



# COLLEGIATE DECA®

## EVENT PLANNING EVENT

### PARTICIPANT INSTRUCTIONS

- You will have 15 minutes to prepare your presentation.
- Present for 5 minutes

### GENERAL PERFORMANCE INDICATORS

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- 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

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- Explain the need for hospitality and tourism business information.
- Identify information monitored for business decision making.
- Describe methods used to collect hospitality and tourism business information.
- Identify factors affecting attendee satisfaction with events.
- Determine event-improvement needs.

## **CASE STUDY SITUATION**

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You are the event planners for the second annual CROSS TOWN HOME & GARDEN SHOW. The two-day event features a wide variety of vendors specializing in products and services for the home and the garden. The event also has workshops for do-it-yourself projects, concessions, raffles and door prizes, and merchandise for purchase. Tickets to the event are priced at \$15.00 for adults and \$5.00 for children and senior citizens.

The event takes place at the CROSS TOWN EXPO CENTER, a facility that holds 10,000 people. The parking area has 200 parking spaces that are directly in front of the EXPO CENTER's entrance doors, with the remaining parking spaces located across the street from the venue.

Attendees may purchase tickets in advance on the CROSS TOWN HOME & GARDEN SHOW website or at select area retailers. Attendees may also purchase tickets at the door at the EXPO CENTER.

This year there are 200 vendors registered to exhibit at the event. The vendors represent area businesses, organizations, hobby enthusiasts, and field specialists. The number of vendors has increased by 50% compared to last year's event. Vendors pay \$200.00 to \$300.00 for exhibit space, depending on location.

Off the exhibit floor, located in adjacent meeting rooms, several 30-minute workshops providing do-it-yourself projects for home and garden will occur throughout the two-day event. Signage directing attendees to the workshops will be placed throughout the floor and printed information regarding all vendors and workshops will be available at the entrance of the showroom.

Last year the event debuted with lukewarm results. Both attendees and vendors were upset with the event parking. The excess parking lot across the street proved too far for some attendees and vendors. Attendees were disappointed in last year's quantity and quality of the vendors. Vendors were disappointed with the AV/tech provided by the EXPO CENTER and felt more signage was needed.

All of the issues identified by attendees and vendors have been addressed. Multiple golf carts will be transporting people from the parking lot to the entrance, the number of vendors has increased, and AV/tech issues have been addressed with EXPO CENTER staff.

## **YOUR CHALLENGE**

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The event organizer wants your team to develop an evaluation for CROSS TOWN HOME & GARDEN SHOW attendees and an additional evaluation for CROSS TOWN HOME & GARDEN SHOW vendors. The evaluation form will be provided to each after this year's event. The event organizer is interested in information about parking, communication, number of vendors, number of attendees, the quality of vendors, pricing of tickets, duration of the event, merchandise available to purchase, AV/tech services, signage and the venue itself. You may include other necessary questions on each evaluation form.

You must also determine how the evaluation will be distributed to attendees and vendors and how completed evaluations will be submitted.