



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Event Planning

INSTRUCTIONAL AREA
Project 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

- 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

- Define event concept.
- Identify resources needed for event.
- Determine accessibility needs.
- Determine guest transportation needs.
- Set attendance or participation goals.

CASE STUDY SITUATION

You are event planners hired by the NORTH HIGH SCHOOL ALUMNI GROUP. North High School is the only high school located in a city of 30,000 people. The first class of seniors graduated in 1958 and the last class will be graduating in June of 2020. A brand-new high school is being built near the old high school building and students will attend the new high school this fall, at the start of the new school year. Sadly, the original North High School will be demolished in August.

NORTH HIGH ALUMNI GROUP has kept records of most of the 15,000+ students that have graduated from North High School since 1958. The group sends letters promoting scholarships, special events, and interesting news from alumni. The group also has a Facebook page that communicates with alumni.

NORTH HIGH ALUMNI GROUP has hired your team because they want to hold an all class reunion event for anyone that has graduated from North High School. The group wants all alumni to have the opportunity to both tour the old high school before it is demolished and tour the new high school. The event will also give former students the chance to reconnect, see the other new developments in the city, reminisce, and have a good time.

YOUR CHALLENGE

The NORTH HIGH ALUMNI GROUP wants the all class reunion to be a one-day event. Tours of both the old and new high school as well as a dinner in the evening. The group is aware of the challenges of planning an event that will host and entertain 80 year olds through 19 year olds, so has hired you to plan the event. The group needs your vision for the entire event concept.

The NORTH HIGH ALUMNI GROUP has provided you with the following information regarding alumni:

- 15,250 total alumni of North High School
- Current contact information for 5,000 alumni
- Of those 5,000 alumni – 2,000 live locally
- Of those 5,000 alumni – 1,000 live within 200 miles
- Of those 5,000 alumni – 1,000 live within 200 – 500 miles
- Of those 5,000 alumni – 1,000 live beyond 500 miles

The group wants you to identify the resources needed for the all-class reunion. The group wants you to include information regarding transportation needs, accessibility needs, food, lodging, and any other needed resources.

The group wants to know a reasonable goal to set for attendance of both alumni and guests.

Additional information:

- The school district is also offering tours of the new high school. Community members may tour each Friday from 8am – noon until the new school year begins
- The closest city is only 3 miles away and has a population of 75,000 people. There is a regional airport in the city, along with a stop on a cross-country train rail.

EVALUATION INSTRUCTIONS

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**EVENT PLANNING
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Project Management

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Define event concept?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify resources needed for event?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine accessibility needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine guest transportation needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Set attendance or participation goals?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						

