



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

RQF LEVEL 5



TOURISM

TOREP502

Providing Event Protocol Services

TRAINEE'S MANUAL

APRIL, 2025

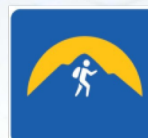


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PROVIDING EVENT PROTOCOL SERVICES



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TABLE OF CONTENT

AUTHOR’S NOTE PAGE (COPYRIGHT)	i
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENT	vi
LIST OF ABBREVIATIONS and ACRONYMS	vii
INTRODUCTION	1
UNIT 1: ORGANIZE PRE-EVENT PROTOCOL ARRANGEMENT	3
Topic 1.1: Identification of event types and venue.....	7
Topic 1.2: Identification of attendees	20
Topic 1.3: Crosschecking of event logistics	28
Topic 1.4: Identification of suppliers and stakeholders	35
Topic 1.5: Building event agenda proposal	46
UNIT 2: PROVIDE PROTOCOL SERVICES DURING THE EVENT	58
Topic 2.1: Assisting guest in check-in to the event	62
Topic 2.2: Application of sitting arrangement.....	69
Topic 2.3: Offering assistance to attendees during the event	76
Topic 2.4: Provision of departure assistance	82
UNIT 3: HANDLE EVENT CLOSURE ACTIVITIES	90
Topic 3.1: Conducting debriefing	94
Topic 3.2: Handling attendees complaints.....	102
Topic 3.3: Preparation of post event report	107
References	123

LIST OF ABBREVIATIONS and ACRONYMS

CBET: Competence Based Education and Training

DMA: Destination Management Area

EU: European Union

ID: Identity Card

NFC: Near-Field Communication

Q&A: Questions and Answers

QR: Quick Response Code.

RFID: Radio-Frequency Identification

RQF: Rwanda Qualification Framework

RSVP: Répondez S'il Vous Plait

RTB: Rwanda TVET Board

TVET: Technical and Vocational Education and Training

VIPs: Very Important Persons

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to **Provide event protocol services**. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit. A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Organize pre-event protocol arrangement

Unit 2: Provide protocol services during the event

Unit 3: Handle event closure activities

UNIT 1: ORGANIZE PRE-EVENT PROTOCOL ARRANGEMENT



Unit summary

This unit provides you with the knowledge, skills and attitudes required to organize pre-event protocol arrangement. It covers the identification of event types and venue, event attendees, event suppliers and stakeholders, crosschecking of event logistics, and building event agenda.

Self-Assessment: Unit 1

- Referring to the unit illustration above, answer the following questions:
 - What does the picture show?
 - What is the difference between the features in the picture?
 - Basing on the picture, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
- At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify the types of events					
Classify the types of events					
Classify types of Venues					
Describe the types of Venues					
Classify the types of Venues					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Select the event Venues					
Classify the event guests					
Categorize event attendees/ participants					
Describe the event suppliers and stakeholders					
Prepare event agenda proposal					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the types of Venues	1. Prepare for the event Venues	1. Comply with safety precautions at the workplace
2. Categorize event attendees/ participants	2. Orient event attendees/ participants	2. Pay attention to details while classifying the event guests
3. Identify event logistics	3. Use event logistics	3. Pay attention to details
4. Describe event agenda proposal	4. Prepare an event agenda proposal	4. Pay attention to details while building event agenda proposal



Discovery activity

Scenario1:

Karongi district in Rwanda is looking to boost its tourism industry by hosting a major international event. They are considering various event types and venues to attract visitors and showcase their unique culture and natural beauty.



Task 1:

Referring to the scenario above, answer the following questions.

1. What are some common types of events?
2. What type of venue would be suitable for this event?
3. What is the meaning of the term “event” and “event venue”?
4. How can you classify event venues?
5. What are the factors to consider while choosing an event venue?
6. What is the basis of classifying event Guests?
7. Who are the Suppliers and stakeholders of the event?
8. What do you understand by the term “event logistic”?
9. What are stages of event logistics?
10. What are the categories of event logistics?
11. What are the key logistics considerations of the event?
12. What are the categories of event attendees/ participants?
13. What is the meaning of an agenda proposal?
14. What are the key elements of the agenda proposal?
15. What are the steps of building an agenda proposal?
16. What are the role of an agenda?
17. What are the types of event agenda?

