

FORUM AND TERM PAPER ASSIGNMENTS

Unit 14: Hospitality Contract and Event Management

Unit code: T/601/1798

QCF level: 5

Credit value: 15

AIM

This unit will enable learners to gain understanding of contract and event management in the hospitality industry, including the diversity of the services and products, and factors that optimise business performance.

UNIT ABSTRACT

The unit is designed to raise awareness of the diversity and complexity of the sector and the internal and external factors that influence its success. Learners will be given the opportunity to investigate these factors in the context of finances, sales and marketing, human resources, health, safety and hygiene and the provision of a quality product, that meets the needs of customers and the client. This unit will address the scope of strategic, operational and financial decisions which influence an operation's success.

LEARNING OUTCOMES

On successful completion of this unit a learner will:

1. Understand external factors that affect planning and management in the event and contract sectors
2. Understand the operational issues which affect the success of event management
3. Understand the client and contractor relationship
4. Understand the financial processes involved in tendering for and implementation of events.

ASSIGNMENT TWO

LO 2: Understand the operational issues which affect the success of event management

LO 2. Course Content

Elements of project management: Action planning; product knowledge; decision-making; scheduling; administration; client liaison; component elements of the event; liaison with internal/external providers (executive chef, restaurant/bar manager, HR manager, front office, AV technician, florist, artiste/agent)

Food and beverage systems: Suitability of menu design; type of food service system for a particular contract and event catering situation; suitability of purchasing; delivering and storage systems

Marketing and sales issues: Product placement; merchandising; market share; targeting

Human resource issues: Workforce; worker to management ratio; job skills and tasks; work patterns; full-time or part-time employees; casual staff; training Health, safety and hygiene: standards of equipment; utensils and supplies available; problems with catering 'off site'; legislation affecting transportation of cook-chill, cook-freeze food materials

Customer issues: service; service styles; interface skills; needs and expectations; client and contractor relationship

Quality issues: standards of service; product quality; service quality; measurement of quality

CASE STUDY, TASKS AND INSTRUCTIONS FOR LO2:

In Teams of **10 -12 members**, carry out the following activities. Please refer to the course outline and resources provided. Include at least six (6) references in your work. Use Harvard Referencing Style through-out the work.

THE OBJECTIVES OF THE ASSIGNMENT ARE TO:

AC 2.1 Discuss the elements of project management which are necessary to ensure effective management of events

AC 2.2 Discuss the type and level of service associated with a variety of events

AC 2.3 Assess the health, safety and hygiene problems which can affect the operational success of an event

AC 2.4 Consider how marketing, human resources and quality control are applied in the organisation and delivery of a successful event

DISCUSSION FORUM

GROUP WORK:

CARRY OUT THE FOLLOWING TASKS FOR THE DISCUSSION FORUM

CASE STUDY

You are Event Managers in a medium-sized business that operates in the Travel, Tourism And Hospitality Industry. The company's primary source of income is generated from packaging and selling group tours and events. Your team is responsible for researching, selecting, planning, and managing profitable services and component elements of the travel and hospitality event. Sales revenue for your company also comes from selling memorabilia from the destination and events to the participants.

You are assigned to coordinate a Student Reunion for Colbourne College. The agreed activity is to be a tour and beach activity in Montego Bay. You will plan and manage all aspect of the trip including selecting and combining the most profitable and desirable components of the travel and hospitality event: selecting sites, datelines, all the component elements, contractual agreements with the vendors, appropriate decorations and staging, marketing, financial management, food planning for the event, customer service and local sightseeing.

TERM-PAPER ASSIGNMENT

This assignment is based on the contract and events catering services delivered by your tourism and hospitality organization. In Tourism, there are primary and secondary attractions. Hospitality is concerned with the quality of service and information available to the visitors/guest. Contract is a legally binding agreement between the vendor and buyer and where the vendor promises to deliver the service at the stated conditions and the buyer agrees to pay the proposed price and in the stated terms.

TASK ONE: REQUIRED TASKS FOR DISCUSSION AND MEETING AGENDA

Implementing the Activities In the Project Management Plan

1. Plan for and develop a comprehensive checklist (template) to manage the staff, resources, scheduling and activities for the entire event;
2. Design roles and delegate responsibilities;
3. Contact and Contract Vendors;
4. Develop communication, market research, marketing and sales activities;
5. Design customer contractual documents;
6. Develop scheduling, reporting, monitoring and management control processes.
7. Calculate Cost, Profit Margin And Selling Price; and develop operating budget

TEAM MEMBER PARTICIPATION AND REQUIREMENTS

The GDF is separate grade from the assignment and part of the mid-semester term paper for LO2. ALL members of the Team **MUST** attend and participate in four (4) group meetings and engage fully in: identifying resources, writing and submitting drafts of the assignment, compiling, editing and submitting one assignment. **Alongside the work, submit a separate document with the group meeting attendance record and a detailed summary of the processes and roles adapted to complete the assignment. You will find the meeting template on iTutor.**

TERM-PAPER ASSIGNMENT

GROUP WORK:

Carry Out The Following Tasks To Meet The Term-Paper Requirements

THE TASKS ARE 750 WORDS EACH

SUBMIT A FORMAL REPORT TO THE OPERATIONS MANAGER:

AC 2.1 Discuss the elements of project management which are necessary to ensure effective management of the event

AC 2.2 Discuss the type and level of service associated with a variety of events.
(Provide a general overview then focus on the level of service associated with the two events planning)

AC 2.3 Assess the health, safety and hygiene problems which can affect the operational success of the event

AC 2.4 Consider how marketing, human resources and quality control are applied in the organisation and delivery of a successful event

RESOURCES

The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:

❖ **The Business Of Inbound Operators**

LINK: http://pdf.usaid.gov/pdf_docs/Pnadl945.pdf

❖ **5 Basic Phases of Project Management**

LINK: <http://www.projectinsight.net/project-management-basics/basic-project-management-phases>

❖ **Project Management Excel Templates**

LINKS: <https://www.smartsheet.com/top-project-management-excel-templates-full>

❖ **Hosting a College Fair 101**

LINK: <http://www.collegefairregistry.com/tag/planning-a-college-fair/>

❖ **Events Management: Health And Safety Information**

LINK:
http://safety.unimelb.edu.au/_data/assets/pdf_file/0007/1834549/Events_Management_Health_and_Safety_Information.pdf

❖ **Event Management: Sample Report**

LINK: <https://www.slideshare.net/mustafachangi/event-management-26869845>