**Staging and Managing my Chosen Event**

**Portfolio of the EVENT NAME**

**INSERT YOUR NAME HERE**

**UNIT 4 – Managing an Event**

**Assignment 3**

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# Before the event

Briefly explain the planning you have done as a group and why you have completed this.

## Minutes from group meetings

In this section you need to insert a copy of your minutes from all of your meetings – with an explanation (what are they, why did you keep minutes etc.)

## Evaluation form

You need to include a blank copy of the evaluation form that you will be giving to your customers to assess how well the event went and if they have any feedback to provide you for future improvement. Include a short explanation about the questions you are asking here, and why you are asking guests to complete the evaluation etc.

# During the event

## Individual diary

Complete an individual diary that shows how your plan for the event was put into practice and details your active participation and how you demonstrated effective and safe event management and personal skills. It should include an identification of any issues that arose and how these were dealt with, and whether the contingency plan was needed or not. This should be descriptive.

## 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

Insert photos of the event here.

# 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

Explain if you had to carry out any of the contingency plans and how this effected your event.

# Evaluation of the event

Explain why it is important that you evaluate the event (so that you learn from this for the next time that you plan an event and also to see whether you met your aims and objectives for the event).

## Review of Success

Explain/measure how you know that you were successful in your event, did you meet aims and objectives, keep to timing, keep to budget, have an effective contingency plan.

How much profit/loss did you make? Show workings.

## Attendee evaluation

Insert the results of your evaluation form from the event (please quantify the results and place them into graph/charts) and also write up comments that students have made.

Evaluate what the results mean and how you could have improved the event based on student feedback.

## 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 |