

COMPETENCY-BASED LEARNING MATERIAL

EVENTS MANAGEMENT AND SERVICES NC III



Sector : **TOURISM**

Qualification Title: **EVENTS MANAGEMENT AND SERVICES NC III**

Unit of Competency: **Plan and Develop Event Proposal or Bid**

Module Title: ***Planning and Developing Event Proposal or Bid***

Core 1

Information Sheet 1.1.1

THE EVENT BRIEF

Learning Objectives:

After reading this INFORMATION SHEET, YOU MUST be able to:

1. Accurately interpret contents of the event brief and assess the company's capacity to meet stated requirements.
2. Identify and plan action required for the development of the proposal or bid.
3. Undertake liaison with customer to clarify requirements when appropriate

INTRODUCTION:

Managing events is more than professional partying. It is only about putting people, food and entertainment in one venue, sprinkle them with some pixie dust and let them party!

Man is a social being. Proof of this abounds in history and continues to this day. As civilized grew, people found the need to meet more people. Man has been partying and meeting since by gone eras, but it is in the 1980s that such gatherings became the subject of much study. But because parties and meetings have grown in scope and magnitude, a new field emerged- event management.

Event Program Concepts and Themes

Management is the act of coordinating the efforts of people to accomplish desired goals and objectives using available efficiently and effectively.

Management comprises **planning, organizing, staffing, leading or directing and controlling** an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal.

Events management is the application of project management to the creation and development of an event.

Events management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the

event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

The **event manager** is the person who plans and executes the event. Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also be involved in more than just the planning and execution of the event, but also brand building, marketing communication strategy. The event manager is an expert at the creative technical and logistical elements that help an event to succeed. This includes event design, audio-visual production, script writing, logistics, budgeting, negotiation and of course, client service. It is a multi-dimensional profession.

The event manager must possess suitable qualifications for the job. These may be grouped as knowledge, skills and liabilities.

KNOWLEDGE

- Process in planning, staging and evaluating an event, including knowledge of the technical aspects of show production.
- Principles and processes for providing customer services; including customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.
- Administrative and clerical procedures and systems such as word processing, managing files and records, transcript, designing forms, and other office procedures.
- Marketing strategy and tactics, product demonstration, sales techniques, and sales control system.
- Business and management principles involved in strategic planning, resource allocation, human resource management, leadership techniques, productions methods and coordination or people and resources.

SKILLS

- Proficiency in the language spoken by the client, target participants and local suppliers; including knowledge of the rules of grammar, active listening and effective speaking.
- Use of critical thinking to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Coordination- being able to adjust one's actions in relation to another's actions
- Being aware of others reactions and understanding why they react as they do
- Use of judgement and sensible decision-making even for complex problems
- Actively looking for ways to help and be of service to people

- Time management
- Assessing performance with a view toward corrective action

ABILITIES

- Creativity and originality or the ability to come up with fresh or clever ideas about a given topic or situation or to develop creative ways to solve a problem; also includes ability to generate a stream of ideas about a topic or situation
- Potential problem analysis and contingency planning or the ability to tell when something is wrong and how this may be prevented or corrected

TYPES OF EVENTS

- **CORPORATE / ORGANIZATIONAL EVENTS**
Example: commercial, political, charitable, sales, product launch, expo
- **PERSONAL EVENTS**
Example: weddings, birthdays, anniversaries
- **SOCIO-CULTURAL EVENTS**
Example: ceremonial, religious, art, heritage and folklore
- **LEISURE EVENTS**
Example: leisure sport, music, recreation, fun run

Events can be classified according to the purpose for the gathering, the number of people involved, frequency and the magnitude of the impact.

ACCORDING TO PURPOSE: the Cs of events

Events bring people together to **celebrate** life's milestones and accomplishments and to perform rituals or ceremonies as required by religion, culture or society.

Events bring people together to **commune** and strengthen bonds of friendship and restore relationships. Class reunions and family reunions are events that create new memories of days past.

Events bring people together to **convene** that are to share and pass knowledge among peers and colleagues. Meeting, conference, conventions and similar gatherings aim to be a venue to educate or impart new learning for the participants.

ACCORDING TO NUMBER OF PARTICIPANTS

Event may be classified according to the number of participants expected. This may range from limited board meetings to wide-scale conventions with thousands of delegates.

ACCORDING TO FREQUENCY

Events may range from once ever event to monthly, quarterly, semestral, annual, biennial, triennial or quadrennial event. There also event held on a need basis.

ACCORDING TO MAGNITUDE OF IMPACT

It is common for events to leave an imprint in the minds of the people who attend the event. There are also events that have lasting and far-reaching effects.

Meeting is an assembly of individuals gathered to discuss items of material interest or engage in professional development thru learning activities.

Conference is a participatory meeting defined for the discussion of subjects related to a specific topic or area. May include fact-finding, problem solving and consultation.

