



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Emotional Intelligence

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. Describe the nature of budgets.
2. Explain the role of customer service as a component of selling relationships.
3. Take responsibility for decisions and actions.
4. “Sell” ideas to others.
5. Demonstrate adaptability.

CASE STUDY SITUATION

You are wedding planners working at YOUR BIG DAY, a company that handles the contracts, deposits and necessary planning for a couple's wedding day. The Johnson couple will be getting married in five days. Your team has been working with the couple for the past eight months, planning their wedding. YOUR BIG DAY charged the couple \$5,000 for your time as wedding planners. Half of the fee was paid upon hiring and the other half of the fee will be paid at the end of the wedding reception, when the event is complete.

One of the first tasks you completed as wedding planners for the Johnson couple was to pay the deposit and sign the contract for the reception venue. The Johnson couple wanted an outdoor wedding reception and chose a venue that had plenty of outdoor space to accommodate the 200 guests invited. The \$6,000 contract includes the entire sprawling outdoor area, tables and chairs, lighting and access to indoor restrooms. Additional payment was made for catering and bar service. The venue required half of the fee when the contract was signed, the other half of the fee is due tomorrow.

When you explained the venue contract with the Johnson couple, you quickly read through a clause in the contract regarding rain. Outdoor wedding contracts at this venue offer clients an inclement weather clause, giving clients access to the venue's indoor space if the weather is poor. The inclement weather protection clause is available for an additional, non-refundable \$1,000 and guarantees the indoor space will not be booked for another event. You advised the Johnson couple not to pay the additional fee for the inclement weather protection because it would put them over their budget and the area you live in is a desert area with historically little to no rain during this time of year.

Your team also negotiated and contracted with an outdoor tent company for the Johnson couple. Large outdoor tents are needed for the wedding reception, costing \$3,350 which has already been paid in full.

YOUR CHALLENGE

The Johnson couple's wedding is in five days and the forecast shows that it is going to rain everyday for the next week. The chances are above 80% with no sun. The forecast shows only rain in the forecast and no thunderstorms, hail or high winds.

Your team must decide how to proceed with the Johnson couple's wedding. The venue does have the indoor space available, but since the inclement weather protection was not purchased, it will cost an additional \$2,000 on top of the \$3,000 that is due tomorrow. This option would involve canceling the outdoor tent company services after the refundable return period, resulting in a loss of half the cost, \$1,675.

The outdoor tent company does have sidewall sections, additional turf carpeting and heating lights available to keep the wedding reception outdoors. The extra products needed to make the outdoor area rainproof will cost an additional \$3,000 due to the rush order needed in five days.

The wedding reception must take place at the venue, it is much too late to change venues. Your team must decide if it is in the Johnson couple's best interest to move the reception indoors or to keep it outdoors. You must also consider the fees involved with both choices and your role in not having the inclement weather protection clause in place.

You will meet with the owner of YOUR BIG DAY before meeting with the Johnson couple to review what your team believes to be the best choice for the couple. It is important that you keep the following in mind when making a decision:

- Building relationships with clients for positive reviews and referrals
- Positive relationships with vendors for referrals and continued business
- YOUR BIG DAY'S need for profit to be a successful business

You will make a presentation with an analysis of choices and a final recommendation to the owner of YOUR BIG DAY. Additional employees may accompany the owner.

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



EVENT PLANNING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA:
Emotional Intelligence

Participant: _____

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of budgets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Take responsibility for decisions and actions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	"Sell" ideas to others?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate adaptability?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
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	
TOTAL SCORE						