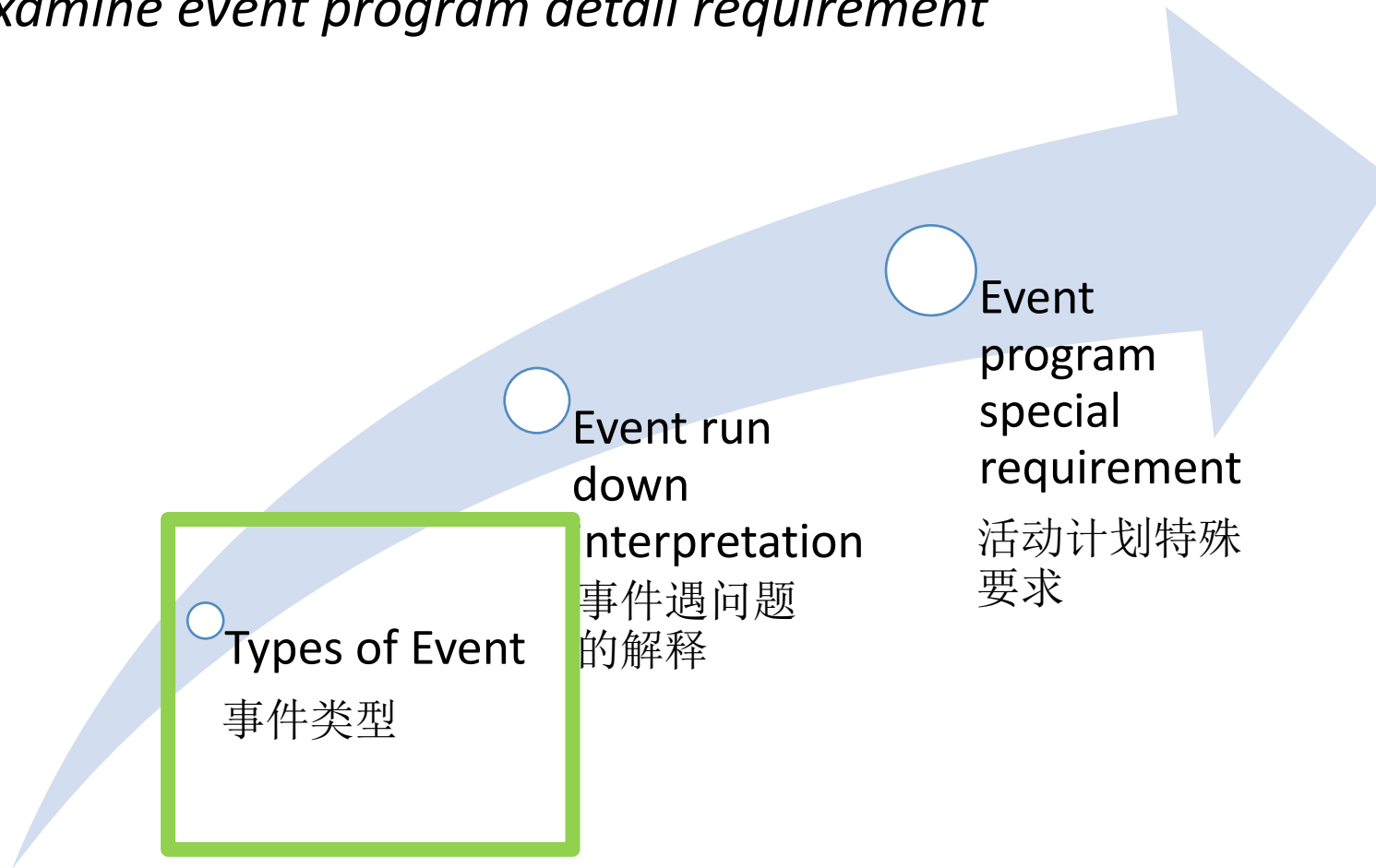




Module 3: EVENT OPERATIONS, EXECUTION AND COORDINATION

EVENT EXECUTION COORDINATION

1. Examine event program detail requirement



1. TYPES OF EVENTS (活动种类)

➤ Meeting, Incentive, Convention and Exhibition (MICE)

***Suitability *Location *Availability**

***Size *Facilities *Cost**

➤ Official Event (company)

➤ Festival (local / national holiday)

➤ Leisure (indoor / outdoor)

***Weather *local attractions and restaurants**

***Parking and public transport *Other local events**

➤ Sports (Olympic, Commonwealth and Masters Games)