Congress is a scheduled periodic meeting of delegates or representatives of interested groups to discuss a subject. It is also the European term for convention.

Convention is a general and formal meeting of a legislative body or social or economic group to provide information of a particular situation and to establish consent on policies among participants.

Foreign meeting is a meeting compromised of attendees from other nations; also known as international meeting or institute.

Seminar is a lecture, presentation and discussion under the guidance of an expert discussion leader allowing participants to share experiences in a particular field.

Workshop is a training session in which participants develop skills and knowledge in a given field.

Exhibit booth and standard are often used interchangeably; an exhibit is actually all of the display materials and products housed in a booth or stand.

Fair is a public celebration that includes commercial and civic activities.

Festival is a public celebration that conveys, thru a kaleidoscope of activities, certain meanings to participants and spectators.

Parade is a moving pageant including floats, bands, individual entertainers and dignitaries.

Use this procedure in planning and developing Event Proposal

COMPANY PROFILE

- COMPANY NAME
- COMPANY LOGO
- COMPANY LOCATION
 - BRANCH LOCATION/S
- COMPANY CONTACTS
 - KEY EXECUTIVES
 - STAFF
- COMPANY DESCRIPTION
 - SUMMARY
 - MISSION
 - VISION
 - CLIENT DEMOGRAPHICS
- COMPANY SERVICES
- COMMUNITY INVOLVEMENT
- COMPANY CLIENTS
- COMPANY EVENTS
- COMPANY PARTNERS

INTERPRETING A COHESIVE EVENT PROGRAM

Event brief is a simple, yet detailed document that outlines your event requirements and what you are looking for in a venue. It also answers the WH questions regarding an event.

Event Brief Sample Format:

Title: Welcome to the Christian World Vaughn Timothy!
Venue: Divine Grill
Location: Bagbaguin, Sta. Maria, Bulacan Philippines
Date: December 18,2016 – Sunday
Time: 12:00pm-3:00 pm
Theme: Mickey Mouse / Blue and black theme

Concept: The concept will showcase the beauty of the place and the décor with Mickey Mouse pictures with colors blue and black.

Goal and Objective: To maintain the good quality service during Timmy's baptism day.

Target Attendees: 100

Event Bid is the official request to hold the event. The more information provided to the people deciding on awarding the bid, the more confident they will be that the submitter can run the event.

Event Bid Sample Letter

September 8, 2016

Mr./Mrs. Ric Bartolome

Good Day Sir/Madam!

Thank you for considering VL Event Management Services (VLEMS) to organize your son's baptism party.

Event Package rate for the first level consultation is P5,000.00. We customize and conceptualize event program depending on your requirements and expectations.

Choosing VL Event Management Services (VLEMS) is inclusive of the following:

Outlet Lights & Sounds; Manpower - Ushers, Logistic, Security and whatever you need for the event; professional Emcee; to give liveliness on your event; Creative Team: Photo and Video Coverage, Graphic Arts.

See past events on our Facebook: [VLEMSevents@facebook.com](https://www.facebook.com/VLEMSevents)

Check our website: www.VLEMSevents.com

Warm regards,

LEAH G. LIM

VLEMS EVENT MANAGEMENT

Event proposal is basically the business plan of your event. It is the way you will market your event services to a perspective client. Also, it is considered to be the roadmap on which an event organization works; and requires extensive research and concrete facts.

PARTS OF EVENT PROPOSAL

- OPENING LETTER
- COMPANY PROFILE
- EVENTS DESCRIPTION
 - TITLE
 - VENUE
 - LOCATION
 - DATE AND TIME
 - CONCEPT
 - THEME
 - GOAL/OBJECTIVE
 - ACTION PLAN
 - SWOT ANALYSIS
 - COMPANY PARTNERS
 - CLIENTS RELATED TO BID
 - WORKING COMMITTEE

- EVENT PROGRAM
 - EVENT CHECKLIST
 - VENUE DESCRIPTION
 - VENUE LAYOUT
 - LOCATION MAP
 - BUDGET PROPOSAL
 - EVENT MARKETING
 - TIME FRAME
- SERVICE FORM
 - EVENT BILLING/PAYMENT CONTRACT
 - CONTRACT OF AGREEMENT

INDUSTRY PRACTICES RELEVANT TO EVENT MANAGEMENT

Before having a meeting with anyone, prepare a checklist of questions that will help you gather facts relative to the event.

Why? Why must the event be hold?

Who? Know who will be in the audience or who will be participating in the event.

What? Ask what would delight the expected attendees.

When? If the client has already decided on the date and time for the event, then use this as a basis for how much time do you have to plan and prepare for the event.

Where? Venue decisions should always consider the purpose of the event, people involved in the event, their expectations, and the schedule of the event.

How? Check on how many participants are expected or are desired.

