also stacked all the tables and chairs on the side along with closing down any other sports or enrichment activities to ensure safety and there was a member of staff present at all times to make sure that no other activity was taking place other than the event and the students were made aware of this beforehand.

Another control we followed for health and safety was:

* **Make sure all allergens were avoided:**

We needed to make sure that all these health and safety measures were implemented because if they were not followed then our event would have been unsuccessful and all our hard work would have gone to waste. If we did not put notes on the table to inform the customers of the potential allergy risk then if something happened it would have been our responsibility and it would have meant that we did not take care of the health and safety measures.

* **Washing hands properly:**

If we did not make sure that all the team members had washed their hands properly before serving the customers, this would have led to bacteria being spread and would have increased the risk of food poisoning and this would have also led to us having a bad reputation in front of our customers.

Overall, if i were to ever plan an event again in the future I would have definitely tried to make our risk assessment more detailed and make more of an effort towards what was being sold to make everything look more presentable and better to make the customer feel more valued. I would have also kept any potential risks in mind beforehand and made sure that there were little to no problems on the day while also choosing my team members with more thought and picking reliable partners.

**Problem Solving:**

While planning and holding our event, we had to implement our contingency plan as one team member was not present during the event duration and two team members did not bring anything to be put and sold on the table. This meant that our budget had to be divided amongst three people instead of five and we had to make sure that we had enough items or amounts to be able to serve a decent number of customers.

During the event, anyone who paid over a pound was given the option to pick an item for free which was a strategy to make it look like the customer gained more by paying less which helped with customer satisfaction and gave us an overall better result at the end of the event.

**Finance:**

To actually be able to hold our event, we had to either fundraise which was done during the event and we had to contribute ourselves after creating our budget to purchase the items to be sold on the table. Due to the budget being set beforehand and everyone being informed of the amount required to be spent, it was helpful as we did not end up overspending.

|  | Here is a screenshot of the budget created by us after we did our research and worked out how much we would need to purchase our products and cover the expenses comfortably. |
| --- | --- |

This budget that was created was created by our individual team and then sent to the team leader to be forwarded to the teacher to be confirmed so that everyone knew how much they needed to contribute. However, when it came to actually purchasing the ingredients we spent less than what was to be spent.

**Success of the Event and Evaluation Feedback:**

Overall, I believe that the event was quite successful and we made a decent amount of profit. Majority of what we expected to happen took place on the day which was helpful for us. The whole class began with setting up the room with the head teacher including tasks such as placing a table each for the event and for each team to set up their own table which came under the charity event as a whole. This was really helpful as everything was done before time which prevented any sort of stress that could have been caused due to the set up not being done.

I strongly believe that all the attendees enjoyed the event as we made sure that not just at our table but at every table that the customers received good service, affordable prices and would leave with a smile on their face.

It is safe to say that there were no disappointments during the event and when we received our feedback, the head teacher was happy with it and we barely received any negative feedback. However, a disappointment for my team separately was that two of the team members did not do any of their part including bringing anything to be sold and one of the team members left before the event and informed us only on the same day as the event leaving us with no choice but to do the rest ourselves. The other team member did show up but did not bring anything for us to sell at the event and despite being present in the sports hall did not sit at the table to help sell any of the items.

The main aim of our charity event was to earn some money to be sent to the St Luke’s hospice charity meaning it was for a good cause. This not only made the team members of all groups feel good about themselves but also made the customers feel good about themselves and it encouraged them to spend more on the items benefiting both parties.

Another aim that was one of our top priorities as well was to make sure that everyone had a good time which was ensured by looking at the feedback indicating that we met our aims and objectives while ensuring that our event was a success.

The students were willing to purchase the items this time which proved that this event did better than the previous one due to having more experience and this time we knew what we were doing which made a big difference.

What motivated the separate teams to do the best was that each table made it like a little competition which made everyone become competitive and want to be the best team. This made the event more fun and at the end it created a sense of fulfilment for everyone who hosted the event.

Some students provided very helpful feedback as in the previous event we baked cupcakes and cookies ourselves but they did not turn out the best which created a bad impression on the customers for next time. This time people were kind of hesitant to try our items at first but then we promised them that they will not be disappointed this time and won their hearts this time.

Overall, I believe that the evaluation form indicated that the event was successful and everyone’s hard work paid off as everyone enjoyed the event and we even met our aims and objectives. This also highlighted the importance of evaluation as it pinpointed everything we did that was right and what we did that was wrong and places that needed improvement. This would prove to be important for an event organiser as it ensures that everything went well and what they need to do if they were to plan an event again.