Topic 1.1: Identification of event types and venue



Activity 1: Problem Solving

Scenario1: Identification of event types and venue

You are the event coordinator for a destination marketing organization tasked with planning a major tourism event. Your goal is to provide an event that will attract visitors from around the world and generate significant economic impact for the destination.



Task 2:

Referring to the scenario 1 above, answer the questions below:

1. What is the meaning of the term “event” and “event venue”?
2. What are the types of events?
3. What are the types of venues?
4. How can you classify event venues?
5. What are the factors to consider while choosing an event venue?

Key Facts 1.1: Identification of event types and venue

- **Introduction**

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to come alive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, lifestyle and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fundraising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

- ✓ **Definition of key terms**

 **Event:**

- A planned occurrence or happening, often with a specific purpose or theme.
- It can range from small gatherings to large-scale festivals.

Protocol:

- A set of rules or established procedures for conducting formal or official activities.
- Outlines proper etiquette, order of precedence, and expected behavior.

Event Protocol:

- Specific guidelines and procedures for organizing and executing a particular event.
- Ensure smooth operations, maintain professionalism, and addresses potential issues.

Event Logistic:

- The practical arrangements and planning involved organizing an event.
- Includes venue selection, transportation, accommodation, and equipment setup.

Protocol Service:

- A professional service that provides guidance and assistance in adhering to protocols.
- It helps ensure compliance with rules, etiquette, and proper procedures.

Tourism Event:

- An event designed to attract tourists and promote destinations.
- Can include festivals, conferences, sporting events, and cultural performances.

✓ **Need for and Importance of Events**

-  To facilitate an exchange of information, bringing participants up-to-date with the latest changes in financial planning software products.
-  To achieve a memorable out-of-body experience for financial planners in order to develop a positive association with a new software product.
-  To inform and educate the community about a cause
-  To obtain media coverage for an activity or organisation
-  To raise funds

✚ To celebrate a community's strength and cohesiveness

✚ An awards or presentation ceremony

- **Types of Events**

Getz provides a typology of the main categories of planned events based primarily on their form which have obvious differences in their purpose and program. Some are for public celebration (this category includes so-called —community festivals which typically contain a large variety in their programming and aim to foster civic pride and cohesion), while others are planned for purposes of competition, fun, entertainment, business or socializing. Often, they require special-purpose facilities, and the managers of those facilities (like convention centers and sport arenas) target specific types of events:

- ✓ **Cultural Celebrations**



¹

Cultural celebration includes:

✚ Festivals

✚ Carnivals

✚ Commemorations

✚ Religious events

- ✓ **Political and State**

¹ <https://visitrwanda.com/interests/rwandan-culture-and-traditions/>



- ✚ Summits
- ✚ Royal occasions
- ✚ Political events
- ✚ VIP visits

✓ Arts and Entertainment



- ✚ Concerts
- ✚ Award ceremonies

✓ Business and Trade



² <https://www.theafricareport.com/354580/rwandas-presidential-election-five-questions-to-understand-a-predetermined-poll/>

³ <https://www.aegistrust.org/faith-over-fear-kigali-genocide-memorial-hosts-9th-edition-of-ubumuntu-arts-festival/>

⁴ <https://madeinrwanda.eu/24th-rwanda-international-trade-fair/>

- + Meetings, conventions
- + Consumer and trade shows
- + Fairs, markets

✓ **Educational and Scientific**



- + Conferences
- + Seminars
- + Clinics

✓ **Sport Competition**

- + Amateur/Professional



- + Spectators/participant

✓ **Recreational**

- + Sport or games for fun

✓ **Private Events**

- + Weddings
- + Parties

⁵ <https://www.mineduc.gov.rw/news-detail/world-science-day-students-urgent-to-showcase-their-talents>

✓ **Socials**

✚ Business events and tourism

• **Types of Venues**

✓ **Conference Centres**

It is a dedicated venues designed for conferences, seminars, and workshops. They often have state-of-the-art audiovisual equipment, flexible seating arrangements, and ample space for breakout sessions.



