

EVENT MANAGEMENT

A Decision Making Scenario

Facilitators Support Pack

Learning Materials

Our selection of learning materials match both real world scenarios as well as many of key curriculum topics. The materials can be incorporated into GCSE, A Level or BTEC subjects, such as Travel and Tourism, Business Studies and Hospitality or as part of a careers lesson.

**The learning materials support Gatsby Benchmarks
1, 2, 4 & 7.**

Overview

Based on real work experiences, this scenario challenges students to think like senior management and create a bid to win a contract for a charity concert.

Working in groups (as many as required), students are given a client brief to plan a charity concert. The students will have to create a company name/logo, decide which charity they are supporting, pick their entertainment, consider food and beverage, costings, locations, health and safety, marketing materials, venue and staffing.

The activity allows students to have creative freedom in their decisions and really step into an enterprising role. This activity runs as a competition, with each team competing against each other to win the bid.

Requirements

A projector/smart board and each team of students will need access to a computer/laptop.

Details

Duration: 1-2 hours

Class Size: 40 students, but can accommodate larger sizes

Year Group: 11+

Access

The activity is free and available on the Edge Hotel School webpage via the 'Information for Schools' page.



Event Management

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Welcome to the scenario!

The aim of this scenario is to give students insights into the amazing and diverse jobs and career options available in the Hospitality and specifically the Events Industry. In this scenario students will get to design their own event and develop a creative proposal to plan a charity concert. It is meant to be engaging and enjoyable for the participants and, with the help of this 'Facilitators support pack', to be relatively easy and enjoyable for you, the facilitator!

There are 3 different downloadable documents, namely:

Event Management

A Decision Making Scenario (A PowerPoint which commences with the introduction and scene setting and then provides issues for the students to consider). Facilitators may wish to print copies of the presentation for the students or provide a digital copy.

Event Management Facilitators Support Pack

(A PDF document. This document, which tells you how to run the scenario and a few hints and bits of background information into the subject)

Event Management

Marking Framework (an Excel spreadsheet which provides some guidelines and ideas for the assessment of the student proposals)



How the Scenario is Played:

- Students are organised into teams (the number of teams and size of teams is the decision of the Facilitator) Each team will need access to at least 1 computer/laptop so students can conduct research and put together their presentation.
- The style of the ultimate presentation is up the students however the Facilitator might wish to influence this depending on timings and available resources. They might however wish to consider which type of presentation is likely to have most impact; verbal, PowerPoint, Handouts, Word etc.
- The Facilitator uses the PowerPoint presentation to introduce the event brief and discuss the proposal and expectation of the outcomes.
- Once the briefing presentation is completed students will then start to work in groups to develop their creative briefs.
- Experience has shown that the scenario works best if it is run between 1-2 hours.
- At the end of the session the Facilitator should allow enough time for all the teams to present their ideas to the whole class. The Facilitator will act as the 'charity' the teams chose and should both critique and question students on their proposals (just like a real business meeting!) The Facilitator however may wish to bring in other colleagues to 'act' as the charity as this adds both to the 'pressure' but also to the authenticity.
- The rest of the class should also be allowed to ask questions and challenge the presenting teams (this helps the students to really consider and justify why they have made their decisions).
- After all teams have presented the Facilitator (or the supporting colleagues) select the winning team.

The subsequent pages of this Facilitators support pack have been compiled so as to give you some guidance and direction in reaching a final score for each proposal.

We hope you find it easy and enjoyable to play this scenario with your students and explore the worlds of hospitality and events management.

Delivering the briefing: Supporting notes

In this scenario it is important to ensure that the students are given a thorough briefing so that the intended learning outcomes are achieved. Whilst the Event Management – A Decision Making Scenario PowerPoint is relatively comprehensive, the following provides a short commentary which might provide some additional pointers or information so as to increase the effectiveness of the initial briefing.

Not every slide has a commentary below as some of the slides are self explanatory.

Where you feel it is appropriate, you should encourage the groups to ask questions so that they take a comprehensive brief.

Slide 3

The Brief

- When choosing the charity, encourage students to think about profile which can be used to attract and enhance ticket sales. Hence, consider the profile of the charity (Is it endorsed by celebrities? Is it press-worthy? Does it have local connections?)
- Students will naturally wish to be ambitious with their ideas. The words 'concert' and 'creative' might suggest a stadium event or open-air event to them. It may be worthwhile to encourage groups to keep their event small and manageable. Use the word 'exclusive'. It would be unwise for inexperienced event managers to deliver a huge event – there is more risk and scope for a huge audience to be dissatisfied.
- Equally, big venues and open-air events increase the costs and the students would need to sell many more tickets to cover those higher costs. Smaller venues are easier and quicker to fill, so the tickets might sell out with less effort or investment of time and money.
- Encourage the students to consider the greater and higher costs of an open-air event versus a venue based event (marquees; power; security; fencing; toilets; transportation; water; drainage; waste clearance; staffing; sound; lighting; parking; local disturbance; traffic control etc)

Slide 6 and 7

Entertainment and Target Market

- Students will be excited to use a band or an artist they love. Encourage them to think about the 'Target Market' (see the following slide). They need to think about their audience and what will sell tickets rather than what they, as individuals, personally like. It is about supplying a demand rather than organising a party for themselves!

