



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.
- Determine event-related activities to engage participants.
- Identify required guest services.
- Identify health and safety requirements.
- Identify food and beverage requirements.

CASE STUDY SITUATION

You are special event managers that work for WILD FLOWER COUNTRY CLUB. The private country club is located in a suburb of a metropolitan area and features 18-holes of golf, eight tennis courts, a state-of-the-art fitness center, indoor and outdoor swimming pools, steam rooms, meeting space, a ballroom and a full-service restaurant and lounge. Male and female locker rooms include showers and changing areas with complimentary amenities.

WILD FLOWER will have its soft opening in three weeks, but will have its grand opening event in two months. Currently WILD FLOWER COUNTRY CLUB has 100 members that have taken advantage of an introductory offer that reduced the \$1000 initiation fee to half price. Members must also pay annual dues which are \$5,000 if paid upfront or \$500/month if paid in monthly installments.

The club can accommodate 500 memberships. Membership allows for premiere access to golf tee times, special hours at the fitness center designated only for members, reservations of tennis courts and no-fee reservations for meeting rooms or the ballroom. Non-members are able to enjoy WILD FLOWER by paying premium fees per use or as a guest of a member.

YOUR CHALLENGE

The president of WILD FLOWER COUNTRY CLUB wants your team to plan the club's grand opening celebration that will take place on a Saturday in two months. The grand opening will be open to the general public and must showcase the club's offerings and result in new memberships.

The president wants your team to define the event concept and plan the following:

- Activities that will engage event participants
- Guest services to provide that will motivate membership
- Food and beverage options that will enhance the event
- Health and safety protocols to follow/administer to keep the public and staff safe

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
2022**

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.	Determine event-related activities to engage participants?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify required guest services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify health and safety requirements?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify food and beverage requirements?	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						