



Platinum Award

Event Planning & Organisation



Print name: _____

Date Submitted: _____

The Platinum Award applies when you have completed approximately 100 hours of voluntary work through VE @ Keele.

Please complete your workbook and submit to the VE Project leader, attaching any evidence and your hour's log.

Platinum Award

Learning Outcome UNIT 3	Assessment Criteria	Evidence submission
1. Identify the activity to be delivered and its aims and objectives.	1.1 Describe the objectives of your activity.	1.1 Activity assessment application
2. Identify how you are going to recruit and motivate your volunteers.	2.1 Establish an outline demonstrating what roles need to be fulfilled for your activity. 2.2 Draw up a recruitment and selection process. 2.3 Identify what information your volunteers will receive. 2.4 Explain the key factors in maintaining motivation in your team.	2.1 Role descriptions 2.2 Recruitment plan 2.3 Submission of information pack/training plan 2.4 Motivation worksheet
3. Identify the physical resources and funding required to support the activity.	3.1 Describe the resources required and identify the most cost effective means of obtaining them. 3.2 Draw up a budget and business plan for the event, showing all costs and potential sources of income.	3.1 Personal notes 3.2 Budget and business plan
4. Understand any policy, procedural or legal requirements the activity will need to work within.	4.1 Produce a risk assessment for the activity. 4.2 Obtain copies of any legal documentation required. (for example food handling, trading standards or licences.)	4.1 Completed risk assessment form 4.2 Provide attached copies of documentation
5. Brief all members of the team involved.	5.1 Demonstrate the appropriate leadership skills to maintain the team and complete the activity objectives.	5.1 Leadership self evaluation
6. Publicise and promote the activity.	6.1 Identify 3 different ways of promoting the activity, evaluating the strengths and weaknesses of each. 6.2 Produce effective promotion material.	6.1 Promotion evaluation form 6.2 Attach examples of publicity used
7. Evaluate the effectiveness of the activity.	7.1 Obtain feedback from participants and evaluate. 7.2 Critical self-evaluation. 7.3 Action your own personal development.	7.1 Evaluation of feedback form, one example 7.2 Self-evaluation form 7.3 Action Plan

Event Application (1.1)

Give a description of your chosen event.

What are the aims of your event?

(What result is your actions intended to achieve?)

Please provide a mission statement.

(A short written description of the aims of your event)

What are the objectives of your event?

(What do you plan to do and achieve)



Role descriptions (2.1)

A role is a position that someone has.

Specify the roles that will be allocated to volunteers to carry out the activity.

Role title	Description of responsibilities to be carried out.
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	



Recruitment Plan (2.2)

Please identify the recruitment and selection process for volunteers.

Recruitment *(Is to persuade someone to work or become a new member of a team)*

Selection *(When someone is chosen)*



Training Plan (2.3)

Please identify what information volunteers will require in order to support them in their role. Submit or state any information you provide. This may include;

Contact Details
Leaflets
Web Addresses
A Code of Conduct
Handbook
A Role Description
Other Information



Motivation Worksheet (2.4)

Motivating is to make someone want to do something well. Please identify five factors that will motivate the volunteer's in your team.

Factor 1:

Why would this motivate a member of your team?

Factor 2:

Why would this motivate a member of your team?

Factor 3:

Why would this motivate a member of your team?

Factor 4:

Why would this motivate a member of your team?

Factor 5:

Why would this motivate a member of your team?



Resources (3.1)

Describe the resources required to support your event, and identify how you will acquire them. A resource can be money, equipment a possession, or a person.

Resources	Acquired From	Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		



Business Plan (3.2)

A business plan is a detailed plan describing the future plans of a team. Please complete the plan including a budget for the activity, showing all costs and potential sources of income.

Summary

(Give a short clear description that gives the main facts or ideas about your event).

Project Management

A **SWOT/SWOB** analysis is a way of considering all the good and bad features of your event (such as people, resources or content). By analysing these points you will host a better planned event.

S = Strengths – what do you feel are the strengths of your event? These can relate to people's particular skills, the quality of the content you have arranged or the aims & objectives of the event.

W = Weaknesses – what do you consider to be the current weaknesses? Try and analyse what the event will involve, isolating what you 'critical success factors' are and whether you have covered them in your plans.

O = Opportunities – what steps are there to improve weak areas or bring in elements that will compliment or even boost your event? Could you save money, resources, effort and time by bringing in other influences?

T/B = Threats / Barriers – what difficulties are you likely to encounter during the event? You can't know of or even try to mitigate everything that may happen, but what is likely to compromise the event? Will poor training, transport problems, lack of publicity or even poor risk assessment make your event unsuccessful? What can you do to off-set or mitigate these? Do you have a contingency plan – such as for bad weather?



Strengths	Weaknesses
Opportunities	Threats



Income and Expenditure Forecasts

Please state what you expect your event to cost. Income is the money that is received or fundraised for the event to take place. Expenditure is the total amount of money that is spent.

Income	Expenditure item	Cost
	1.	
	2.	
	3.	
	4.	
	5.	
	6.	
	7.	
	8.	
	9.	
	10.	



