



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Operations

## **EVENT PLANNING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Explain the nature of operations.
2. Explain routine security precautions.
3. Maintain a safe work environment.
4. Explain the nature of risk management.
5. Conduct a risk assessment of an event.

## **CASE STUDY SITUATION**

You are meeting planners for CORNERSTONE MEDICAL CENTER, a large medical care provider in a major metropolitan area. CORNERSTONE MEDICAL CENTER employs over 3,000 people at the main hospital and its 16 medical clinics. Employees range in age from an 18-year-old administrative assistant to an 82-year-old board member.

This year, executives at CORNERSTONE decided to hold an employee appreciation gala to demonstrate positive employee relations and show goodwill. All 3,000 employees will be invited to the semi-formal gala and will be able to bring one guest. The gala will be held on a Saturday night from 7:00pm-11:00pm.

The CORNERSTONE employee appreciation gala will be held in a sports arena located in the city's busy downtown district. The gala will be held in the main arena space and in five additional ballrooms. The arena and ballrooms will each have live musical entertainment and buffet-style dinner options with seating. There will also be three full-service bars set up in the arena and one in each of the ballrooms.

The sports arena has a fee-based parking lot available and is located three blocks from the nearest subway station. There are also taxi cabs and similar transportation options throughout the downtown area.

## **YOUR CHALLENGE**

CORNERSTONE executives are happy with the plans for the employee appreciation gala, yet they have some concerns about the safety and security of gala guests. They want you to come up with a list of internal and external risks to discuss with the sports arena's security team. The executives want you to consider the following to discuss with the security team:

- Risks involved with the venue location, including the heavily trafficked area between the arena and the subway station
- Risks involved with the number of guests attending the event
- Risks associated with the ages of the guests
- Risks associated with the entertainment, food and beverages provided
- Possible risks from outside sources

You will discuss your risk assessment with the executives in a meeting to take place in an executive's office.

You will receive 2-3 questions from the judge pertaining to the case situation.



**EVENT PLANNING**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE EVALUATION FORM**

2017-2018 Web Sample

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**

Operations

I.D. Number: \_\_\_\_\_

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of operations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain routine security precautions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Maintain a safe work environment?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of risk management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Conduct a risk assessment of an event?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						