**D3**

For the event, I did not have any specific role but I helped in every aspect possible and helped make sure that everything was running smoothly and if anyone needed my help. I had many different responsibilities regarding the event such as planning and discussing the event, ensuring that the budget was enough.

I tried my best to lead my separate team by making the decision after getting everyone’s approval on what our table or setup should be about and what items we would be selling. I believed that I contributed massively by using my leadership and teamwork skills here to ensure that everyone knew what was going on and if anyone disagreed with what we were doing for the event. Getting our separate mini event approved by the head teacher and what we were going to sell took a bit of convincing and primary research as we had used information that we gathered ourselves after our first event to finalise what we wanted to go for.

There were many places where I contributed such as keeping all of he money safe after the event before the head teacher came and counted how much we generated and how much each team made while also helping the head teacher clear up after the event to improve my individual position while also helping out the head teacher as a good student which is also a quality of a good event organiser.

During the planning of the event, I had to go with the team leader to th sports hall to make sure that we had a room fr the 29th of April which was really important because if that was not done then we would not have had a room to hold our event and that would have been a great disapointment and we would have had to rethink a new event all over again.

Another part where I contributed was when a day before the event, we were informed that the guest speaker would not be able to attend the event and so the teacher asked if we would like for the event to be postponed. However, some of the team members had already purchased their items which were perishable and the team members were getting upset as this would mean that their items would go to waste and they would have had to spend more money to repurchase the items if that happened. This highlights my communication skills and I convinced the head teacher to not postpone the event as some members had already purchased their items.

**Review of my Own Performance:**

I believe that I did a good job and was present during the whole event planning and discussion and had a complete contribution for the event. That is because I take full responsibility when it comes to school work or any tasks that I am told to complete.

I strongly believe that I played a big role in planning and organising the event along with the rest of my team members as me along with another team member of mine were the ones who came up with the idea of the separate table event which came under the charity event and picked out who will bring what and what everyone is expected to do.

I helped out with the budget and kept my team updated with what the head teacher and team leader expected us to do and what tasks were assigned to us as two of our team members hardly came in for lessons and were not fully aware of what was going on during the planning and I felt that it was my responsibility to make sure that everyone was on the same page.

| **Skills** |  | **Activity** | **Ability Rating**  **1-5** | **Action For Improvement** | **After Event** |
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| **Communication** |  |  | 4 |  |  |
|  | **In Person** | I read a lot of online blogs, pieces of writing to improve my vocabulary. | 2.5 | I need to improve my vocabulary even more by pushing myself to read more and read difficult books. | I believe that after holding the event, it made me more confident and helped me improve my in-person communication skills. |
|  | **Presentation** | I read about how to improve my communication skills as I get nervous when it comes to public speaking. | 4 | I was assigned by my teacher to give a presentation which helped me get over my fear of public speaking as once you are there it’s not that bad. | I believe that through the process of planning and holding the event,I was able to improve my presentation skills and we were required to give a presentation about the skills of an event organiser which improved my confidence and skills. |
| **Management** |  |  | 4 |  |  |
|  | **Prioritising Tasks** | I have always been good at prioritising my tasks according to when they need to be done. | 3.5 | To help me improve further on this, I have a timetable that I follow daily which includes all the tasks that I need to complete for the day. | Tasks such as speaking to the headteacher and organising the event made me prioritise tasks all the time to ensure that the event would run smoothly. |
| **Organisational** |  | I tend to not be home as much and because of that I have learnt to organise my tasks accordingly. | 3 | To improve this I have kept all my work related resources in an organiser which helps motivate me to get my work done while not making it go overboard. | I believe that this goes hand in hand with prioritising tasks and organising such as organising the event and making sure that everything is running smoothly. |
| **Problem Solving** |  | There were many issues and disagreements when planning the event where I contributed and helped solve some of the issues. | 3 | To improve this I have taken part in debate clubs and have been a part of school event leadership roles to help me gain more experience for this. | When planning the event, two of the members fell into a disagreement which I helped solve by being neutral and hearing both sides to help resolve the issue. |
| **Interpersonal** |  | When planning our own event I had to use my interpersonal skills all the time as working with some people who are not the best people to work with. | 3 | To improve this, I make sure to keep it work related and nothing more to avoid any sort of problems. | This even helped me gain and improve my interpersonal skills through communicating with customers, dealing with purchases and payments etc. |

Overall, I believe that there was a lot of room for improvement for this event, I still believe that everyone worked really hard and tried their best while putting all their efforts to make the event successful. On the day, two of the team members did cause a few problems for us as a team but thankfully we were able to overcome those issues by implementing the contingency plans. If we were to plan an event again, I would ensure that we all work in unison and work slightly better as a team to make sure that everyone is working together and doing the best of our ability.