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 2 – Delivering and reviewing an event | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 1 and 2 | P7, P8, P9 and P10 | M6, M7, M8 and M9 | D4, D5 and D6 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P7 |
| Task 2 | M6 and D4 |
| Task 3 | P8, M7 and D5 |
| Task 4 | P9 and M8 |
| Task 5 | P10, M9 and D6 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 completed template outlining resource requirements, completed risk assessment, four draft communication materials |  |
| Task 2 – completed analysis file |  |
| Task 3 – completed template ‘contributions to the event’ |  |
| Task 4 – completed ‘review of the event’ template |  |
| Task 5 – completed ‘impact on business proposal’ template |  |
| **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** |
| P7 |  |  | M6 |  |  | D4 |  |  |  |  |
| P8 |  |  | M7 |  |  | D5 |  |  |  |  |
| P9 |  |  | M8 |  |  |  |  |  |  |  |
| P10 |  |  | M9 |  |  | D6 |  |  |  |  |
| **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**

Having planned your team event in assignment 1, you will now be delivering the event and reviewing outcomes from the event.

You will be required to produce draft communication material for the event and gain feedback from the target market. You will be working as part of a team in order to deliver the event and are expected to complete your assigned role and responsibilities throughout.

Finally, you will review your business proposal by considering all the evidence available to you ie from assignments 1 and 2, tasks 1 to 3. You will gain insights from planning and delivering the event and the impact these may have on your business proposal. You will consider possible adjustments to your business proposal as a result of these reflections.

**Evidence required for assignment 2**

**Delivering the event (PO3)**

* + Template outlining resource requirements, completed risk assessment and four draft communication materials (Task 1 – guide time of 2 hours)
  + Completed analysis file (Task 2 – guide time of 1 hour)
  + Completed template ‘Contributions to the event’ (Task 3 – guide time 2 hours)

**Reviewing the event (PO4)**

* + Completed ‘review of the event’ template (Task 4 – guide time 1 hour)
  + Completed ‘impact on business proposal’ template (Task 5 – guide time 1 hour)

**Activities**

**Delivering the event (PO3):**

**Task 1**

With your team you will need to review the **purpose of the event** **plan** and how this might be used to help in managing the event to a successful outcome.

You will need to ensure that you stick to time limits given to you by your tutor, to ensure that all necessary preparatory material and resources are completed and ready in time for the event to be run.

Your team will need to consider the **resources required** in order to run the event. This will include the physical and human resource requirements. (You may refer to task 4 here as some of the components will have been considered by your team in the planning stage).

An outline of the physical resources will include those relating to the venue itself, and those which are supplier related.

You will need to consider risks associated with running the event and any key legislative requirements and complete a **risk assessment** for the event.

**Four draft communication materials** required by the event will need to be produced. Communication materials may be verbal, non-verbal or visual. Draft communication material can be produced using a variety of software or other relevant material or sources depending on the choices made. The materials and channels selected will need to be appropriate to the type of event being delivered, and meet the needs of the target audience.

The materials may be produced as a group or individual contributions to the group, but all four drafts must be accessible to each member of your team for their own portfolios. Each member of your team should clearly indicate their contribution to the materials produced.

You are required to:

* + Complete the template providing an outline of the resource requirements for the event
  + Complete a risk assessment template provided by your tutor.
  + Produce four draft communication materials for the event.

**Task 2**

In order to examine the potential for success, your team will need to **survey** the extent to which the draft materials meet the needs of the target market. In order to gather this information, you will relate to the information on the target market from your business proposals, together with collecting feedback from the target audience.

For example, your team may decide to hold a **focus group** where the draft materials are discussed and views on them recorded, ultimately to make appropriate adjustments (and to inform individual work on M6 and D4 criteria). Alternative ways of gathering feedback from the target market could be through use of a questionnaire, interview, survey, or online blog for example, to establish views on the draft materials you have produced.

Once you have received feedback from the target audience, you can reflect on this information to establish the extent to which they approved the draft materials, and any key findings resulting from this relating to delivery of the event. You can evaluate these findings to establish how best to achieve the successful delivery of the event.

You are required to:

* + Gather audience feedback on the four draft communication materials you produced in Task 1
  + Complete the analysis file to analyse the information collected from the target market, evaluating key findings which will help with successful delivery of the event and achievement of event outcomes.

**Task 3**

**Before the event**

You have now reached the final planning opportunity prior to the event taking place. Each member of your team needs to be absolutely certain of their individual roles and responsibilities in running the event. This you should hopefully have done within your event plan.

It may be necessary for individual team members to write out **individual schedules and checklists** (in their personal log) to make sure they don’t forget anything they need to do on the day!

**The day of the Event**

During the event, you will need to carry out your individual role and responsibilities. This includes keeping to agreed time limits, following the correct sequence of activities and contributing to effective teamwork with your other team members.

**Throughout the event**, you will need to **record examples of your own performance**, compared to the roles allocated. This information can be recorded in your personal log. During the event, there may be instances where you have **effectively contributed to the work of your team**; or where you have **demonstrated effective leadership skills** in some way. Note these examples down in your **personal log**. **Collect feedback from others** as evidence eg feedback from observers (target audience, and from your peers)

When the event has been run, it is time to look at the evidence you have collected from the day.

You will use the evidence you have gathered during the event (personal log, feedback and observations) to complete this task.

**You are required to:**

* + Complete the template ‘Contributions to the event’ on which you will provide three separate examples where you have demonstrated different aspects of your ability to contribute to team performance during the event, extracting evidence from your personal log.
  + Complete the analysis file, commenting on the following issues:

**Teamwork & Leadership skills:**

* + Examples of contributing towards effective teamwork during the event
  + Examples of demonstrating effective leadership skills during the delivery of the event

**Impact on achievement**:

* + the impact of team roles,
  + responsibilities,
  + managing relationships and
  + teamwork

**Reviewing the event (PO4)**

Now you have completed delivery of the event, it is time to review your findings. The work on performance outcome 4 is to be your individual work. You can refer back to findings and observations you have recorded in your personal log, any feedback you have collected, and any other resources produced during event planning and delivery to arrive at your judgements.

**Task 4**

Following the event, through use of any feedback or observations you have recorded in your personal log, you will need to reflect on the extent to which the event met the original outcomes, and suggest improvements for future events to be run.

In the template, you will consider:

* + The outcomes of the event
  + The extent to which risk was minimised
  + A review of whether the primary purpose of the event was achieved

Using information collected in your personal log, you will analyse how team roles and responsibilities and teamwork contributed to the successful achievement of the objectives of the event.

You are required to:

* + Complete the template ‘Review of the event’ giving your reflections on event outcomes, the extent to which risk was minimised and a review of whether the primary purpose of the event was achieved.
  + Complete the analysis file, reflecting on how team roles and responsibilities, and teamwork, contributed to the successful outcomes of the event.

**Task 5**

You are now going to consider possible insights gained from planning and delivering the event on the business proposal in unit 5.

For example, target audience views and opinions may cause adjustment to the outline marketing, operations, human resource or financial plans.

You are required to:

* + Individually complete the ‘Impact on business proposal’ template, which:
  + identifies four possible impacts of insights gained from planning and delivering the event, on your business proposal.
  + analyses adjustments to your business proposal, considering the possible impacts of the insights gained
  + recommends and justifies any suitable adjustments to your business proposal