- It is **ideal for** corporate meetings, training sessions, and large-scale conferences.

✓ **Business Hotels**

Hotels that cater to business travelers, offering meeting rooms, conference facilities, and business centers. They often have convenient locations and amenities like high-speed internet and 24-hour business services.



- Its **ideal for is for** Smaller meetings, team-building exercises, and corporate retreats.

✓ **Convention Hotels**

⁶ <https://www.mytravalet.com/hotel-planning-a-business-conference/>

Hotels with extensive meeting and event space, including ballrooms, conference rooms, and exhibition halls.



- They often have on-site catering, audiovisual services, and experienced event planners and it may be Large-scale conventions, trade shows, and product launches.

✓ **Banquet Halls**

Formal venues designed for hosting banquets, weddings, and other large-scale events. They often have elegant decor, spacious rooms, and catering services.



- It may serve Gala dinners, award ceremonies, and formal celebrations.

✓ **Country Clubs**

Private clubs that offer a range of amenities, including golf courses, swimming pools, and event spaces. They often have beautiful outdoor settings and can be ideal for corporate retreats or team-building events.

⁷ <https://www.thek-hotel.co.kr/skmh/en/convention/convention1.do>

⁸ https://stockcake.com/i/opulent-banquet-hall_138214_16928



- It may accommodate Outdoor events, golf tournaments, and exclusive gatherings.

✓ **Beach Resorts**

Resorts located on the coast, offering stunning beachfront views and outdoor event spaces, They are perfect for destination events with a relaxed and tropical atmosphere.



- **Ideal for:** Incentive trips, team-building activities, and destination weddings.

✓ **Gardens and Parks**

Outdoor venues that offer natural beauty and fresh air. They can be ideal for picnics, outdoor ceremonies, and informal gatherings. It may welcome outdoor events, festivals, and corporate picnics.



⁹ <https://mai-architects.com/transforming-an-aging-clubhouse/>

¹⁰ <https://prestigiousvenues.com/venue/forte-village-resort>

¹¹ <https://www.arkaenergy.com/learn/garden-gazebo-ideas>

✓ **Restaurants and Cafes**

They are the Casual venues that can be used for smaller meetings, team lunches, or informal gatherings. They often have private dining rooms or outdoor seating areas. It can serve team lunches, casual meetings, and networking events.



✓ **Galleries and Museums**

Unique venues that offer a cultural and artistic atmosphere. They can be ideal for themed events or creative workshops. It offers art-themed events, product launches, and networking events.



[12](https://www.freepik.com/premium-ai-image/spacious-vacant-exhibition-hall-with-neutral-walls-polished-surfaces_290136980.htm)

✓ **University Halls**

Venues located on university campuses, often offering spacious halls, auditoriums, and outdoor spaces.



[13](https://www.audiencesystems.com/venue-types/universities)

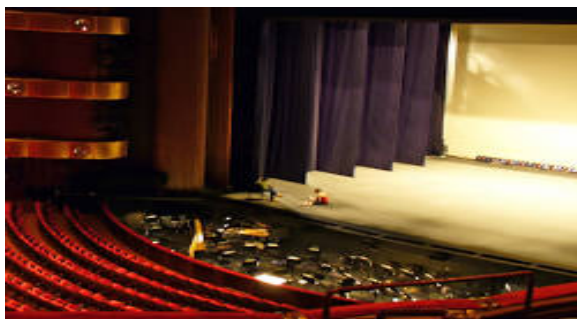
¹² https://www.freepik.com/premium-ai-image/spacious-vacant-exhibition-hall-with-neutral-walls-polished-surfaces_290136980.htm

¹³ <https://www.audiencesystems.com/venue-types/universities>

- They can be ideal for academic conferences, workshops, or student events. It used for Academic conferences, student events, and workshops.

✓ **Concert Halls and Theatres**

Formal venues designed for performances, concerts, and theatrical productions. They often have excellent acoustics and a grand atmosphere.



