

Event Management Practical Assessment 40%

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

Your event team has been chosen to run a “Movement Control Order Campaign” in your area. You are **required to conduct a survey to 5 people** to develop a powerful and effective campaign. **Please combine binary, qualitative and quantitative questions in your survey set.**

Section B (30%) (Event proposal)

December 31st 2021 marks company Exile Resources SDN BHD 50th anniversary and its CEO, 70 years old Mr Jay 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. Mr Jay 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 Exile Resources SDN BHD’s 50th 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 : 13th October 2021

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