Applied General Assignment Brief

Unit 7: managing an event

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| **Qualification title** | Level 3 certificate/extended certificate in Applied Business |
| **Unit code** | Y/507/6701 |
| **Unit title** | Managing an event |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | Assignment 1 – Planning an event | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 1 and 2 | P1, P2, P3, P4, P5 and P6 | M1, M2, M3, M4 and  M5 | D1,D2 and D3 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P1 and M1 |
| Task 2 | P2, M2 and D1 |
| Task 3 | P3 |
| Task 4 | P4, P5 |
| Task 5 | M3, M4 and D2 |
| Task 6 | P6 |
| Task 7 | M5 and D3 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 - completed template outlining types of event and analysis grid |  |
| Task 2 – completed spider diagrams and resource grid templates |  |
| Task 3 – completed list of relevant findings in personal log |  |
| Task 4 – completed team research plan and checklist |  |
| Task 5 – completed analysis file |  |
| Task 6 – completed spreadsheet model of the event plan |  |
| Task 7 – completed review of the event plan |  |
| **Learner - please confirm that you have proofread your submission** |  |

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| **Learner Authentication**  I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**  I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| \*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification |

**For marking purposes only**

**Marking grid**

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| **Performance Criteria (PC) Achieved** | | | | | | | | | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Merit\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Distinction\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Number of PCs achieved** | **Number**  **of PCs achieved** |
| P1 |  |  | M1 |  |  |  |  |  |  |  |
| P2 |  |  | M2 |  |  | D1 |  |  |  |  |
| P3 |  |  |  |  |  |  |  |  |  |  |
| P4 |  |  | M3 |  |  | D2 |  |  |  |  |
| P5 |  |  | M4 |  |  |  |  |  |  |  |
| P6 |  |  | M5 |  |  | D3 |  |  |  |  |
| **Total PCs achieved:** | | | | | | | | |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment).***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC).***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**  (Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\* |
| Feedback  Tutor name(print) and date |
| Resubmission Feedback  Tutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario**

In unit 5 of the qualification, you have been developing a business proposal. In order to gather feedback and establish viability of this idea, you will be participating in managing an event in order to conduct experiential marketing of your proposed business idea.

The event will be an enterprise awareness day aimed at getting potential customers to engage with the brand and feedback their ideas.

You will be looking at events used by other small businesses, to investigate the effectiveness of their communication methods and channels used by them. You will investigate the resources used at the events, how they were managed and the significance of resource management in the success of the events.

For your event, you will be working as part of a team. You will complete the planning of this event, collecting and collating information required on both the event characteristics and target audience preferences. The overall event plan will be produced, from which you can establish the extent to which you believe it is able to achieve the primary purpose of the event.

**Evidence required for assignment 1**

**Investigate events delivered by small businesses (PO1)**

* + Template outlining two types of event; analysis grid on effectiveness of communication methods and channels (Task 1 – guide time of 1½ hours)
  + Completed spider diagrams on resource requirements; completed comparison grid on resource management (Task 2 – guide time of 1½ hours)

**Planning an event (PO2)**

* + Completed list of relevant findings in personal log (Task 3 - guide time of 1 hour)
  + Completed team research plan and checklist (Task 4 – guide time of ½ hour)
  + Completed analysis file (Task 5 – guide time of 1½ hours)
  + Completed event plan on spreadsheet template (Task 6 – guide time of 1½ hours)
  + Completed review of event plan (Task 7 – guide time of 1½ hours)

**Activities**

**Investigate potential business ideas (PO1):**

Your initial task requires you to consider **two** examples of an event held by a business or separate businesses. These examples will be chosen by you, and for each example you will provide an outline of the type of event, the purpose of the event and the target audience.

Your tutor will provide you with a template to complete for this task and you will be expected to carry out any research required. Research for task 1 will be to provide **two** examples of events and communication channels and methods used by **one** of these. Further research required for task 2 will involve the resource requirements of the two events. The two events can be from one business, or from two separate businesses. The business may be profit or not-for-profit examples. You should use small scale business events as your examples.

You are required to:

* + Complete the template outlining two types of event, the purpose of each event and the target audience each event is aimed at.
  + Complete the analysis grid, to analyse the effectiveness of the communication methods and channels used by one of the events. (The extent they helped to achieve the events’ primary purpose and reached the target audience).

**Task 2**

You will need to use your research on the **two** events you provided in task 1, to investigate the **resource requirements**. You tutor will provide you with a checklist of resources, together with a template on which to complete this task.

You are required to:

* + Complete the spider diagrams, outlining the resource requirements of two events delivered by small businesses (using the event examples you provided in task 1)
  + Complete the comparison grid, providing a comparison of the ways in which resources were managed in each event, from which you will judge the significance of resource management for the success of the events overall.

**Planning an event (PO2):**

**Task 3**

Now that you have investigated examples of events held by other businesses, it is time for you to work as a member of a team planning your own event. The event guidelines are provided by your tutor. As this will form part of the development of your business idea in Unit 5, you will initially reflect on your individual business proposal to identify any relevant information eg proposed idea, target market, any relevant findings.

You’re required to:

* + Complete a list of relevant information from your individual business plan.
  + Share this list and discuss with your team:
  + The type and purpose of the event
  + The suitability of the venue
  + Consider the resources you will need in terms of timing available to plan and run the event within the budget available (a sensible budget decision will need to be made by your tutor)
  + Whether the event enables input by each member of the team
  + Consideration of how the event will help to inform aspects of your individual business plan, to provide a coherent link to the Business Proposal unit 5.
  + Any risks or uncertainties would need to be considered
  + Record these findings in your personal log. A copy of the findings will be your evidence for this task.

**Task 4**

Working as part of a team, you will now start to make relevant planning decisions and research the relevant factors involved in running the event. Evidence from your teams’ research can be presented in the form of team research findings. It is important that team research findings are accessible to all members of your team so that you can each use the findings to present evidence within your own portfolio. It is also important that you keep your personal log up to date,

You are required to collect and collate relevant information in order to:

* + Clarify the purpose of the event
  + Outline the preferences of the target audience
  + Outline the event **characteristics**

This information can be individually recorded on the team research plan and checklist provided by your tutor.

**Task 5**

Working individually, you can now reflect on key findings from the information collected in tasks 3 and 4 above.

* + You are required to complete an analysis file which contains an analysis of the information:
  + to identify key findings for the event plan
  + to identify appropriate event characteristics
  + to evaluate the key findings needed by the event plan

**Task 6**

Having gathered all the information needed, with your team you will now produce an event plan. The event plan must form a working schedule for your team, on which you list all the tasks required in preparation for the event, clearly allocating the roles and responsibilities of individual team members and ensure that you establish critical dates for completion of individual tasks – this is essential to the event going ahead on time!

You are required to:

Complete an event plan (by use of a Gantt chart on a spreadsheet template provided by your tutor). The evidence of the event plan must be accessible to each member of the team to include in their evidence.

**Task 7**

Individually, you will review the event plan to formulate a judgement on how successful it will be in achieving the primary purpose of the event. Your tutor will provide a template which identifies key areas for you to reflect on in your analysis.

You are required to complete a review of your event plan to:

Analyse and reach a justified conclusion on the likely success of the event plan in achieving its desired objectives.