Action Plan

Completing the action plan will enable you to identify a set of decisions about how to carry out the event. A goal is an aim or purpose and an action is what you need to do to carry it out.

Goals	Future Action



Risk Assessment (4.1)

[Photocopy this page if you require more space!]

A risk assessment is an exercise that examines a particular operation or activity. It involves identifying the hazards present and evaluating the extent of the risks involved and suggestion control measures. Legally an organisation must carry out a risk assessment under the Management of Health & Safety at Work regulations (1999).

Title of Activity
Location(s) of the event

Description of the activity

Hazards	Risk L / M / H	Control Measures
Identify all the hazards	Evaluate the risks low, medium or high	Describe all existing control measures. How you would mitigate risk.

Identify any additional information relevant to the activity for example: supervision, training requirements, special emergency procedures, etc. [Photocopy this page if you require more space!]
--



Legal Documents (4.2)

Understanding legal requirement when running an event is very important to ensure the activity is lawful. Please obtain copies or state any legal documentation that would be required for the event, this may include licenses which give official permission to carry an activity out for example:

- **Entertainments license**
- **Food handling**
- **Bar licenses**



Leadership Self Evaluation (5.1)

Please judge the quality, importance and value of your personal performance when demonstrating leadership skills when briefing your team.

Scale	Very Poor 0	Poor 1	Satisfactory 2	Good 3	Very Good 4	Excellent 5
-------	----------------	-----------	-------------------	-----------	----------------	----------------

[1] How well did you brief all members of your team?

0 1 2 3 4 5

[2] How well did you use your communication skills?

0 1 2 3 4 5

[3] How well did you delegate tasks?

0 1 2 3 4 5

[4] How well did you maintain your team's interest?

0 1 2 3 4 5

[5] How well did you prepare for the briefing?

0 1 2 3 4 5

[6] How strong a leader do you consider yourself from the briefing?

0 1 2 3 4 5

[7] Which aspects of leading the briefing did you find most enjoyable.

[8] Are there any aspects of leading the briefing you found difficult.

[9] Any other comments about your performance when briefing your team.



Promotion Evaluation (6.1)

Publicising an event is ensuring that the event attracts a lot of interest or attention from many people and that it will be popular. Publicising and promoting the event will be very important if participants have not been pre-booked. Identify 3 ways of promoting the activity – evaluating the strengths and weaknesses of each.

Type	Strength	Weakness
1.		
2.		
3.		



Promotional Material (6.2)

Please provide examples of publicity you have used to promote your event. This may include any of the following:

- **Web address**
- **Leaflets**
- **Posters**
- **Emails**



Attendees Evaluation of the Event (7.1)

Judging the quality and value of the event is very important to review its effectiveness.

Scale	0 Very poor	1 Poor	2 Satisfactory	3 Good	4 Very Good	5 Excellent
-------	----------------	-----------	-------------------	-----------	----------------	----------------

[1] How well was the event delivered?

0 1 2 3 4 5

[2] How well was the event supported by the team of organisers?

0 1 2 3 4 5

[3] How interesting was the content of the event?

0 1 2 3 4 5

[4] How well was the event publicised?

0 1 2 3 4 5

[5] What was the standard of the venue that event took place in?

0 1 2 3 4 5

[6] Did you receive sufficient information about the event?

No Yes if so what?

[7] Are there any aspects of the event you found difficult to understand or carry out?

No Yes if so what?

[8] How do you feel about the length of time the event took?

[9] Was there anything missing that you would have liked to have seen included?

No Yes if so what?

[10] How do you think the event could have been improved?



Your Critical Self Evaluation (7.2)

Giving your opinion on the quality and value of the event, which you have delivered, it is very important to review your effectiveness as an event organiser.

Scale	0 Very poor	1 Poor	2 Satisfactory	3 Good	4 Very Good	5 Excellent
-------	----------------	-----------	-------------------	-----------	----------------	----------------

[1] How well did you recruit your team?

0 1 2 3 4 5

[2] How well did you motivate your team members?

0 1 2 3 4 5

[3] How well organised were you when planning the event?

0 1 2 3 4 5

[4] How well did you demonstrate leadership skills with your team members?

0 1 2 3 4 5

[5] How well did you deliver the event on the day/evening?

0 1 2 3 4 5

[6] How well did your team support the event during the day/evening?

0 1 2 3 4 5

[7] How well organised were you at the event?

0 1 2 3 4 5

[8] How effective was the event publicity, was the event well attended etc?

0 1 2 3 4 5

[9] How high was the standard of the event?

0 1 2 3 4 5

[10] Are there any aspects of the event you found difficult to deliver, etc?

[11] Was there anything that you would have done differently if you organised the event again?

[12] Do you have any other suggestions to improve the event? Or any further comments.



Personal Development Action Plan (7.3)

By completing the volunteer development action plan you can identify skills and knowledge you would like to develop to support you when you graduate. The goals you set may also lead to an informed career path.

**Looking back at the event what skills and knowledge do you feel you need to develop further?
How could you do this?**

Has the event confirmed or stimulated an interest in any particular areas? If so, what action do you need to take at this stage to further your interest?

Goals	Future Action



