

Methodological tool: Event objectives

Number of methodological Tool	EUPA_LO_146_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	LO146: Demonstrate ability to research and agree the objectives for the event, evaluate the feasibility of these objectives in operational and financial terms; negotiate and agree a final brief before further planning takes place.
Objective of the methodological tool	After the completion of this activity, participants will be able to: <ol style="list-style-type: none"> 1. Propose event objectives 2. Review the research and discussion results and recommend adaptations and changes 3. Apply basic and specialized negotiation principles 4. Agree the event objectives with the organizing committee 5. Evaluate the feasibility of the objectives in operational and financial terms and identify possible obstacles that could influence the event in a negative way
Approximate Time needed for the completion of this exercise	40 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 checked="" 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	This exercise is the follow up on previous MT no.145. Learners will be working on further development of the concept they have designed previously. This time they will be working in 2 smaller groups. Each group will discuss and prepare the following: <ol style="list-style-type: none"> 1. Propose event objectives (at least 4) and express them as

	<p>SMART (10min.) (Group A will try to keep the costs down as much as possible, Group B will try to achieve very high media coverage for the event and)</p> <ol style="list-style-type: none"> 2. Two groups will come together and have to negotiate and decide on 4 final objectives - each group should try to achieve the agreement for their set of objectives. Review the research and discussion results and recommend adaptations and changes if needed (10min) 3. After this the group of learners will work together with the trainer to evaluate the feasibility if their event concept objectives using SWOT analysis and identify 4 possible obstacles that could influence the event (20 min.)
Exercise is accompanied by	N/A
Exercise solution	N/A
Other comments to the trainer	The role of the trainer is to act as a facilitator helping learners to achieve the goals of this exercise and help the learners with swot analysis