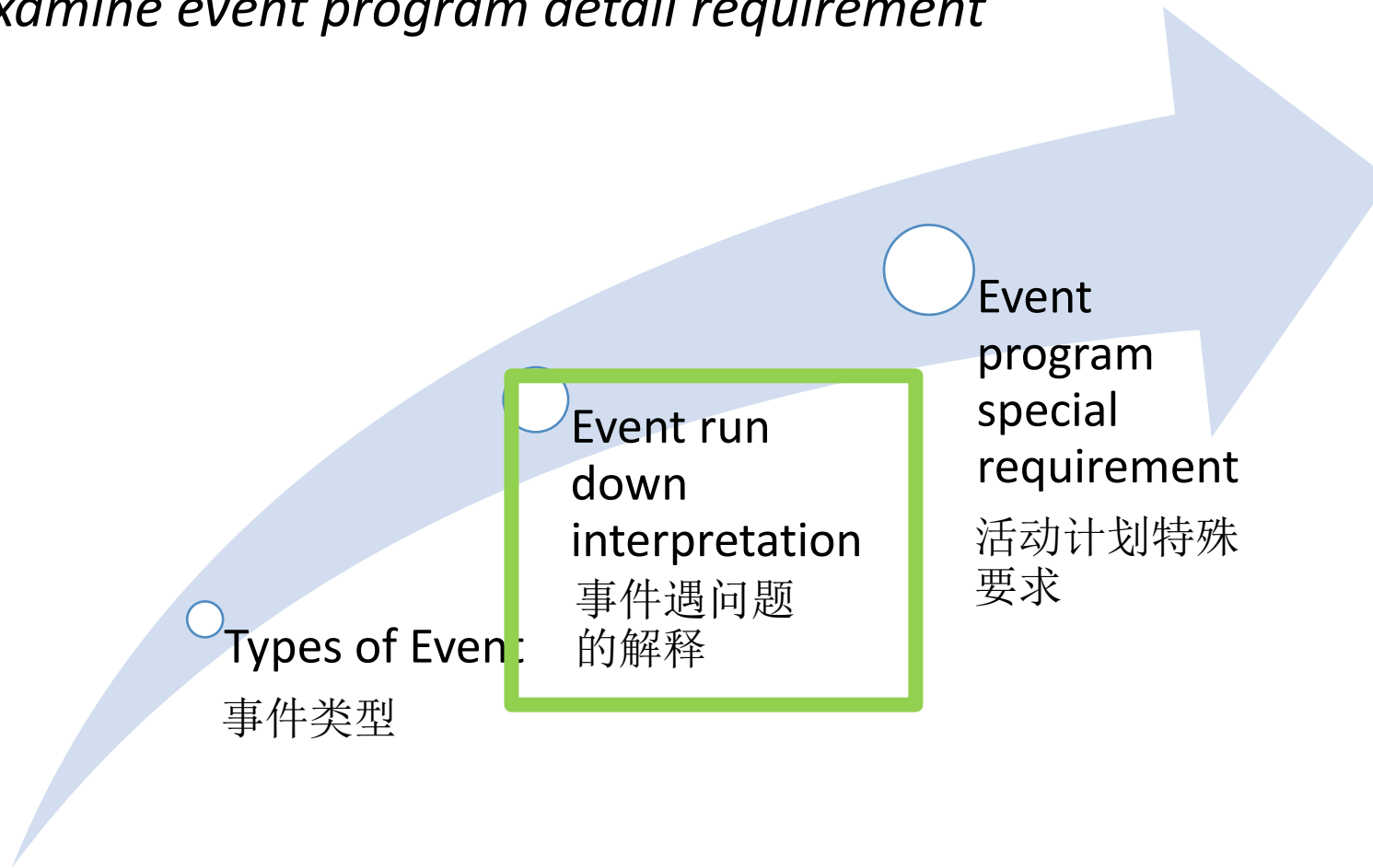
➤ Entertainment (Concerts or sports events)



Prepared by : Cheryl Y.

EVENT EXECUTION COORDINATION

1. Examine event program detail requirement



Event run down information

Event run down interpretation(事件失败解释)

Event order

Event order can be defined as a standard form setting out all the details needed for function and event operation. The event order is used by function staff. Everyone works of the same page so details are clear about key times and equipment needs. Also covers staff required and clients' details plus agreed costs and charges.



BANQUET EVENT ORDER (BEO) FORM

Department: _____ Date: _____

Contact Person: _____ Phone #: _____

E-mail: _____

Event Name: _____

Location of Event: _____

Estimated number of Guests: _____

Set-up Time :

Event Start Time :

Event End Time :

List Menu Items:

List of Beverages:

List Equipment Needed:

List Miscellaneous Services Needed:

Type of Event:

Breakfast

Lunch

Dinner

Reception

Other: _____

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Checklist

Checklist is a list of items required, things to be done, or points to be considered, used as a reminder.

Basically, there are two types of checklist.

DO-CONFIRM checklist

you do the job from your memory or your experience. But after a certain period, you stop. You pause, take the checklist and confirm everything was done as supposed. Using this type of reminder checklist is a great way to make sure everything is being done in the right order.



READ-DO checklist

What is a READ-DO checklist?

It's the typical checklist when you first READ what you have to do, and then you do it and check you've done the task. Or read what you do, check the task and start doing it. You don't go through a series of tasks and then use the checklist to see if you've done those tasks in the proper order like with the DO-CONFIRM type of list.

Many checklists don't need to be done in the proper order. You can do the things you're supposed to do in random sequence. It really depends on your situation. But please know that the tasks on the checklist aren't always required to be done in their proper order.