ORGANIZATIONAL SKILLS

GENERAL ORGANIZING SKILLS

Employees in the workplace must have general organizational skills, which allow them to determine the supplies they need, how to arrange their files and whom to contact for specific information. Managers who work with employees will often organize the work of employees to keep them busy, especially those that require a lot of direction, like file clerks or contract workers.

PLANNING

Planning is indeed a good skill to practice in the workplace and it is particularly important as person advances into more supervisory or managerial

roles. Most work is centered around and certain projects must be completed within specific time period. Projects are usually divided into many different tasks and workers must plan their tasks ahead of time to bring the project to fruition. A person can also plan ahead in case certain problems come up that could potentially delay the project.

SCHEDULING

Scheduling involves allocating a time period for a specific tasks or workload and then assigning tasks to certain employees. For example, small restaurant and retail business must be able to schedule the appropriate number of workers on different days depending on busy times. It is important to account for peak periods when scheduling according to the article “Seven Best Practices for Employees Scheduling” at HR Directory, an online human resources reference. Managers must also schedule dates for specific project tasks to be completed. Many small company managers use organizers to stay track with their assignments.

COORDINATING RESOURCES

Coordinating resources is another important organizational skill in the workplace. Managers must know how to coordinate both internal and external resources. For example, a marketing manager often hires a marketing research agency to conduct surveys, tabulate the results and deliver the data tables. Subsequently, the marketing manager analyzes the data, writes the report and prints or emails it to upper management to complete the project. Managers must also know how to internal resources. For example, a manager that has an invoice about to overdue bill from a vendor will need to see accounts payable to resolve the issue.

MEETING DEADLINES AND TIME MANAGEMENT

One of the most important organizational skills is the ability to meet deadlines and use time wisely. It usually takes a little experience before a manager can properly assign tasks, allocate resources and complete a project on time. Meeting deadlines requires time management skills, which is an important organizational skill itself. Managers that meet deadlines consistently have the ability to prioritize tasks, delegate and be productive according to Reference for Business.

RESEARCH SKILLS

Providing proven information to a business proposal makes the client put your trust in you. Research is one of the greatest way to market your products and services through researching effectively what is trend by looking

for good sources of raw products and high quality services and by organizing time effectively.

WHAT ARE RESEARCH SKILLS?

Research skills is used to observe the market competitors on how they produce a good standing in the business, how they create big profit in sales, services and productions. It is collecting data to be practiced in your own organization for the employees to work better than they are in the present.

Conducting research is a way to look back on how the personnel accomplished every tasks and how they can make improvements for the company's benefit at the same time giving rewards if needed.

Research Skills

1. Looking for ways for advancement in the co-competitors.
2. Critical thinking.
3. Do write reports.
4. Search data from the internet
5. Study details from the many sources of experiences

Importance of employers with research skills

The industry usually finds out keys for the management growth. Also, researching is not an easy task that is why employee researchers has dedication to their employer to do this for the progress of the management.

Use of research in the field work

Researcher in the past decade is still used until today, though sometimes it becomes absolute due to phenomenal and technological happening. Research skills uses are the following:

- a. Research find its way to improve by its weaknesses
- b. Research solve problems on all types of aspect.
- c. Research opens outdoor for opportunities.
- d. Research updates development and style of running success of the business.
- e. Research finds out new products or projects to introduce.

Communication Skills Basic Etiquette

Communication Skills

Skills to deliver thought effectively and efficiently to individual or an organization in a nice way, with etiquette displayed during the communication process.

Basic Etiquette in Communication

This is showing good conducts while communicating to other people, it includes good grooming posture and appropriate manner of speaking with respect to the receiver.

Organizations come in contact with each other through communications, applications of the skills in communication with basic etiquette establishes efficiency of the enterprise. It is vital to the attainment of any deals such as getting clients through amazing proposals.

First Impressions

It is branding of a certain individual, team or an organization looking or judging them according to grooming, character, skills talent, intellectual capacity and many more as seen and observed first in first meeting.

Communications etiquette has a big responsibility in giving clients, guests and organizations the first good impression. Through communication etiquette, the management can easily attract deals even if it's in small scale or large scale of businesses. The way you address your point agenda in the meeting or in a deal has a vital role in the sales, success and in the expansion of your network, it includes on how you dressed up, your proper grooming, body language, the way you shake hands and specially, the fluency of communication skills.

Associates

Team dynamics is an essential part in upholding the business growth. Appropriate way of communications makes it easy to have the team's harmonious relationship, but sometimes, people disregard to practice and give time and effort for communication skills.

In the interaction with coworkers, it is always good to listen attentively before reacting, most especially violent reaction. Value and engage with the organization using the ethics and expertise in way of communicating. It creates room for collaboration promotion and skills improvement.

Training

Establishing in an organization with regards to communications etiquette can be helpful to develop and enhance the verbal and listening skills.

Orientation in communicating well with the higher administration, owner, managers and even the staff and the clients is a big factor for them to contribute profoundly for the management services.