Slide 8 and 9

Ticket Prices and Cost

- The students can work out how much a ticket should cost. Encourage them to think about Slide 9 – Costs. If they have a ticket sale price, they now need to think about all the costs; will the ticket sale price and the number of tickets sold cover the costs?
- Costs may include venue hire; band hire; technical support; staging, props and stage management; sound, lighting and other stage costs; transport; marketing; ticket printing and distribution; website; staffing potentially including stewards, security, catering and event management etc.
- Perhaps get them to think about other ways in which some of these costs might be covered (volunteers; corporate sponsorship; contribution or lending of facilities or equipment etc). In addition, you may wish to get them to think about other sources of income such as commission from food and drink; creating different ticket prices (standing, seating, balcony, VIP or Packages); sponsorship and donations from individuals or organisations and businesses (especially because it is a charity event).
- Encourage the students to consider what the break-even point is likely to be. This is where they understand how many tickets they need to sell at whatever price they have set before they 'break even' and cover their costs. If they have not sold the 'break even' number of tickets by a certain date, will they cancel the event? (and if they do cancel the event what are their initial costs likely to be at that point?)
- If they don't cover their costs, they will lose money. This means the charity will not get any money. It also means they will not make a profit themselves. Worse still, they will have to pay for the initial costs out of their own pockets!

Slide 12

Health and Safety

- How will students identify the potential Health and Safety risks? How will they assess the level of risk (i.e. the injury level) and probability of that risk occurring (i.e. the likelihood)? How will they try to reduce or 'plan the risk out' of the event?

Slide 14

Donations

- How much will their event donate to the charity? They can decide whether it should be a variable or proportional figure such as the percentage of ticket sales or it could be a fixed figure. They will need to work out how much the income from ticket sales, sponsorship and other revenue sources will be and deduct the costs and, potentially the profit they wish to make. Then they will be able to see how much is left for the charity.
- Whilst they may think they shouldn't make a profit (because it is a charity event) they should be advised that they are allowed, indeed required to make a profit ! If they don't take a profit, they will not be able to do these events in the future and the charity wouldn't have any real benefit beyond profile from their event!

Points to Emphasise

- The proposal must be creative and 'sell' the idea and concept to the charity and sponsors. It needs to be visual and exciting. The students should, within the time and resource confines, be innovative and positive!
- The financial aspects are as important as the concept. One aspect cannot exist without the other, so they should produce a simple budget (income; costs; donation to charity; their profit etc) and be prepared to discuss it.
- Identity and image is important. What is their team name and why have they selected this name? Does it help in promoting the event and if not, why not?
- Teamwork and their own skills are also important. Who is in their team, what roles will they be taking and do they have all of the skills required for this event (and if not, where will they get these skills from?).
- What are the objectives of the event (i.e. raise funds for the charity; give people a good experience; make a profit; raise the charity's profile etc).
- All professional event organisers also put effort into understanding their customers and learning from their experience following the end of the event. With this in mind, how will the groups measure the extent to which their (or their clients) objectives were met? How are they going to know whether people had a good time and review what went well or what didn't go well, so they'll improve as event organisers?

Marking the Presentations

Whilst a framework for marking the ideas and the presentations is available, the criteria for judging and marking the presentations are really up to the Facilitators.

The framework merely provides some prompts and consistency to assist in the judging however, given that teams delivering their presentations can become quite competitive (similar to the real world), it is often useful to agree weighting and expectations prior to both the initial briefing and the final presentations. It also allows external supporting staff (who are drafted in to help judge the presentations) to understand where the focus of attention should be.

It has also been our experience that it is useful for the teams to have a copy of the marking framework so that the more adept teams can identify which criteria to put greatest emphasis on and where to best place their efforts.

Equally, once the Marking Framework Excel document has been downloaded, the Facilitator has the capacity to modify the importance of each element by modifying the numbers in the 'Weighting' column.

You may also want to add aspects that you feel are important or wish to emphasise and you should feel free to customise this spreadsheet and add your own criteria.

If you wish to customise or adjust either the weightings (Column E) or add more criteria, please remember that the total for the weightings in Column E should still add up to 100%.

