

Assessment

Event Planning for Everyone

First Edition

The objectives of this book are to help the user:

- Develop the framework for the event—purpose, committee, theme
- Match responsibilities with the skills and personalities of committee members
- Negotiate effectively with vendors and sponsors
- Use marketing techniques to attract attention and maximize participation
- Prevent problems and recover from those that occur
- Review the event and thank the team

■ CRISP_{series}

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Assessment Questions for Event Planning for Everyone, First Edition

Select the best response.

1. The ability to research, analyze, communicate, multitask, organize, supervise, and follow through are necessary for:
 - A. Project managers
 - B. Event planners
 - C. Both of the above

2. Getting any service donated, no matter how small, is a good way to stay within budget.
 - A. True
 - B. False

3. When persuading others to sign up for your event planning committees:
 - A. Avoid linking participation to professional or business goals
 - B. Discuss how the event might appeal to volunteers' personal interests
 - C. Do not appeal to emotions by discussing how the event will help others

4. When conducting research for an event, which sources should you use?
 - A. People within the organization
 - B. People outside the organization
 - C. The Internet
 - D. All of the above
 - E. None of the above

5. The costs for photographers, printers, and other event vendors generally are not negotiable.
 - A. True
 - B. False

6. Guests traveling long distances to attend an event will likely be more interested in a theme that is based on their own culture rather than one based on the event location or purpose.
 - A. True
 - B. False

7. When generating theme ideas, consider:
 - A. Pop culture
 - B. Local history
 - C. Current events
 - D. Creative alternatives
 - E. All of the above
 - F. A, B, and C

8. Which of the following tasks should be done on the day of the event?
 - A. Follow up with guests who have not responded to the invitation
 - B. Do a walk-around to check on all details
 - C. Pick up monetary or in-kind donations
 - D. All of the above
 - E. None of the above

9. Event planners generally anticipate that expenditures will exceed the planned budget by 20%.
 - A. True
 - B. False

10. Program participants should adhere to the start and end times for all activities listed on the program.
 - A. True
 - B. False

11. The purpose of a master binder is:
 - A. To keep track of everything while planning an event
 - B. To serve as record and resource for future events
 - C. Both of the above

12. Items that are to be handled by vendors, such as audio-visual equipment, do not need to be detailed in your planning notebook.
 - A. True
 - B. False

13. When putting together a contact list of all committee members:
 - A. Include information about the volunteers' work affiliation or credentials
 - B. Postal addresses for volunteers are not needed
 - C. List phone numbers consistently in this order: home, cell, work
 - D. All of the above
 - E. None of the above

14. One of the purposes of analyzing personality styles is:
 - A. To ensure that you communicate with others in your preferred style
 - B. To ensure that you communicate with others in their preferred style
 - C. To help you select team members most like yourself
 - D. To help you select team members who are most like each other

15. In event planning jargon, a plenary is:
 - A. Storage area for materials sent ahead
 - B. Inspection in advance of the event
 - C. Main session in a long conference
 - D. Waiting area for speakers and dignitaries

16. You will most likely be able to negotiate a lower rate:
 - A. During a vendor's slow season
 - B. During a vendor's busy season

17. When soliciting potential sponsors for your event, your primary emphasis should be:
 - A. The features of your sponsorship recognition program
 - B. How participation will benefit the sponsor

18. When marketing your event, you should identify the single best channel for reaching your target audience and use it over and over.
 - A. True
 - B. False

19. Success at negotiation can best be assured by:
 - A. Years of experience in negotiating
 - B. An in-born talent for negotiating
 - C. Study and practice

20. When using personality styles to match people to tasks, the most likely candidate for keeping track of details on a spreadsheet would be which style?
 - A. Partyer
 - B. Lover
 - C. Analyzer
 - D. Nudger

21. When seeking media coverage for your event, which of the following will help you generate news value?
 - A. Emphasize the large numbers of people who will attend
 - B. Emphasize the large numbers of people who may benefit
 - C. Emphasize local people and connections
 - D. All of the above
 - E. None of the above

22. It is not appropriate to make inquiries about a vendor's work ethic and style.
- A. True
 - B. False
23. There is no value in planning prevention strategies for natural disasters that may disrupt your event.
- A. True
 - B. False
24. You should hold a debriefing meeting with your planning team:
- A. After everyone has had a chance to rest up from the event
 - B. One or two weeks after the event
 - C. Within 72 hours of the event
25. You should avoid asking victims of an event mishap how you can remedy the situation because they will likely ask for more than you are prepared to offer.
- A. True
 - B. False

Answer Key for Event Planning for Everyone, First Edition

Recommended response (Corresponding workbook page)

1. C (11)	6. B (20)	11. C (37)	16. A (54)	21. D (86)
2. A (5)	7. E (22)	12. B (38)	17. B (63)	22. B (54)
3. B (17)	8. B (32)	13. A (34)	18. B (74)	23. B (98)
4. D (5)	9. A (33)	14. B (44)	19. C (56)	24. C (113)
5. B (6)	10. A (35)	15. C (52, 138)	20. C (46, 137)	25. B (104)