



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.
- Develop scope overview of event.
- Identify resources needed for event.
- Determine strategies to respond to and manage stakeholder concerns.
- Recognize and respond to ethical dilemmas.

CASE STUDY SITUATION

You are event planners hired by BLAKE CITY CHAMBER OF COMMERCE. Blake City has a long history of community events that bring together residents, local businesses and tourists. Three of BLAKE CITY CHAMBER OF COMMERCE'S long-standing and popular city events occur in the spring months.

For the past 85 years, BLAKE CITY CHAMBER OF COMMERCE has hosted the *Miss Blake City Pageant* in March. The pageant is open to all unmarried women who are enrolled in college and between the ages of 17 and 24-years-old. Contestants compete for the title of Miss Blake City in a pageant located in the city square. Hundreds of people gather to the city square to watch the pageant, visit local vendors and food trucks.

The *Miss Blake City Pageant* involves each contestant competing in an on-stage interview, platform pitch, talent showcase, evening gown and personal fitness. Miss Blake City receives a \$5,000 scholarship.

In April, BLAKE CITY CHAMBER OF COMMERCE hosts *Duke of Blake*. Thirty years ago, the CHAMBER decided to add an event that features men in the community. *Duke of Blake* is open to all men residing in Blake City. The event takes place at the city square and has the many of the same vendors as *Miss Blake City Pageant*.

Duke of Blake involves each contestant competing in a talent showcase, one interview question and a 2 minute "air band" performance. The man named *Duke of Blake* has a \$5,000 donation to a local charity of his choice.

In May, both the *Duke of Blake* and *Miss Blake City* ride in a float in the annual Blake City parade.

YOUR CHALLENGE

The president of BLAKE CITY CHAMBER OF COMMERCE has received negative feedback about the events for the past few years. The main issues addressed in the feedback surrounds the *Miss Blake City Pageant* and its antiquated ideals of only crowning women that are young, unmarried and look good in an evening gown as Miss Blake City. Other negative feedback addressed the loose terms of *Duke of Blake* in comparison to Miss Blake City.

The local businesses that make up BLAKE CITY CHAMBER OF COMMERCE all love the spring activities and want the BLAKE CITY CHAMBER OF COMMERCE to continue funding them. Chamber members feel that the rich history of the events is what draws people to attend and brings money into the local economy.

The president of BLAKE CITY CHAMBER OF COMMERCE wants your team to determine how to revamp the *Miss Blake City Pageant* and the *Duke of Blake* event in a way that is ethical but still makes all stakeholders happy. The president wants an overview of your proposed event(s), the overall concept and any resources needed.

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
2024**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

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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.	Develop scope of event?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify resources needed for event?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine strategies to respond to and manage stakeholder concerns?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Recognize and respond to ethical dilemmas?	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						