14

It is used to welcome award ceremonies, gala dinners, and theatrical performances.

✓ **Sports Arenas and Stadiums**

Large-scale venues for sporting events or concerts.



15

• **Factors to Consider While Choosing an Event Venue**

✓ **Event Format:**

📏 **Indoor vs. Outdoor:** Consider the weather, season, and desired ambiance.

📏 **Formal vs. Casual:** Choose a venue that complements the desired level of formality.

📏 **Seated vs. Standing:** Determine the seating arrangement and capacity needs.

✓ **Event Goals:**

📏 **Networking:** Select a venue with ample space for associating and breakout sessions.

¹⁴ https://en.wikipedia.org/wiki/Orchestra_pit

¹⁵ <https://www.istockphoto.com/photos/stadiums>

🚦 **Team Building:** Choose a venue that offers opportunities for team-building activities or outdoor space.

🚦 **Product Launch:** select a venue that can accommodate presentations, demonstrations, and product displays.

✓ **Event Budget:**

🚦 **Venue Rental Fee:** Consider the cost of renting the space, including any additional fees for setup, cleanup, or overtime.

🚦 **Catering Costs:** Factor in the cost of food and beverage services, including any special dietary requirements.

🚦 **AV Equipment and Staffing:** Budget for necessary equipment like projectors, screens, and sound systems, as well as technical staff.

🚦 **Decorations and Theming:** Allocate funds for decorations, centerpieces, and any specific theming elements.

• **Factors to consider while choosing an event**

✓ **Personal interests and goals:** Choose events that align with your passions and career aspirations.

✓ **Budget and time constraints:** Select events that fit within your financial and time limitations.

✓ **Networking opportunities:** Prioritize events that offer valuable connections with professionals in your field.

✓ **Educational value:** Choose events that provide new knowledge, skills, and insights.

✓ **Logistics and accessibility:** Consider the location, travel arrangements, and overall convenience of attending the event.

Event Type and Venue Identification Checklist

Category	Checklist Items	Yes	No	Notes
1. Event Type Identification				
Type of event	Social events			
	Cultural and entertainments			
	Professional events			
	Public events			
	Private events			
	Other: _____			

Purpose of the Event	Educational			
	Social/Networking			
	Formal Ceremony			
	Other: _____			
Target Audience	Students			
	Teachers/Staff			
	Parents/Guardians			
	Community Members			
	Special Guests			
Estimated Attendance	1-50			
	51-100			
	101-200			
	200+			
Date & Time	Date: _____			
	Start Time: _____			
	End Time: _____			
2. Venue Identification				
Venue Type	Conference Centres			
	Business Hotels			
	Auditorium/University halls			
	Concert halls and theatres			
	Other: _____			
Venue Capacity	Can accommodate all attendees			
Venue Facilities	Seating Arrangements			
	Audio/Visual Equipment			
	Lighting & Electrical Outlets			
	Wi-Fi/Internet Access			
	Parking Availability			
Safety & Accessibility	Fire Exits & Safety Measures in Place			
	Wheelchair Accessible			
	Adequate Ventilation & Lighting			
	Catering/Food Service			
	Special Permits/Authorizations			

Venue Availability	No conflicts with other events			
	Alternative venue/time required			
Venue Approval & Confirmation				
Selected Venue	_____			
Date Confirmed	_____			
Venue Booked By	_____			
Approved By	_____			



Activity 2: Guided Practice

Your school is planning its annual summer festival. The festival committee is tasked with brainstorming and selecting a variety of events to appeal to a broad audience. They're considering everything from live music and educational displays. The number of school staff is 20 and 10 special guests. With the given information, do the following:



Task 3:

1. Identify the types of event
2. Identify type of event venue.
3. Select the types of events venues the committee might consider.