My Hospitality Life : Inspiring Hospitality Careers
 Event Management : Marking Framework



Please ensure that, should you wish to modify this column, the weightings add up to 100%

Team name :

Assesment Criteria	Weighting	Mark
Creativity: Concept, rationale, realism of the proposal (eg, venue: artist or bands identify charity identified; creativity of the presentation)	20%	50
Finance and budget: Demonstrate an understanding of income and sources of funding: demonstrate an understanding of costs: produce a simple budget: identify the final aspired donations to charity and their profit	20%	55
Pre event planning: Evidence of logical thinking: consideration of the resources that might be needed awareness of health and safety and risk management	20%	60
Managing the event: Awareness of their role: awareness of how the day will work and the schedule: timings of the event and organisation of the main resources	15%	80
Post event evaluation: Consideration of customer feedback and how they will measure success (financial and other measures)	15%	60
Teamwork: Nature and level of teamwork within the group: how they present the concept, how they answer questions level of group enthusiasm and professionalism: extent to which the concepts sold to the client	10%	50
	0%	

Tutor Comments

Mark Awarded:	59%
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Scenario PowerPoint Slides

1

MY HOSPITALITY LIFE

EVENT MANAGEMENT

A DECISION MAKING SCENARIO


AN INITIATIVE BY THE EDGE HOTEL SCHOOL

2

EVENT MANAGEMENT

Event managers plan and organise promotional, business and social events. They're responsible for running a range of events, ensuring the target audience is engaged and the message of the event is marketed properly.

As an event manager, you'll organise conferences, seminars and exhibitions, as well as parties and corporate incentive trips. You'll manage the whole process from the planning stage, right through to running the event and carrying out the post-event evaluation. The role is primarily hands-on and often involves working as part of a team.



5

YOU NEED TO CONSIDER

When creating your event proposal you will need to make sure you have considered a lot of different elements to make sure your event stands out.



6



ENTERTAINMENT

Who is your band or artist? Will there be any other type of entertainment arranged for the event?

9

COSTS

How much will the venue, catering, staff, marketing and so on cost your team? Can you get anything gifted or free? Are there any sponsors who can support the event?



10

FOOD AND DRINK

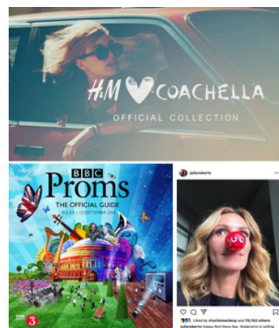
What type of food outlets will be available? Does it suit the event and target market? How much do you need to provide to cover the guests.



13

MARKETING AND PROMOTION

How will you raise awareness about the event? What tools and ideas can you use to make sure you sell your tickets?



14

DONATIONS

How much funds will you be able to donate to the charity?



3

THE BRIEF

In your team you need to develop a plan for a charity concert and put together an event proposal. You will need to identify which charity this concert should support and develop a proposal for that chosen charity. You will need to present your ideas to charity at the end of the activity.



4

WHAT IS AN EVENT PROPOSAL

The event proposal is a creative document presented to the client to show the following information:

- TEAM**: You have to define the job titles of everyone in the team
- WHAT**: You have to define type of event you are planning
- CONCEPT**: You have to detail what the event will look like
- LOCATION**: You have to pick a location and find a venue
- MARKETING**: You have to create a marketing strategy for your event
- COSTS**: You have to develop a budget for the event that includes expense and profit
- RATIONALE**: You have to be able to discuss the reasoning behind your event idea

7

TARGET MARKET

Who are your guests? What kind of experience are they looking for?



8

TICKET PRICES

How much should you charge your guests for their tickets (remember you want to make a profit).



11

LICENSE OR PERMISSIONS

You need to ensure you are running a legal event and should consider any licences or permissions you may need (e.g. alcohol etc)



12

HEALTH AND SAFETY

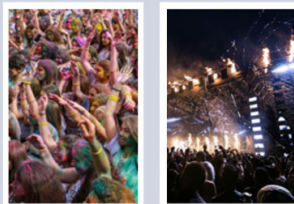
What measures will be checked to ensure your event meets health and safety guidelines.



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THANK YOU FOR PLAYING EVENT MANAGEMENT!

For more information on hospitality careers and education, check out the Edge Hotel School



Edge Hotel School

The Edge Hotel School at the University of Essex provides industry-led tourism, hospitality, hotel and events management degrees with hands-on experience in a real 4* hotel on the campus. We work closely with the hospitality industry to produce future leaders so feel a responsibility to raise awareness of our brilliant industry and provide young people with the information that they need to make decisions about their future.

Find out more about the Edge Hotel School:



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