



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Event Planning

**INSTRUCTIONAL AREA**  
Information Management

## **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**

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- 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**

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- Explain the need for hospitality and tourism business information.
- Identify information monitored for business decision making.
- Describe methods used to collect hospitality and tourism business information.
- Identify factors affecting attendee satisfaction with events.
- Determine event-improvement needs.

## **CASE STUDY SITUATION**

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You are the event planners for the second annual CROSS TOWN HOME & GARDEN SHOW. The two-day event features a wide variety of vendors specializing in products and services for the home and the garden. The event also has workshops for do-it-yourself projects, concessions, raffles and door prizes, and merchandise for purchase. Tickets to the event are priced at \$15.00 for adults and \$5.00 for children and senior citizens.

The event takes place at the CROSS TOWN EXPO CENTER, a facility that holds 10,000 people. The parking area has 200 parking spaces that are directly in front of the EXPO CENTER's entrance doors, with the remaining parking spaces located across the street from the venue.

Attendees may purchase tickets in advance on the CROSS TOWN HOME & GARDEN SHOW website or at select area retailers. Attendees may also purchase tickets at the door at the EXPO CENTER.

This year there are 200 vendors registered to exhibit at the event. The vendors represent area businesses, organizations, hobby enthusiasts, and field specialists. The number of vendors has increased by 50% compared to last year's event. Vendors pay \$200.00 to \$300.00 for exhibit space, depending on location.

Off the exhibit floor, located in adjacent meeting rooms, several 30-minute workshops providing do-it-yourself projects for home and garden will occur throughout the two-day event. Signage directing attendees to the workshops will be placed throughout the floor and printed information regarding all vendors and workshops will be available at the entrance of the showroom.

Last year the event debuted with lukewarm results. Both attendees and vendors were upset with the event parking. The excess parking lot across the street proved too far for some attendees and vendors. Attendees were disappointed in last year's quantity and quality of the vendors. Vendors were disappointed with the AV/tech provided by the EXPO CENTER and felt more signage was needed.

All of the issues identified by attendees and vendors have been addressed. Multiple golf carts will be transporting people from the parking lot to the entrance, the number of vendors has increased, and AV/tech issues have been addressed with EXPO CENTER staff.

## **YOUR CHALLENGE**

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The event organizer wants your team to develop an evaluation for CROSS TOWN HOME & GARDEN SHOW attendees and an additional evaluation for CROSS TOWN HOME & GARDEN SHOW vendors. The evaluation form will be provided to each after this year's event. The event organizer is interested in information about parking, communication, number of vendors, number of attendees, the quality of vendors, pricing of tickets, duration of the event, merchandise available to purchase, AV/tech services, signage and the venue itself. You may include other necessary questions on each evaluation form.

You must also determine how the evaluation will be distributed to attendees and vendors and how completed evaluations will be submitted.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**EVENT PLANNING  
2020**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Information Management

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

ID Number: \_\_\_\_\_

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the need for hospitality and tourism business information?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify information monitored for business decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe methods used to collect hospitality and tourism business information?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify factors affecting attendee satisfaction with events?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine event-improvement needs?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						