

UNIT 14: HOSPITALITY CONTRACT AND EVENT MANAGEMENT

This unit will enable learners to gain understanding of contract and event management in the hospitality sector. You will learn professional skills you need to plan corporate conferences, conventions, fundraisers, meetings, parties, and reunions. You will enhance your event management skills in this program to develop an aptitude for spotting event trends, understanding customer needs, predicting what goods and services are needed for diverse events, and determining how to cost out these required elements. You will study sustainable purchasing and cost control, management supervision and career development, menu management, sales and public relations, hotel and convention management, and more.



LEARNING OUTCOME 1:

Understand external factors that affect planning and management in the event and contract sectors.

LESSON 1 OBJECTIVE:

AC 1.1

To discuss the main characteristics of the contract and event catering sectors

- *Defining Event Planners Functions And Skills*
- *Identifying the components / elements of events*
- *Discussing the Diversity Of The Event Sector*
- *Identifying Types Of Service Provision In The Events Sector*
- *Discussing The Strategic Planning Model*
- *Discussing The Traits And Skills Of Traits and Skills of Event Managers*

Event Planning and Management

Working in events requires such a wide variety of practical skills

Event Planning and Management

Event management (2012) explained that “Event management is the co-ordination, running and planning of all the people, teams and features that come together to create every kind of event.” Event Managers according are found in a number of corporations and fields ranging from hospitality to “entertainment, finance, government, retail, fashion, sport, music etc.” Blog.udemy.com (2016) proposed that these event managers must have “above-average organization and communication skills” and the ability to think out of a box and solve problems in seconds. The event manager must “know what steps to take to get everything done.” This means being a visionary able to do event visualizing but also effectively doing successful planning, implementing and monitoring of a project from start to finish. Further, Blog.udemy.com (2016) explained that Event Managers must have really good time management skills and be able to handle various situations simultaneously with “aplomb and grace.” They must be able to prioritize tasks, multitask and “switch gears at the drop of a hat”, and work within a budget. To be successful Event Managers will not only need to manage time and situations well but must be “excellent managers of people.” They are required to do problem-solving and they should have ability to manage multiple and complex relations and teams simultaneously as well as multiple and complex situations simultaneously. Given this ability the Event Manager will demonstrate superior skills in communication and the ability to “assess complications and difficulties of the team and swiftly deal with these to keep everything smoothly running.” Event management (2012) noted that Event Managers are needed everywhere and their jobs are often filled with exciting challenges and unique situations.

Diversity Of Sector

Employee Catering; Hospital Catering; School Meals; Conference Centres; Location And Outdoor Events; Banqueting; Travel And Tours; Hospitality Events; and Private Functions.

Types Of Service Provision

Food And Beverage Services; Travel Services; Accommodation Services; Reception; Facilities Management; Linen And Laundry; Cleaning; Administration; Hotel Services; Maintenance; Security; Purchasing; Human Resource Services.

COMPONENTS / ELEMENTS OF THE EVENT

Below are some of the most important Event Planning Components and Elements that must all be addressed and implemented a successful event:

Component Elements Of The Contract/Event

Menu Design; Food And Beverage Service Style; Staffing; Timing; Space Layout; Decoration; Entertainment; Lighting And Sound

Planning Actions requires the Event Planner to:

- The Purpose or Objectives for the event
- Date
- Theme
- Audience/guests
- Budget
- Location
- Communications
- Vendors/suppliers
- Setting the date
- Purpose
- Host
- Execution: scheduling what will happen and when it will happen requires:
 - Logistics
 - Securing licensing, insurance and permits
 - Arranging for food and beverages
 - Booking the site or venue where the event will take place
 - Overseeing staff and volunteers
 - Design Décor (room decoration), setting it up and tearing it down
 - Arranging for transportation
 - Contracting vendors and suppliers
 - Booking entertainment and/or speakers
 - Renting of equipment (tents, tables and chairs, etc.)
 - Purchasing supplies
 - Data base management (e.g. recording invitation lists, RSVPs, registration, nametags, seating charts, etc.)
 - Arranging for design and dissemination of invitations and promotional materials
 - Securing sponsors to provide financial support
 - Marketing the event through advertising and/or publicity
 - Providing accounting and budget management of income/expenses

Strategic Planning Model



Traits and Skills of Event Managers

Blog.udemy.com (2016) suggested that planning and managing events require a wide variety of practical skills. Alongside good Communication, Time Management, People and Planning Skills the following are other skills and abilities they cited as critical for event planners and managers to be successful:

“Team-working Skills: Events usually require many different teams to come together, often including several external suppliers. Successful events depend on **every team and every team member doing their job to a high standard**, as well as flexibility and a commitment to good cross-team communication. If you love being part of a team and working with people to create something unique, events could well be the path for you.

