

Business Extended Diploma / Certificate Level 3

I am Andy Smith and together with Mike Opukah, we both teach on the level 3 business first year course.

We look forward to meeting you soon and hope that you enjoy your course and your time in college.

Preparing to start your course –

To prepare to your level 3-year 1 course, may I offer the following advice:

1. Buy an A4 Folder. There will be a lot of A4 handouts, and the work needs to be kept in a logical format.
2. It is recommended that you have a laptop computer. Again, there is written assignment work on the course, and this will help you manage your time better.
3. Have a decent calculator. On the course you will undertake a marketing campaign and personal & business finance exam where a calculator can be used.
4. In the first part of the course, we will be looking at contrasting and comparing two businesses. Your businesses must be a for profit business and the second, not for profit. Start researching your businesses looking at size, structure, who are the customers and what makes the business successful.

Managing an Event – Summer Task Guide Sheet

The aim of the Summer Task is to explain the skills, roles and legal responsibilities needed to be an effective event manager. Event management is a module that you will undertake over the course of a year.

Task 1

Using paragraphs, explain the following in relation to an event organiser:

As an example,

Organising:

As an event manager, possessing good organisational skills is crucial for the successful planning and execution of events. These skills enable a manager to efficiently coordinate multiple tasks, manage time effectively, and ensure that every detail is meticulously planned and executed. Good organisational skills help in creating comprehensive timelines, delegating tasks appropriately, and maintaining clear communication with clients, vendors, and team members. Good organisational skills reduce the risk of errors and last-minute crises but also ensures that the event runs smoothly and meets the client's expectations. Moreover, strong organisational skills facilitate the ability to adapt to unexpected changes and handle unforeseen challenges.

Skills

- Organising
- Problem Solving
- Time Managing
- Negotiating
- Communicating
- Interpersonal

Roles

- Venue
- Location
- Catering
- Planning and reserving facilities
- Setting up the programme
- Preparing and distributing documents
- Contracts

Legal requirements

- Health and safety
- Risk assessments
- Age restrictions
- Licensing
- Consumer Rights Act 2015
- Organisational Procedures

Task 2

Fully justify how own skills match those of an event's organiser.

Analyse own skills with those required by an event manager, highlighting areas for personal development.

Analyse your own skills in the report, your strengths, weaknesses and areas of improvement), linking to the skills needed to be an event organiser

Task 3

Justify how suitable you are to be an event organiser in relation to skills highlighted

Completion Instructions -

Write the document in a 'MS WORD' document and save. Sent as an email attachment to andy.smith@easterneducationgroup.ac.uk. Ensure you write in a font size 11 and write your name at the top.

Save your document as Event Management_Summer Task_Your name in full.

The work needs to be submitted no later than 23rd August 2024

Useful Websites -

[Understanding business - Higher Business management - BBC Bitesize](#)

[Personal Finance For Beginners | Financial Planning 101 | Udemy](#)

[What Is Marketing? Definition, Strategies & Best Practices – Forbes Advisor](#)

Staff Contact -

Andy Smith or Mike Opukah

Course Directors for Business Year 1

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Dates to Note-

Exam Dates:

- Marketing is Wednesday 8 January and Thursday 9 January 25
- Finance is Monday 13 January 25