

Team roles and responsibilities essay sample

[Business](#), [Marketing](#)



The successful execution of the event plan is dependent on the teamwork and effort of the two event planners. The main roles identified in the event plan that should be delegated to an event planner are finding sponsors, risk mitigation, bookkeeping, marketing, event evaluation, and identifying artists and musicians for the event. There may be other smaller roles that will be delegated to each planner, but the responsibilities listed above are the integral ones to the event's success.

Manar will be responsible for identifying and activating sponsors. This responsibility shall encompass all steps involved from targeting a sponsor, to marketing the event to them, to sending the sponsor a report after 'Paint the Beat'. Manar will also be responsible for bookkeeping of all the event's financial records. Proper accounting of the resources available to the event planners shall help ensure openness, and that sponsors feel their funds are well utilized.

The role of marketing the event shall be delegated to Zaid. This, however, does not mean that Manar will not be marketing the event. Zaid will oversee all marketing activity, and will coordinate to ensure that 'Paint the Beat' is communicated to potential clients. Zaid will use social media and notices in public places as the main marketing channels. Social media was chosen because of its ability to reach diverse users with a single post (Solomon & Tuten, 2012, p. 56). Zaid will also be responsible for identifying artists and musicians that will take part in the event.

Manar and Zaid shall jointly undertake risk mitigation and evaluation of the event. The two tasks shall be performed by both event planners because of their enormity, which makes them cut across all the other roles. Event

evaluation shall be performed progressively throughout the planning process to ensure that the mission and goals are being achieved.

References

Solomon, M. & Tuten, T. (2012). *Social Media Marketing*. New Jersey: Wiley.