Introduction to Careers in Hospitality and Tourism

Unit 8 – Meeting and Event Planning

**Summative Assessment**

**Summative Assessment: Planned Event**

This is your end of the unit assessment for our Meeting and Event Planning Unit. It is a very detailed assignment. This assignment will test your ability to do many things, like the ability to identify and address the challenges an event planner faces daily, or to manage your time effectively while being able to multi-task, and also to think critically while solving the problems you run into along the way.

Assignment Overview:

As a future event planner, you need a specific set of skills in order to meet your client’s demands. Paying attention to details is absolutely paramount!

You have just received a call from a client who needs you to plan an event for them. Their event is incredibly important to them. They are counting on you to create the perfect event. You will need to be on-task, and creative, all while keeping track of a budget. You will have two weeks to complete this assignment.

Parts of the Project

* Event Description
* To Do List
* Venue
* Invitation
* Menu
* Decorations
* Materials & Supply List
* Entertainment
* Budget
* Vendors

Event Description:

Write a thorough and concise paragraph conveying a mental image of your event. Include the reasons for the event. The purpose and theme should tie together.

For example, “Anthropologist” Matt’s birthday party is dinosaur-themed because the party is in honor of Matt- who likes the idea of dinosaurs, complete with grilled food items and “excavation of bones” activities. You need to also explain the theme of your event which is a unifying idea that is reinforced throughout the activities, food, decorations, etc. of the celebration. Describe the ambiance or mood and atmosphere of the environment. Is your ambiance formal, semi-formal, casual, energetic, calm, peaceful, or lively? Describe the entertainment or activities.

State the number of guests you are inviting and why you are inviting them. Your event description should be free from spelling and grammar errors.

To Do List:

The “To Do List” is a list of all the things that need to be done before and leading up to when the guests arrive. The list should include all things that need to be done for a successful event. The list should be organized chronologically for example, 3 months before, 2 months before, one week before, one day before, one hour before.

Venue:

A venue is the location or place where your event is hold. For informal events this is usually your house, however for formal events such as sports events, food festivals, or weddings the venue would be at a hotel, banquet hall, or outdoor park. Renting a facility or shelter space to hold your event requires a contract. You will need to call the venue and find out the cost of facility rental and include that amount in your budget.

Invitation:

There are many ways of inviting people to events but for the purpose of this class you will be required to send an invitation. You may choose between sending an online invitation through a site such as [www.evite.com](http://www.evite.com), purchasing a pre-made invitation, or creating your own design.

Menu:

Your menu must be written in proper format displayed creatively on one page. For a full sit-down meal, your menu should contain at a minimum of an appetizer, soup or salad, a choice of three entrees, two sides, and a choice of three desserts. For a buffet, you will need to offer at least five different appetizers, and at least three dessert choices. For a large sports event or festival you can rely on catered food. If your food is catered you need to find a local caterer to get prices from and fill out their order form and include it. All food and beverage costs must be added as line items to your budget.

Decorations:

It is undoubtedly the decorations that can make an event unique and special. You should include either photos or actual purchased decorations in your ideas of your event. These decorations may include the following: centerpieces, favors, place cards, chair covers, and room/wall decorations.

Materials and Supply List:

This is basically just a long categorized list of absolutely everything you need for your event. Be sure to remember random things, like duct tape, ice, scissors, staples, if you are hosting the event at a personal home or park.

Entertainment:

Every event has some form of entertainment whether it is a guest speaker, a DJ, or games to entertain little kids at a birthday party. If you are planning on hiring entertainment, include the price in your budget.

Budget:

Everything that you will spend money on for your event must be added to your budget. Typically you would come up with an estimated budget for your event first then actually spend the money that was designated for each category. So for the estimated budget you may say I want to spend $8000 for the wedding reception, $3000 of it is for food and beverages, $1000 is for a cake, $1000 for decorations, $500 for a DJ, etc.

A budget helps you focus on how much you can spend per category. For this project you are going to research the cost of everything you would purchase for your event. There are no budgetary restrictions, but each thing you “purchase” must be included. You need to have categories, like food, venue, entertainment, and decorations with individual items listed under each main category.

Vendors:

Vendors are companies that you rent or get equipment or services from for an event. Some examples of common items to get from a vendor are table linens, popcorn machines, bounce houses, cotton candy machines, china and silverware, large tents, flowers, cakes or food, chair covers, event insurance etc. Include all prices and a description of what is included for the price listed.

Type of Events to Choose From:

You must choose from one of the types of events listed below:

1. Small, Intimate Wedding for 50 guests
2. Blowout Sixteen Birthday Bash for a Male or Female Teenager for 75 guests
3. A Sports Event (Your Choice) for 100 guests
4. Local Food Festival (Your Choice) for 100 guests