EVENT PLANNING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Describe the duties of event planners.
- Explain employment opportunities in event planning.
- Describe the duties of event managers.
- Explain employment opportunities in event management.
- Explain certifications available to event planners and managers.
CASE STUDY SITUATION

You are the owners of MEMORABLE EVENTS. The company provides event planning and management to corporate clients and general customers in a large metropolitan area. MEMORABLE EVENTS has a staff of over 50 people that aid and manage clients in event planning and management. No event is too big or too small for MEMORABLE EVENTS. The staff has training in the culinary arts, event design and fabrication, event production, floral design, fashion design, interior design and hospitality management to ensure superior service.

Like other businesses, MEMORABLE EVENTS is finding it difficult to fill open positions. MEMORABLE EVENTS has positions open in entry-level positions such as sales prospecting, client liaison, customer service and administrative assistants. Each position has the potential for career advancement within the company. While MEMORABLE EVENTS offers competitive wages and a fantastic benefits package, it seems that people do not have a full understanding of the event planning and management business.

YOUR CHALLENGE

The director of human resources feels it would be smart for MEMORABLE EVENTS to market available positions and explain careers in event planning and event management at area colleges, universities and job fairs. The director of human resources feels that more people would apply for positions at the company if they were more educated on lifelong career opportunities.

The director of human resources wants you to develop a presentation that will include:

- Overview of the event planning and management industry
- Specific duties of event planners
- Employment opportunities in event planning
- Specific duties of event managers
- Employment opportunities in event management
- Certifications available for event planners and managers
EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge’s Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
# EVENT PLANNING

## JUDGE’S EVALUATION FORM

**Association Event 1**

**INSTRUCTIONAL AREA**

Professional Development

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**Participant:** __________________________

**Participant:** __________________________

**ID Number:** __________________________

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### PERFORMANCE INDICATORS

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Describe the duties of event planners?</td>
<td>0-1-2-3</td>
<td>4-5-6-7-8</td>
<td>9-10-11-12</td>
<td>13-14-15</td>
</tr>
<tr>
<td>2.</td>
<td>Explain employment opportunities in event planning?</td>
<td>0-1-2-3</td>
<td>4-5-6-7-8</td>
<td>9-10-11-12</td>
<td>13-14-15</td>
</tr>
<tr>
<td>3.</td>
<td>Describe the duties of event managers?</td>
<td>0-1-2-3</td>
<td>4-5-6-7-8</td>
<td>9-10-11-12</td>
<td>13-14-15</td>
</tr>
<tr>
<td>4.</td>
<td>Explain employment opportunities in event management?</td>
<td>0-1-2-3</td>
<td>4-5-6-7-8</td>
<td>9-10-11-12</td>
<td>13-14-15</td>
</tr>
<tr>
<td>5.</td>
<td>Explain certifications available to event planners and managers?</td>
<td>0-1-2-3</td>
<td>4-5-6-7-8</td>
<td>9-10-11-12</td>
<td>13-14-15</td>
</tr>
</tbody>
</table>

### PRESENTATION

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
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<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>Demonstrate clarity of expression?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td>Organize ideas?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>Show evidence of mature judgment?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9.</td>
<td>Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge’s questions</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
</tr>
</tbody>
</table>

**TOTAL SCORE**