**Staging and Managing my Chosen Event**

**Portfolio of the The Bake Sale**

**Maison Roberts**

**UNIT 4 – Managing an Event**

**Assignment 3**

**Contents**

Contents

[Before the event 3](#_Toc106798039)

[Minutes from group meetings 3](#_Toc106798040)

[Evaluation form 3](#_Toc106798041)

[During the event 5](#_Toc106798042)

[Individual diary 5](#_Toc106798043)

[Timeline of event 5](#_Toc106798044)

[Photos from event 5](#_Toc106798045)

[After the event 6](#_Toc106798046)

[Introduction 6](#_Toc106798047)

[Marketing 6](#_Toc106798048)

[Customer Service 6](#_Toc106798049)

[Monitoring procedures 6](#_Toc106798050)

[Health and Safety 6](#_Toc106798051)

[Contingency Plan 7](#_Toc106798052)

[Evaluation of the event 8](#_Toc106798053)

[Review of Success 8](#_Toc106798054)

[Attendee evaluation 8](#_Toc106798055)

[Suggestions for improvement 8](#_Toc106798056)

[Review of personal skills development 9](#_Toc106798057)

[Employability 9](#_Toc106798058)

[Communication 9](#_Toc106798059)

[Problem solving 10](#_Toc106798060)

[Team working 10](#_Toc106798061)

[SWOT Analysis of own skills 11](#_Toc106798062)

# Before the event

Before the event me and my team were discussing what to do and we decided to pick the bake sale

## Minutes from group meetings

## Evaluation form

These are our results for our evaluation forms in graph form+

## Individual diary

At first we discussed ideas about what we were going to do and we went through a few ideas but then ultimately decided on the bake sale idea and then we assigned group jobs to each group member which were: Klea= Marketing Maison= Operations Aqil= Finance Connor= Leader Willemot= Deputy Leader. Firstly Klea made a poster for the event to let the other students in the school know that we were hosting an event this would allow the students to ask there parents for some money to buy stuff at the event then I as the operations person in the group had to make a layout of the event location and where we were going to setup our event

## Timeline of event

Include a timeline of the event, with specific timings from the day. E.g 12:30 all group members in hall and setting up stand, 12:40 welcomed guests, 12:45 activity started etc.

## 

## Photos from event

A group of people sitting around a table

Description automatically generatedA group of people standing around a table

Description automatically generatedA group of people in a room

Description automatically generatedA group of people standing around a table

Description automatically generatedA group of people lying on a bench

Description automatically generatedA group of people standing around a table

Description automatically generated

After the event

## Introduction

Explain what you will be doing in this section.

## Marketing

Explain at least two of the marketing activities (tickets, competitions, emails and/or posters) that you carried out to prepare for the event and also give one advantage and one disadvantage of each of the marketing activities you carried out.

Then go on to evaluate (make a judgement) on how successful these marketing activities were.

## Customer Service

Explain what is meant by customer service. Explain three specific examples of how you provided good customer service at the event (smiling, making students feel welcome by saying hello, listening to them when they put their hands up, use appropriate language so that they understand, be polite, be on time, apologise is something is not going to plan).

Explain if you had any negative customer service issues and what you did to resolve this issue.

Then go on to evaluate why it is important to provide good customer service and if you didn’t provide good customer service, what could happen as a result.

## 

## Monitoring procedures

You need to continually keep track of how the event is progressing. Explain why it was important for your group to monitor and check things such as bookings, deliveries, advertising and publicity and staffing.

Then go on to evaluate and explain what could have happened if you didn’t monitor this.

## Health and Safety

Explain why it is important to know the emergency procedures (if the fire bell goes off during your Business event) and where the nearest fire exits are and where you will take the students.

Explain whether you had any health and safety issues and what you did to resolve this.

Then go on to evaluate and explain what could happen if you didn’t know this and why it is important to inform the group about this.

## Contingency Plan

A black and white list of events

Description automatically generated

Here is a screenshot of our contingency plan We carried this out to allow us to have a backup plan if anything went wrong I completed this for the group so we would have many backup plans for many problems

# Evaluation of the event

The reason why its important to evaluate an event is because this can help you figure out the floors in your plan and how you can improve them next time you plan something so if something went wrong with the last event we could use this as a learning tool and improve on it next time we plan and carry out an event for business.

## Review of Success

One way we knew our event was successful was by counting the money throughout the event which allowed us to monitor how much money we were making to discover when we finally broke even then started gaining profits. We made 36.97 pounds of profit and we worked it out by doing 56.97 – 20 = 36.97 because 20 was the budget allocated for the ingredients of our bake sale.

We also knew our event was going to be successful from our planning. Because we had a plan for everything such as a Contingency plan so we could plan for anything going wrong or any mistakes that might occur.

## Attendee evaluation

#

# During the event

## Suggestions for improvement

Explain what you would have done differently if you were to carry out the event again (based on your own experience and the results of your evaluation form).

## Review of personal skills development

|  |  |  |
| --- | --- | --- |
| **Event management skill** | **Evidence of how well I am doing in that skill** | **Judgement** |
| **Knowledge** |  |  |
| **Delegation** |  |  |
| **Budget planning and monitoring** |  |  |
| **Organisation** |  |  |
| **Supporting others** |  |  |
| **Motivating others** |  |  |

## Employability

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Element | Rating (1 very good to 4 very poor), circle accordingly | | | |
| Reliable | 1 | 2 | 3 | 4 |
| Creative | 1 | 2 | 3 | 4 |
| Flexible | 1 | 2 | 3 | 4 |
| Optimistic | 1 | 2 | 3 | 4 |
| Confident | 1 | 2 | 3 | 4 |
| Calm | 1 | 2 | 3 | 4 |
| Self-motivated | 1 | 2 | 3 | 4 |
| Self-awareness | 1 | 2 | 3 | 4 |
| Able to cope under pressure | 1 | 2 | 3 | 4 |

## Communication

Explain how well you communicated during the event. Think about answering the following questions in your answer:

Were my spelling and grammar correct in my written communication?

Was my written communication clear and easily understood by everyone?

Did I speak at an appropriate pace and volume?

Was I clear in giving and receiving instructions?

Was I specific?

## Problem solving

|  |  |
| --- | --- |
| **Problem-solving skill** | **Evidence and approach** |
| Being quick to respond |  |
| Being calm |  |
| Ensuring that changes are made when required |  |
| Demonstrating sympathy |  |
| Demonstrating empathy |  |
| Knowing alternative options |  |
| Adapting to new circumstances or information |  |
| Being flexible |  |
| Ensuring that the pace of solving the problem is appropriate |  |
| Responding to urgent or challenging information |  |
| Listening and understanding the problem in hand |  |

## Team working

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Element | Rating (1 very good to 4 very poor), circle accordingly | | | |
| Respects others | 1 | 2 | 3 | 4 |
| Values others | 1 | 2 | 3 | 4 |
| Collaborator | 1 | 2 | 3 | 4 |
| Shares ideas | 1 | 2 | 3 | 4 |
| Helps others | 1 | 2 | 3 | 4 |
| Shows commitment to the event/task | 1 | 2 | 3 | 4 |
| Decision making | 1 | 2 | 3 | 4 |
| Keeps trying to improve the event for everyone | 1 | 2 | 3 | 4 |
| Doesn’t give up | 1 | 2 | 3 | 4 |

## SWOT Analysis of own skills

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |