

# Business event essay sample



**ASSIGN  
BUSTER**

1. When organising a business event, describe the range of support activities that may be required.

When organising a business event there are a number of things to consider before any organisation can start. These include:

- The type of event – The main question to ask here is whether the event is to be on the business premises or at a different location
- The budget allowed for the event – before any organisation is started it is important to know the budget for the event
- The date of the event – It is useful to have more than one possible date, specially if the event is to be at an independent location, this allows more flexibility should venues be already booked
- The numbers involved – this again is important when considering the location to ensure the venue can accommodate the required numbers
- The length of the event – this will determine what catering is needed and whether overnight accommodation is needed. In house event

When organising an event that is to be held on the company premises the main things to consider are:

- The date of the event
- The times of the event
- Will refreshments be needed
- Will equipment be needed, for example, if there is to be a presentation a screen will be needed to project the presentation onto, if there is to be a speaker, will sound equipment be needed
- Is an outside speaker required.

Once all the information has been established it will probably be necessary to book a room for the event, ensuring it is large enough to hold all the delegates comfortably. The refreshments need to be ordered. A lot of organisations have companies they use for events. Any equipment that is going to be needed needs to be sourced and if available within the company and if necessary booked for use that day. If it is not available from within the company it will need to be sourced from an external supplier. If there is to be an outside speaker, they will have to be approached to check their availability. If necessary, an alternative speaker may need to be identified. Once all the initial preparation has been carried out, the delegates should be invited to the event. The invitation should include:

- The date
- The time
- The venue
- Any preparation the delegate needs to do
- A request to advise any special dietary requirements if the event is over a meal time. Event away from business premises

Where the event is to be held away from the business premises at an independent location prices should be obtained from a number of different locations, their facilities should be checked and if accommodation is required, whether there are rooms available at the venue or within easy reach of the location.

Once a decision has been made on the location, they should be visited to discuss your specific requirement. The prime aim is to find a cost-effective

venues that meets all the requirements and will make it possible to deliver a high-quality event. The requirements could include:

- Accommodation
- Food
- Drinks
- Equipment

Once the location has been identified and approved. the participants should be invited to the event. The invitation should include:

- The venue
- The purpose of the event
- The date(s)
- The time(s)
- Any preparation the delegate needs to do
- A request to advise any special dietary requirements if the event is over a meal time.
- Whether there are any mobility restrictions, this can be important if overnight accommodation is needed

Once the venue is booked, the participants have been contacted and if required the guest speaker confirmed there are a number of other preparations that need to be done. These include: •Preparing any documentation that may be needed, including itineraries, conference packs, brochures and menus. •Publicising the event if the event is to be open to more than invited guests there will be a need to publicise the event. This should be done as soon as the details of the date and venue are known, this

gives individuals time to make arrangements to attend. •Getting appropriate licences, for some events there may be a need to obtain appropriate licences or approval. •Ensuring there is appropriate insurance cover, once the companies or venues insurance has been checked, if the event needs to have additional insurance it must be arranged either by the company or if at an independent venue the venue itself.

2. Complete the table below by identifying two ways of providing support before, during and after a business event.

Before During After

1. Sourcing the required equipment.

1. Offering information, including facilities, room location, advising delegates where they need to be and when. Being on hand for any thing that may need doing.

1. Requesting and analysing feedback, feedback can be informal feedback that was gathered at the event but it is helpful to have formal feedback where everyone is asked the same questions.

2. Identifying any special requirements for those attending.

2. Meeting attendees and issuing name badges, issuing information packs, and ensuring they all know where the facilities are located.

Following the feedback analysis complete a review of the event highlighting what went well and what could be improved.