



world **skills** uk

Event Management

**Competition Brief**

Enter online by 28 February 2008

## entry requirements

<b>Who can enter?</b>	Individuals or teams of up to 6 people over the age of 16 studying /up to a level 3 qualification.
<b>Individual and/or team event?</b>	Open to individuals or groups
<b>What type of competition 'live' or 'mixed'</b>	This is a ' <b>mixed</b> ' competition. The competition is judged at two stages: Stage one: competitors submit their entry for short-listing to stage two, by post. Stage two: short-listed competitors are invited to the UK final to either exhibit their work or participate in a live competition.
<b>How many competitors can enter?</b>	Up to 3 teams per organisation, containing no more than 8 competitors
<b>Competition structure</b>	<p><b>Step 1</b> Register for this competition at <a href="http://www.worldskillsuk.org">www.worldskillsuk.org</a> by <b>28<sup>th</sup> February 08</b></p> <p><b>Step 2</b> Submit stage one by <b>30<sup>th</sup> April 2008</b></p> <p><b>Step 3</b> Teams who have achieved the highest marks from stage one will be invited to the UK final to be held at <b>12<sup>th</sup> June 2008.</b></p>

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## contact details

For technical advice about the competition contact:

Miriam Garstang

Phone: 0117 3125030

Email: [mgarstang@cityofbristol.ac.uk](mailto:mgarstang@cityofbristol.ac.uk)

For registrations, cancellations, contact

WorldSkills UK Contact Centre:

Phone: 0800 612 0742

Email: [worldskillsuk@ukskills.org.uk](mailto:worldskillsuk@ukskills.org.uk)

## competition description

### **Stage one: Written Proposal**

An event proposal is essential in event management. The quality of a proposal can make or break a deal, as competition is tough in this industry. Your proposal is key to the client as this demonstrates knowledge, consideration and creativity.

Develop an A4 presentation pack outlining the proposal for your chosen event that will take place between April and May 2008.

Your proposal must outline all aspects listed below

#### **Proposal**

- Component parts and format
- Venue and resources
- Event budget

#### **Schedule**

The schedule must include the following:

- Time management plan
- Development of implementation
- Contingency planning

#### **Marketing plan**

To carry out a successful event it is essential to identify the target audience,

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costs of materials and budgetary implications. You must include the following in your plan:

- Marketing plan
- Marketing budget
- Promotional materials (design a poster or leaflet) 6

#### **Legislative considerations**

- Licensing
- Employment legislation
- Trade descriptions

#### **Health and safety**

- Risk assessment

#### **Stage two: Live Presentation**

On successful completion of stage 1 you will be invited to attend the UK final at the City of Bristol College in June 2008 where you will conduct a presentation to the judges with an evaluation of the success of your event.

Your presentation must include images and or video footage and an evaluation of the event. You may use Microsoft PowerPoint to present your evaluation.

## **Marking and assessment**

#### **Stage one: Written Proposal**

- Proposal 30 marks
- Schedule 25 marks
- Marketing 25 marks
- Health & Safety 10 marks
- Legislative considerations 10 marks

#### **Stage two: Live Presentation**

- Evidence of event 40 marks
- Evaluation 20 marks
- Presentation 40 marks

## judging

A panel of judges have been drawn from industry, colleges and training providers. The judges' decisions will be independently moderated and quality assured before being confirmed.

## what happens next?

<b>Step 1</b>	Register interest Receive username and password via email
<b>Step 2</b>	Select competitions to enter.
<b>Step 3</b>	Enter competitions & confirm competitors – enter by 28 <sup>th</sup> February 2008 Receive receipt after entering competitions.
<b>Step 4</b>	Submit stage 1 by the submission date in the competition brief
<b>Step 5</b>	Short-listed finalists will be invited to present their evaluation at the UK Final in June 2008.
<b>Step 6</b>	All competitors will receive either certificates' of participation or winning certificates.
<b>Step 7</b>	The gold winners from the national finals will attend the UK Skills annual awards ceremony.

### Objective marking form

Competition & level

Enter online by 28 February 2008

Competitor Name

Competitor No

Aspect ID	Aspect of Criterion – Description	Max Mark Maximum mark for OBJECTIVE	Average mark
<b>A</b>	<b>Proposal</b>	<b>30</b>	
	Component Parts & format	10	
	Venue & resources	10	
	Event Budget	10	
<b>B</b>	<b>Schedule</b>	<b>25</b>	
	Time Management	12	
	Development of implementation	7	
	Contingency planning	6	
<b>C</b>	<b>Marketing</b>	<b>25</b>	
	Plan	12	
	Budget	7	
	Promotional Materials (design a poster & leaflet)	6	
<b>D</b>	<b>Legislative considerations</b>	<b>10</b>	
<b>E</b>	<b>Health &amp; Safety</b>	<b>10</b>	
		<b>100</b>	

### Subjective marking form

Competition & level

Enter online by 28 February 2008

Competitor Name

Competitor No

Aspect ID	Aspect of Criterion – Description	Max Mark Maximum mark for SUBJECTIVE	Average mark
<b>A</b>	<b>Evidence</b>	<b>40</b>	
	Evidence of execution	10	
	Success of event & customer feedback	10	
	Photographs & or videos	10	
	Publicity from external sources	10	
<b>B</b>	<b>Evaluation</b>	<b>20</b>	
	Critical analysis	10	
	Analysing customer feedback	10	
<b>C</b>	<b>Presentation</b>	<b>40</b>	
	Communication Skills	10	
	Product knowledge	5	
	Team Work	5	
	Presentation Skills	10	
	Visual Aids	10	
		<b>100</b>	

### Summary of marks

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