READ-DO CHECKLIST

☐ Speakers

Identify possible speakers

Draw up shortlist

Invite speakers

Confirm speakers

Obtain speaker biographies

Obtain and agree session abstracts

Circulate abstracts around speakers

☐ Venue

Identify candidate venues

Get venue quotes and availability

Agree venue

Agree date

Sign venue contract

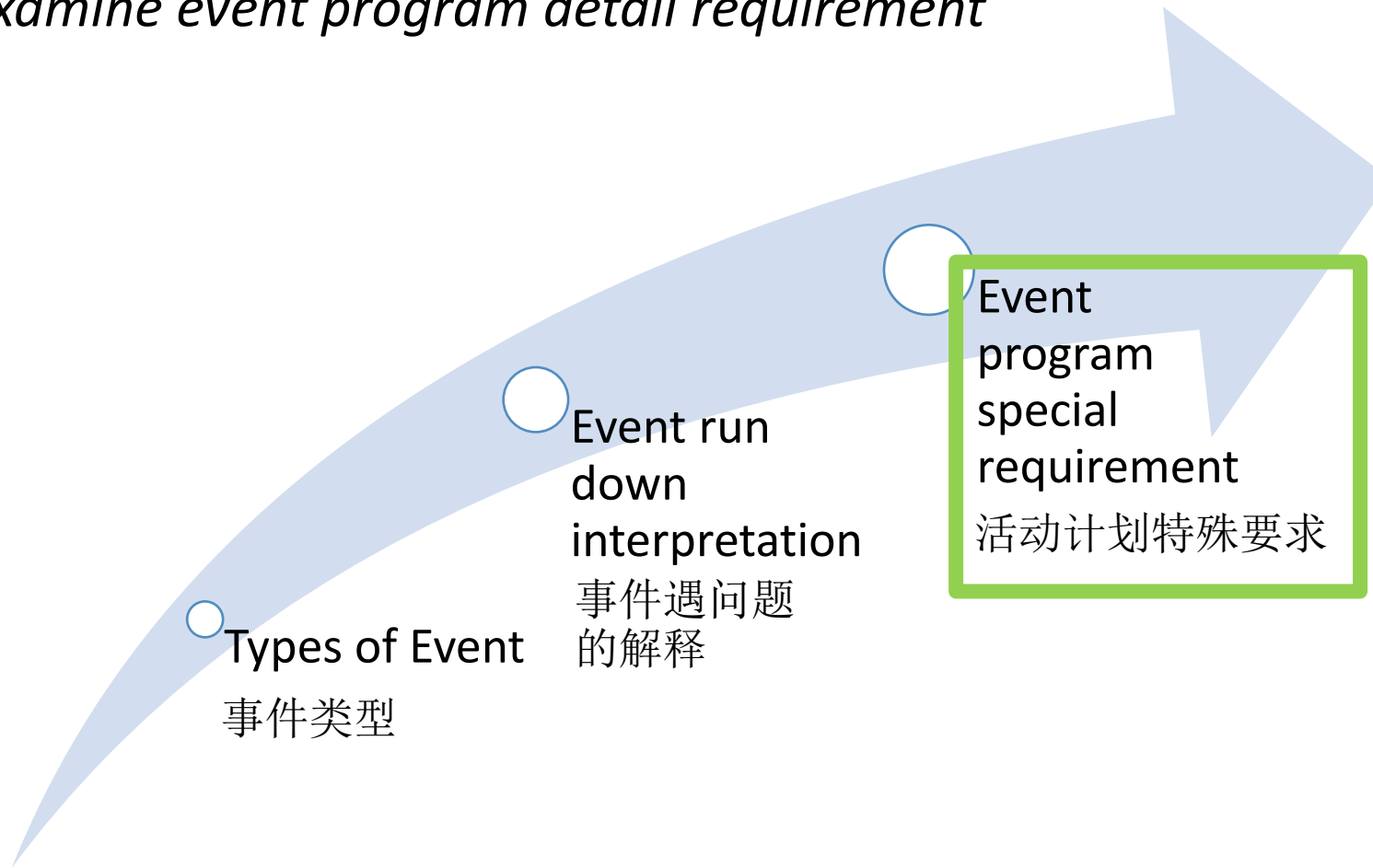
Update Conference budget

Decide on menu

Check on AV requirements (projector, PA)

EVENT EXECUTION COORDINATION

1. Examine event program detail requirement



Event program special requirement

Protocol	Etiquette	Principles
<ul style="list-style-type: none">▪ Anthems▪ Ceremonies▪ Distinguished visits▪ Flags and Emblems▪ Introductions▪ Order of Precedence	<ul style="list-style-type: none">▪ Colour usage▪ Dining▪ Dress codes▪ Gestures▪ Gift Giving▪ Personal space▪ Touching	<ul style="list-style-type: none">▪ Courtesy▪ Cultural Tradition▪ Historical Custom▪ Politics▪ Priority▪ Religious Rites▪ Social or Diplomatic Rank



THANK
YOU

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— Academy —

Prepared by Cheryl Yang