

Business and admin unit 5

Business



Unit five: Principles of supporting business events

Assessment

You should use this file to complete your Assessment.

The first thing you need to do is save a copy of this document, either onto your computer or a disk. Then work through your Assessment, remembering to save your work regularly. When you've finished, print out a copy to keep for reference. Then, go to www.vision2learn.com and send your completed Assessment to your tutor via your My Study area – make sure it is clearly marked with your name, the course title and the Unit and Assessment number.

Please note that this Assessment document has 3 pages and is made up of 3 Sections.

Section 1 – Understand how to support the organisation of a business event

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

You need to organise the venue. Get the appropriate equipment: computers, screens etc. If you require any speakers, you should check availability & fees. Refreshments need to be arranged, drink & food including any special requirements. You have to prepare all the relevant paperwork, create an agenda & send out invitations. People need to know about the event, so you need to send out the correct information, so people can attend. If anyone requires accommodation, then arrange that for them.

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

Before

During

After

1.

Meeting and greeting attendees

1.

Serving refreshments

1.

Cleaning up after the event

2.

Set out rooms

2.

Take minutes or notes

2.

Collecting feedback from attendees

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.

People will remember your event. It gives a good impression to all attendees. People will be more co-operative. It also causes less conflict. There is a greater likelihood of support for similar events in the future.

You will waste resources and time. Customers and staff will be dissatisfied, which will make more potential for conflict. The event will be less efficient and less effective. Also, in the future it will be hard to secure support for a similar event.

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

Be smart, clean, smile and make eye contact. Speak clearly. Be polite and friendly. Be prepared to answer questions from attendees.

First impressions really count, so a warm welcome and a smile will go a long way. If you make every attendee your highest priority, then they will all have the same great experience. Make sure you deal with attendees promptly. Be attentive when talking to people & keep attendees informed. To be prepared for the event, make sure you have detailed knowledge of the event.

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.

People

problems:

Late

or

absent

attendees

Attendees turning up late or not at all can cause many problems for the

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event and staff. They will miss inductions and crucial parts of the event or all of it. People will be very disappointed. You will waste money and time.

Equipment problems:

Failure of computers & software

Failures of computers or software is a huge problem for an event. Information can't be accessed, information can't be shared. Work or data can also be lost or damaged.

Process problems:

Special requirements overlooked

If you overlook special requirements, attendees will have a very poor experience at the event. You should always check attendee's diet, mobility or disability. You have to make your event suitable for everyone or it will fail and not be successful.

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

People problems:

Late or absent attendees

Set up a few tables/chairs near the entrance so latecomers can arrive without any disturbing other attendees.

If you can, include specific details of the venue, date and time of your event on all correspondence with attendees including confirmation and reminder emails.

Equipment problems:

Failure of computers & software

Check all computers, equipment, leads & screens before use, give yourself enough time to solve any issues. Also, have spare equipment available in case you encounter problems. Basically check everything before you start your event. Be prepared.

Process problems:

Special requirements overlooked

Food - can be a matter of life and death if you overlook this. Make sure you gather this information well in advance and make sure you provide the right food/drink or whatever is required. Access - make sure you know if a wheelchair/disabled person is coming. So you can plan a route or a suitable way to access the event. When planning the event, you should make sure this access is top of your list.

Require registrations for all attendees. Set out cut off dates for registration early enough to give you time to change orders if needed.

Once you have completed all 3 Sections of this Assessment, go to www.vision2learn.com and send your work to your tutor for marking.