

SIR ARTHUR LEWIS COMMUNITY COLLEGE
Division of Technical Education and Management Studies

EXAMINATION SESSION : Semester One December 2012/2013 Examination
TUTOR (S) : Ms. T. Warner
PROGRAMME TITLE : Elective
PROGRAMME CODE : Elective
COURSE TITLE : Events Management
COURSE CODE : HOS213
DATE : 4th December, 2012
COMMENCEMENT TIME : 1:00pm
DURATION : 2 Hours
INVIGILATOR (S) : F. Nicholas, C. Charles
ROOM (S) : TRA-R3



#M79



INSTRUCTIONS:

There are a total of Six Case Studies. Select **ANY FOUR (4)** case studies and answer the questions. Use the plain paper to scratch the layout.

Borrowing or lending is prohibited.

- Students are advised to use a pen to write this examination
- Write your ID number on *each* answer sheet
- All cell phones must be turned off during the examination
- **Note:** Bags, books as well as writing paper not given by the invigilator should be deposited at the front of the examination room or as otherwise indicated.
- Students **must** sign **IN** and **OUT** on the examination class list
- All examination papers **must** be turned in to the invigilator together with the answer sheets

Select Any 4 Case Studies

Case Study 1

An Event Planner was asked to plan a woman's fortieth birthday party. The woman's husband wanted a party that would be unique and memorable not only for his wife but also for all who attended. He wanted to invite all of their family including children. He was thrilled with the idea of a luncheon boat ride and he wanted it to end at 6:00pm. The planner was to arrange for the boat rental and catering and to decorate the boat on the morning of the party.

1. Describe your concept. (10mks)
2. List three possible things that could go wrong and what measures you would put in place to avoid it. (15mks)

Case Study 2

A company will be giving a party to celebrate its fiftieth year of tractor and farming equipment operations. Approximately 500 staff and their families would be invited. The party will be held in a large airport hangar out in the country. Food will be pretty basic, and drinks will be plentiful. Décor is important as their logo needs to be incorporated into the decorations and the entertainment will be the focal point of the event.

1. Develop an organizational chart (including duties) that will guide in the planning and organizing of the event. (10mks)
2. List and explain five regulations you would need to adhere to for a mass crowd event such as this. (15mks)

Case Study 3

"They told me to stand at an access gate all day on my own to check staff passes and no other details were given. I was prepared for the boredom but I didn't bring a water bottle. Can you believe it? I wasn't given a break for six hours. By then I was really looking for some relief. You would think that the managers would learn something about people's basic needs. A folding chair would have made all the difference during this long cricket match. A drink and an opportunity to go to the bathroom would have been welcome. I was hoping to have my physical needs met by being given scheduled breaks and possibly having my job rotated. In fact by the time my shift was over for the day, my supervisor had long left the place."

Comments from an Event Worker

1. Explain the three basic training areas needed to be undertaken prior to an event. (6mks)
2. Suggest four recognition strategies you would employ with this volunteer? (4mks)
3. Identify five things you would have done different if you were the Event Manager. (15mks)

Case Study 4

Fan Fair 2002 was bigger and better than ever with an attendance of more than 50,000 making it the biggest crowd in Fan Fair's 31 year history. Enlarging the event and improving on the success of Fan Fairs move to Downtown provided more activities, more stars and more music for the fans to enjoy. More than 40 artists participated in the star-studded, nightly concerts during the four days.

1. Explain the process of event marketing that they would have used to encourage people attend in such large numbers. Please include a diagram and specific possible examples pertaining to this case.

(25mks)

Case Study 5

Rosie is a new employee of Events and You. A client has contracted the events company to organize a conference at the Tex Conference and Convention Hotel. The managers from all the regional offices will be attending. They would require accommodation and conference facilities for four days. Rosie is expected to negotiate with the hotel for the best possible deal.

1. Give Rosie five tips on how to prepare for the negotiation such as this.

(15mks)

2. Define a contract and explain four essential elements of a contract.

(10mks)

Case Study 6

We staged an elaborately themed Christmas Party in a top Hotel in the Midlands. The brief was to make the party have a real "WOW" factor and absolutely go to town with glamour so that the result resembled and imitation of a Night at the Oscars in Hollywood.

The room was set for 300 guests with tables and chairs beautifully dressed in matching linens with gold sashes adorning each chair. The table centerpieces were sparkling mirror balls, clapper boards and rolls of film were each pin spotted for maximum effect.

We included a fabulously funny award ceremony hosted by funny guy Patrick Monahan had the guests in stitches as he presented awards specially designed by us to staff guests has previously voted as "Rear of the Year", "best dressed guy", "Mother Hen" and then a sentimental finale as Volvo presented a lifetime achievement award to one of their longest serving members of staff.

With a packed dance floor all night long, friendly staff and excellent dining this event was deemed the best ever at the company.

1. Draw the layout of the room. (Provide a short explanation if required)

(15mks)

2. Plan a menu for the night (including beverage) and include style of service.

(10mks)

END OF EXAMINATION