

## Methodological tool: Event financing

Number of methodological Tool	<b>EUPA_LO_147_M_001</b>
Work Area Code and Title	<b>WA7: Business Travel, Diary Systems, Meeting organization and event management</b>
Unit Code and Title	<b>5.1. Design, plan, organise meetings and other events</b>
Learning Outcome Number and Title	<b>LO147: Demonstrate ability to develop and agree a Business Plan for an event and negotiate internal finance and external sponsorship.</b>
Objective of the methodological tool	<p>After the completion of this activity, participants will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop a tailor-made and creative concept for the internal financing and external sponsorship for the event.</li> <li>2. Identify possible sponsors of the event together with their contact details.</li> <li>3. Evaluate, review and negotiate the different options for internal finance and external sponsorship and recommend best options to the organising committee.</li> <li>4. Communicate with possible sponsors to persuade them to sponsor the event</li> </ol>
Approximate Time needed for the completion of this exercise	30 minutes
Individual or group exercise	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Group
Type of methodological tool	<input type="checkbox"/> Written exercise <input checked="" type="checkbox"/> Group exercise <input type="checkbox"/> Video analysis <input type="checkbox"/> Simulation <input type="checkbox"/> Multiple choice <input type="checkbox"/> Group exercise with cards <input type="checkbox"/> Exercise using ICT <input type="checkbox"/> Role play <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Case study <input type="checkbox"/> Creative Group Work
Description of the exercise/Procedure	<p>This is the follow up on the previous methodological tools exercises in this unit. Learners will work with the results of the previous exercises.</p> <ol style="list-style-type: none"> <li>1.They will work in 3smaller groups, their task is to develop a concept for internal financing and external sponsorship for their event, they need to identify at least 5 possible sponsors. 10min</li> <li>2. groups will present their solutions to the class, evaluate and review</li> </ol>

	the proposed options and agree on the mutual solution. 10min 3. Learners will brainstorm ideas how to communicate with identified sponsors to get their buy-in. 10min
Exercise is accompanied by	N/A
Exercise solution	N/A
Other comments to the trainer	N/A

