

**AY2024 TERM 4
(SOH SDHBM WSP Intake7E & Non-WSP Intake 14
& STA DET Intake 3)**

H2100C EVENT OPERATIONS MANAGEMENT

COURSEWORK FINAL ASSIGNMENT

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Class:	H2100C

Total marks: _____ / 40

Criteria	Marks
Content	/ 36
Relevance	/ 12
Format	/ 12



Sponsorship:

The six components of a sponsorship prospectus

1. layout
2. contact details
3. track record of the event
4. about the event
5. sponsorship packages
6. demographic of previous year's attendees

Two benefits for the sponsors

1. Branding

Branding allows companies to showcase their logos and brand across various points of the events which can help extend their visibility to the audiences when they walk around the event, it can also enhance brand image and possibly bring in new potential customers, improving their business.

2. Networking

Networking is another benefit where sponsorship companies can gain excess to networking opportunities with attendees who share common interests at the event, which can help build relationships and explore new business opportunities.

Vendor Management

1. Venue

The venue vendors provide the necessary infrastructures for the event such as exhibitions halls and meeting rooms

2. Catering

The catering vendors are responsible for planning with the organizers and preparing a suitable menu, sourcing quality ingredients, and making the meals presentable to eat. They also manage the transport of food, setting up displays. Additionally, they oversee serving staff and interact with clients to meet their preferences and ensure overall satisfaction

3. Stand builders



The stand builders ensure exhibition stands are correctly packed, transported, and constructed to high-quality standards. They manage the loading and unloading of the stand materials, securing materials for transit, and following health and safety regulations. They also install flooring, lighting, and structural elements of the exhibition booths while coordinating with the people who will run the booths on site. After the event, they are the ones who do the dismantling, packing, and returning of materials.

4. Audio-visual system

The audio-visual vendors provide the technical support and equipment needed for the event such as projection screens, lighting and sound systems, they design customized systems tailored to the event's needs like the quantity of speakers based on the amount of attendees so that everyone can hear the speakers clearly, they also supply important technology such as video walls, microphones, and conferencing tools if the venue does not provide them.

Food and Beverage Planning:

A suitable menu for a standing networking reception would be bite sized food like mini desserts and pastries since the guests would be standing and moving around to interact with each other, choosing items that are easy to eat with one hand and produce minimal mess would be the choice so that conversations will not get interrupted. The beverages will include a small selection of alcoholic or non-alcoholic drinks.

Three factors for consideration

1. The first factor for consideration would be the target audience. As the menu is for a networking dinner, our target audience would spend most of their time talking to each other, hence the choice of mini desserts and pastries.
2. Special requirements would be the second factor, the menu should take people's preferences into consideration, such as things like vegetarian, vegan and allergen free options to ensure that all guests have appealing choices. As the selection will be mostly desserts and pastries, the requirements will be focused on providing gluten and dairy free options.
3. The third factor would be caterer selection, since some caterers excel in specific cuisines or styles, it is important to choose one that matches what we have planned for the menu. For example, we must choose a caterer that specializes in making pastries and desserts rather than main courses to make



sure that the food is expertly crafted with appealing flavors and textures to elevate the overall dining experience.

Types of Crisis

1. Human Errors

Example: An example of a human error related crisis would be “technical” human errors, it can be caused by a slip of the hand mistake when someone is not paying attention to what they were doing, causing errors to happen. A real-life example would be at the 2017 Academy Awards where a wrong envelope was handed to the announcer in a mix up which led to the wrong winner to be announced for Best Picture, causing embarrassment and chaos

2. Mechanical Problems

Example: The second example would be a power outage due to technology malfunction, a sudden power outage at this event would be disruptive as it would stop important presentations, exhibit demonstrations and affect hybrid streaming that was going on before the outage. A real-life example of would be at CES2018 Las Vegas where a massive power outage plunged the main hall exhibition into darkness for almost two hours, causing the exhibitors to lose valuable time

Event Technology

1. Event Registration Management Tools,

Event Registration Management Tools makes the registration process easier thanks to features like self-check-ins, badge printing and multi-session tracking on Boomset. With this tool, attendees will be able to register and check into the event and such, reducing wait times and administrative hassles.

2. Event Analytics and Actionable Insights,

Event analytics provide valuable data to help collect, organize and collect insights from data that could unlock event ROI. With tools like Piwik, organizers can use it to track data from websites on attendee behavior and improve their event marketing strategies engagement, and overall event performance.

3. Live Surveys and Polls



Live surveys and polls enhance audience engagement by allowing real-time feedback during events, the data it gathers can help organizers make improvements as soon as possible. Using tools like KeySurvey to integrate such features can lead to a more interactive and impactful event experience.

4. Event Agenda Tools

Event agenda tools like Shdlr help attendees learn, customize and navigate the event by allowing them to build their very own schedules and stay informed about everything that is happening in the event. These tools enhance time management and reduce confusion, ensuring a well-organized and seamless event.

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H2100C Event Operations Management Graded Assignment

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- This submission is my original work – all sources have been properly referenced and acknowledged.
- I have not copied the words or graphics or ideas or codes from another person/source and submitted it as my own.
- I neither received nor rendered any assistance (*either paid or unpaid*) on work that requires individual effort.



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Date of Submission: _____ 27/2/2025 _____