Creative thinking: The event industry is all about exceeding the expectations of all parties involved in the events, and design is one of the key ways to impress. Event managers need to be **real outside-the-box thinkers who have a dynamic approach to problem-solving**. Design is essential to an event's success, whether you have the creative spark that can give event guests a memorable experience, or the perfectionist's streak that crafts brand awareness right down to the colour of name badges.

Strong leadership

Negotiating Skills: An event management team needs strong leadership to be at its best - **negotiations between clients, suppliers, company or venue staff** require flexibility, quick thinking, buckets of initiative and exceptional decision making. A particular ability to spot good compromises and know what is essential to the success of the event marks out an excellent event team leader. Could you take on the challenge of directing a complicated event whilst managing the expectations of several different stakeholders?

Responsibilities and Duties

Event managers will need to help oversee and plan all of an event's aspect from the time that the initial idea was conceived to the event's last, most minute detail. Event managers meet with relevant staff of the organization and discuss the event in detail. Often, event managers suggest creative possibilities such as themes and ideas to help the event. Managers of event projects manage all the related staff to the event including the guest registration, parking registration, entertainment and caterers. An event manager needs to present the event's budget and stick to this. It is also important to adhere to a time line and frequently communicating with members of the organization as the event progresses is a must. As part of the job description, event project managers sometimes need to travel frequently as well."

Creating the Schedule

Event managers are responsible for finding organizations, shows or acts to hold events in the facility he is managing. For instance, if event managers work for a conference center, he or she will need to work with the visitor's bureau and local convention to promote the center to potentially interested groups that come to the city. The event manager will also work with the marketing team of the organization to create materials for promotion that would be received by planners, schedules and promoters across the country.

Delegating

The event staff will need to be assigned specific responsibilities by the event manager to perform tasks during the time that leads up to the event as well as while the event goes on. Some of the event manager's responsibilities are to assign staff members to oversee amenities of the dressing room, floral arrangements and catering services. Between those who are associated to the event and those hosting the event and working for the facility, the event manager is then the point man.

Planning

When acts, organizations or groups agree to hold events at a facility, the event manager's responsibility is then to meet with the group holding the event to understand what amenity types need to be arranged for a successful event. Most likely, this will involve a lot of meetings for the event manager, including meeting with various departments within organizations. For instance, if plays were to be held at facilities, the manager of the event will need to meet with the audio technicians of the production, the people in-charge of stage set-up and the ones in charge of lighting.

Being Available

Even if event managers complete the organizing, scheduling and planning phases of an event without a hitch, he always needs to be available during, before and after the event to ensure that everything continues to run as planned. As an event manager, you will need to deal with large amounts of stress and be able to thicken quickly on their feet, making rapid-fire decisions instantaneously.

Doing a Follow Up

After an event, a 'follow up' can include something as official as a sit-down conference to do an evaluation of how well the events' needs were met or something as informal as a handshake. When a group from out of town comes to visit, make sure to respond to requests made for performances in the future in order to increase the chances that they will hire you to be an events manager once again."

READING LIST AND TEXT FOR LEARNING OUTCOME 1:

EVENT MANAGEMENT

Changi, M. (2013). *Event Management*. 1st ed. p. [ebook] Available at:

http://www.slideshare.net/mustafachangi/event-management-26869845?next_slideshow=1

BEHIND THE TENTS AND THE BEER

Turner, K. (2012). *Behind the tents and the beer*. 1st ed. [ebook] Available at:

<http://www.slideshare.net/katelandturner/event-planning-powerpoint?related=2>

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Wildapricot.com, (2016). *Event Checklist | Event Planning Guide | Wild Apricot Membership Knowledge Hub*. [online] Available at: <http://www.wildapricot.com/articles/eg-event-checklist> [Accessed 8 Jan. 2016].

Event management, (2012). 1st ed. [ebook] AIESEC India. Available at: http://www.slideshare.net/aiesec_india/event-management-15783575 [Accessed 8 Jan. 2016].

Blog.udemy.com, (2016). *Event Manager Job Description and Skills Required*. [online] Available at: <https://blog.udemy.com/event-manager-job-description/> [Accessed 8 Jan. 2016].