

Event Management Practical Assessment 40%

Section A (10%) (Pre-Event Survey)

In light of the current Pandemic situation, it is undeniable everyone either rich or poor is affected. Your event team has been invited by Kementerian Kesihatan Malaysia PR team to collect data to further understand what Malaysians from different background is going through now and what kind of support do they need. Please create a set of survey and gather around 10 sets. It is important to include name, age, employment status, salary before pandemic and after pandemic. You may conduct this surveys online via social media polls or offline using printed paper and collect them back (please observe the latest S.O.P) **Please combine binary, qualitative and quantitative questions in your survey set.**

Section B (30%)
(Event proposal)

May 31st 2022 marks company Top Glove Corporation Berhad 30th anniversary and its CEO, 63 years old Tan Sri Dr Lim Wee Chai would like to make it memorable for all his staffs. He is interested to throw an annual dinner and give out rewards for his best employees. Tan Sri Dr Lim Wee Chai also insists this event be in a media coverage as he expects to invite all the investors and fellow VIPs. He has heard about your event team and he is looking forward to hear your pitch.

Based on the information given, you are required to come out with an event proposal for Top Glove Corporation Berhad's 30th anniversary dinner. In order to achieve the event goal, there are several criteria that you need to fulfill beforehand.

- i. Design a program itinerary for the event
- ii. Assess customer relation service performance
- iii. Execute marketing strategy
- iv. Design a proposal template
- v. Write checklist for event
- vi. Conduct a search to identify venue
- vii. Design site check list
- viii. Write the feasibility of the event
- ix. Create a marketing plan
- x. Research for an event and plan for the timing
- xi. Choose an event time that will support your event goals

Last date of submission : **11th January 2022**

Submit all papers and supporting papers to : enquiry@ecglobalacademy.com