

Methodological tool: Event Concept

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| Number of methodological Tool | EUPA_LO_145_M_001 |
| Work Area Code and Title | WA7: Business Travel, Diary Systems, Meeting organization and event management |
| Unit Code and Title | 5.1. Design, plan, organise meetings and other events |
| Learning Outcome Number and Title | LO145: Demonstrate ability to develop and agree the concept for an event based on sound market research and good understanding of the needs and interests of likely participants, taking account of previous or competing events as well as introducing elements of innovation and creativity. |
| Objective of the methodological tool | After the completion of this activity, participants will be able to: <ol style="list-style-type: none"> 1. Relate the event concept with the needs and interests of likely participants, taking into account previous or competing events. 2. Critically evaluate the concepts or previous or competing events 3. Supervise the development of an event concept, encouraging innovation and creativity. 4. Review on previous experiences of events and learn from mistakes as well as from positive facts and apply this learning in the development of the concept of the new event |
| Approximate Time needed for the completion of this exercise | 20 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 | Your company – market leader in finance and accounting consulting is planning a huge event to celebrate its 30 years in the business. The |

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| | <p>event is supposed to take place in the capital city, should last approx from 14,00PM-6AM, and is aimed for employees, customers and media. You all have been chosen to the preparation and planning committee and this is your first meeting.</p> <p>You should discuss the following:</p> <ol style="list-style-type: none"> 1,How would you evaluate concepts of previous and competing events (you can research the internet) 2,Brainstorm ideas for the concept and theme for the event 3,Perform initial stakeholder analysis and answer 5 W questions (based on the lecture) – relate and adjust the concept accordingly 4, share experience from your past and relate it to this event planning |
| Exercise is accompanied by | N/A |
| Exercise solution | N/A |
| Other comments to the trainer | The trainer should facilitate the discussion of the group to help them reach the goals of the exercise based on the lecture |