Activity 3: Application



Task 4:

Your TSS is planning a year-end celebration to reward employees for their best performer and dedication. The school wants a venue that will be enjoyable and memorable for their learners. The number of the school's best performers is 20 and 10 special guests. With the given information, do the following:

1. Identify the types of event the school might consider.
2. Identify type of event venue the school might consider.

Topic 1.2: Identification of attendees



Activity 1: Problem Solving

Read this statement and answer the questions below:

Imagine a popular annual music festival held in a remote, scenic region known for its stunning natural beauty and unique cultural traditions. This festival attracts a diverse range of

attendees, from local residents to international travelers, each with their own motivations, expectations, and travel styles.

Task 5:

1. What are the basics of guest classification?
2. What are category of attendees/participant for that event?
3. How can you identify the types of attendees for that event?

Key Facts 1.2: Identification of attendees

Event attendees are the lifeblood of any event. They are the individuals who participate, engage, and ultimately shape the success of the gathering. Their diverse backgrounds, interests, and expectations influence the overall event experience.



16

Understanding the target audience is crucial for event planners to tailor the event to their needs and preferences.

By considering factors such as demographics, interests, and motivations, event organizers can create events that resonate with attendees and leave a lasting impression.

✓ Basis of event guest classification

¹⁶ <https://godreamcast.com/blog/solution/in-person-event/increase-event-attendees-ideas/>

These factors can help you tailor your event to appeal to a specific demographic and ensure a more engaging experience for your attendees.

✓ **Age:**

-  **Children:** Events with activities, games, and entertainment tailored to their interests.
-  **Young adults:** Events with music, social activities, and networking opportunities.
-  **Middle-aged adults:** Events with professional development, networking, and social activities.
-  **Seniors:** Events with comfortable seating, accessible facilities, and activities that cater to their interests.

✓ **Gender:**

-  **Male-dominated events:** Events that cater to male interests, such as sports, technology, or finance.
-  **Female-dominated events:** Events that cater to female interests, such as fashion, beauty, or wellness.
-  **Gender-neutral events:** Events that are inclusive and welcoming to all genders.

✓ **Income Level:**

-  **High-income individuals:** Events with luxurious venues, gourmet food, and exclusive experiences.
-  **Middle-income individuals:** Events with affordable ticket prices, good food and drink options, and a variety of activities.
-  **Low-income individuals:** Events with free or low-cost admission, affordable food and drink options, and community-focused activities.

✓ **Occupation:**

-  **Professionals:** Events with networking opportunities, educational workshops, and industry-specific content.
-  **Students:** Events with affordable ticket prices, student discounts, and activities that cater to their interests.

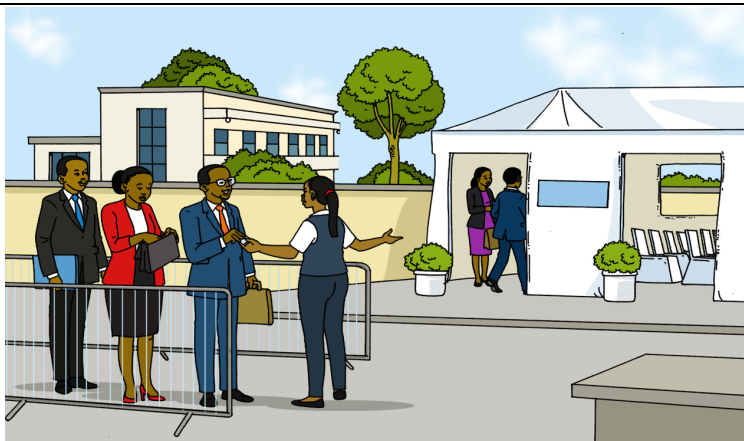
- ✚ **Retired individuals:** Events with comfortable seating, accessible facilities, and activities that cater to their interests.

✓ **Educational Level:**

- ✚ **High school students:** Events with educational workshops, career fairs, and college fairs.
- ✚ **College students:** Events with social activities, networking opportunities, and career development workshops.
- ✚ **Graduate students and professionals:** Events with academic conferences, industry conferences, and professional development workshops.
- ✚ **Relationship to the Host:** This classification categorizes guests based on their personal or professional connection to the host, such as family, friends, colleagues, or business associates.
- ✚ **Level of Importance:** This classification ranks guests based on their social status, professional achievements, or influence within a particular field or community.
- ✚ **Role at the Event:** This classification defines the specific function or responsibility of each guest at the event, such as speaker, presenter, sponsor, volunteer, or attendee.
- ✚ **Dietary Restrictions and Allergies:** This classification identifies guests with specific dietary needs, such as vegetarian, vegan, gluten-free, or those with allergies to certain foods.
- ✚ **Special Needs:** This classification considers guests with disabilities or other special requirements, such as wheelchair accessibility, mobility assistance, or the need for quiet spaces or sensory accommodation.

