

Business and administration unit five essay sample

[Business](#)



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

The very first task before any business event is making a good plan which should include very clear event objectives and expectations. The plan should also include pre-event activities and tasks as well as such details like who is going to take care of these tasks. Depending on the size of the event, striking a planning committee may be required so actually the very first task would be choosing a group. The next tasks would be choosing possible dates, identifying participants and speakers, setting the budget for the event and writing a draft agenda. The tasks which usually follow are getting quotes from several venues including room/hotel room rental rates, audio visual and catering costs and presenting them to the committee – making a decision, booking external speakers and presenters, sending e-mails with information about date, time and place of the event to participants, creating a detailed event plan, finalizing the agenda and the list of participants, booking travel and accommodation for participants, finalizing audio visual and catering, printing name tags, lists, hand-outs and speaker's notes and finally finalizing the room layout.

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

Before	During	After
1. Sending meeting request	1. Greeting attendees, dealing with registration, issuing badges and event pack etc.	1. Typing up minutes/notes 2. Circulating agenda, minutes and any others relevant documentation. 3.

Making arrangements for refreshment if necessary | 2. Minute or note taking
3. Serving refreshment | 2. Circulating minutes/notes. 3. Amending minutes/notes according to any feedback. |

Section 2 – Understand the purpose of displaying professional and helpful behaviour whilst supporting a business event and how to do so

1. Explain the purpose of displaying professional and helpful behaviour when supporting a business event.

Displaying helpful and professional behaviour while supporting a business event is very important to giving the event participants a positive impression of yourself and the organisation you work for. Acting in this way you would not only give off a positive impression of yourself and your company to others by portraying the above qualities and skills but you would also increase the chances of obtaining more customers and keeping the repeat business.

2. Describe ways of exhibiting professional and helpful behaviour whilst supporting a business event. Appearance

- * Clean
- * Well groomed
- * Clean clothes (in a style appropriate for the business)
- * Polished shoes
- * Perfume/aftershave not overpowering
- * Avoid eating spicy food, drinking alcohol or smoking

Behaviour

- * Polite
- * Friendly
- * Attentive

Communication

- * Speak clearly
- * Speak at a sensible speed (not too quick or too slowly)
- * Listen carefully to answers
- * Keep the attendee informed

Non-verbal communication

- * Smiling
- * Making eye contact
- * Looking attentive when an attendee is speaking

Professionalism and technical ability

- * Deal with speakers and attendees promptly
- * Efficiently work through the event processes as appropriate, such as getting attendee details, completing paperwork, issuing badges and materials
- * Effectively use technology such as telephone, computer and ticket systems

Section 3 – Understand how to deal with problems encountered when supporting a business event

1. What are the main types of problems that may occur when supporting a business event? You should include at least three different types of problems in your answer.

- a) People problems
- b) Equipment problems
- c) Process problems

People problems may include late or absent attendees or speakers and failure by suppliers.

Equipment problems may include failure of audio visual equipment, computers, appropriate software missing etc.

In terms of process problems, one refers to such problems as invitations sent to wrong people, special requirements overlooked or insufficient documentation etc.

2. Identify possible solutions for each of the problems you have listed in Question 1 above.

The best way is to prevent problems than to try to solve them because not always there is a solution. If your supplier fails, it's good to have a list of contacts to other suppliers for the case of emergency. The best would be to use checked reliable suppliers as sometimes there may be no time to organize a new one. For the case of equipment failure, it's good to have somebody from the IT present at the event. It's advised to check all the equipment in advance, to run all the presentations etc in order to avoid surprises. In terms of such process problem as insufficient documentation,

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it's good to have the files ready to print if necessary though the best would be to make 10% copies more than too little. Principles of supporting change in a business environment

Problems| Solutions|

Peoples problems| |

Supplier failed to supply | get another one|

Speaker is late | rearrange event schedule, explain audience about what happens| Equipment problems

Equipment has got failure| replace or call technician to fix problem| Not enough socket| Get extension leads and rubber ramps to safe cover leads on passage ways| Process problems

Not enough printed material | Get access to copier machine and do extra copies | Invitations sent to wrong person| Recheck all event attendees' to be sure that everybody got invitation.