



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. Identify factors associated with positive customer experiences.
2. Anticipate unspoken customer needs.
3. Identify potential safety issues.
4. Identify potential security issues.
5. Explain procedures for handling accidents.

CASE STUDY SITUATION

You are event managers at CAPITOL EVENT CENTER, the new venue for CAPITOL AREA DOG EXTRAVAGANZA, an event for dog owners and dog enthusiasts. The event is held over a weekend in the summer and features a dog-friendly trade show featuring retailers and organizations that tend to the needs of pet owners, a dog parade, an obstacle course for dogs and a dog show.

CAPITOL AREA DOG EXTRAVAGANZA (CADE) was previously located in another city for ten years, but with continued decline in registration, the event has been moved to your city. While the event registration, fees and contracts are managed by CADE organizers, the daily operations and event management has been delegated to your team. Registration reports show that 250 dogs and 500 dog owners will be attending. The general public has been invited to attend the pet parade on Saturday afternoon. There is available seating for a maximum of 3,000 people in the hall.

Most out-of-town attendees will arrive on Friday night. There will be an informal meet and greet at the local dog park on Friday night. CADE officially begins on Saturday morning at the CAPITOL EVENT CENTER. After a brief opening session, attendees and their pets are able to roam the trade show, located in the CAPITOL EVENT CENTER exhibit hall. Over 100 vendors will be attending the trade show to advertise products and services.

On Saturday afternoon, the obstacle course will be open for dogs and their owners to demonstrate their dogs' skills and agility. The obstacle course will be constructed in the large atrium lobby space at the front of the CAPITOL EVENT CENTER. After the obstacle course demonstrations, dogs and their owners will parade across the stage where the opening session took place. Volunteer judges from the community will be on hand to rate the dogs on a variety of informal categories: smallest, largest, longest tail, unique coloring, friendliest and best behaved.

On Sunday morning, the trade show is again open for attendees to visit. At noon, the closing session and awards ceremony will take place. Afterwards, the event concludes.

The event will rely on over 200 volunteers from the community. The volunteers have all passed a criminal background check and attended a mandatory training session. The volunteers will be working in shifts throughout the weekend event.

YOUR CHALLENGE

You will be meeting with a member or members of your team that will be assisting with CADE. In this planning meeting, you will need to discuss the following:

- Potential security and safety issues at the informal meet and greet at the dog park
- Potential security and safety issues at the opening session, tradeshow and obstacle course
- Potential security and safety issues during the pet parade
- Procedures for handling accidents during CADE
- Additional needs for attendees of CADE
- Ideas for making CADE the best possible event for organizers and attendees



EVENT PLANNING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Preliminary

Participant: _____

INSTRUCTIONAL AREA:
Operations

I.D. Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Anticipate unspoken customer needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify potential safety issues?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify potential security issues?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain procedures for handling accidents?	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						