✓ **Categories of event attendees/ participants**

An attendee is a term you might hear often in the context of events, conferences, or meetings. At its core, an attendee is simply a person who attends or participates in an event. This could be anything from a small business meeting to a massive international conference.



But being an attendee is more than just showing up. It's about engaging, learning, and contributing to the event's overall atmosphere and success.

Whether you're there to network, gain knowledge, or simply enjoy the experience, as an attendee, you play a crucial role in bringing the event to life.

Type of Attendee	Description
General Attendees	Most common type, participating in main event activities.
VIP Attendees	Given special access or privileges at the event.
Speakers or Presenters	Contribute content to the event.
Exhibitors	Showcase products or services at the event.
Press or Media Attendees	Cover the event for various outlets.
Sponsors	Organizations that financially support the event, often with branding benefits.
Workshop Participants	Attendees who engage in hands-on learning sessions.
Panelists	Experts participating in discussion panels.
Influencers	Social media personalities attending to promote the event.
Government Officials	Public representatives attending for networking or regulatory purposes.
Investors	Individuals or organizations looking to fund projects or companies showcased at the event.
Volunteers	Individuals assisting with event operations, often in a non-paid capacity.

Technical Support Staff	Professionals ensuring the technology and equipment function smoothly during the event.
-------------------------	---

The specific categories of attendees will vary depending on the type of event. For example, a conference might have categories like academic researchers, industry professionals, and government officials, while a music festival might have categories like general admission, VIP, and backstage passes.

✓ **Basis to categorize the event attendees**

 **By Invitation/Role:**

- **Invited Guests:** Individuals who have been specifically invited to attend the event, often due to their expertise, influence, or relationship with the host.
- **Speakers:** Experts or thought leaders who are invited to share their knowledge and insights through presentations or speeches.
- **Panelists:** Individuals who participate in panel discussions and share their perspectives on a specific topic.
- **Moderators:** Individuals who facilitate discussions, Q&A sessions, or debates.
- **VIPs:** Very Important Persons, such as celebrities, politicians, or high-profile individuals who are invited for their status or influence.
- **Media:** Journalists, bloggers, and other media representatives who are invited to cover the event.
- **Sponsors:** Organizations that sponsor the event and may have representatives attending.
- **Volunteers:** Individuals who volunteer their time to help with various aspects of the event.

 **By Behavior or Motivation:**

- **Networkers:** Attendees who are primarily interested in meeting new people and building professional relationships.
- **Learners:** Attendees who are focused on acquiring new knowledge and skills through workshops, seminars, or presentations.
- **Socializers:** Attendees who are primarily interested in socializing with friends, colleagues, or acquaintances.

- **Observers:** Attendees who are more passive and prefer to observe the event without actively participating.
- **Problem-Solvers:** Attendees who are seeking solutions to specific problems or challenges.
- **Decision-Makers:** Attendees who have the authority to make important decisions, such as purchasing products or services.
- **Influencers:** Attendees who have significant influence over others and can impact purchasing decisions.

Checklist

Here's a structured **Attendee Identification Checklist**:

Category	Criteria	Details
✓ Basis of Guest Classification	Age	☐ Children ☐ Youth ☐ Adults ☐ Seniors
	Gender	☐ Male ☐ Female ☐ Non-binary ☐ Prefer not to say
	Income Level	☐ Low ☐ Middle ☐ High
	Occupation	☐ Student ☐ Professional ☐ Entrepreneur ☐ Retiree ☐ Other
	Educational Level	☐ High School ☐ Undergraduate ☐ Postgraduate ☐ Other
✓ Categories of Event Attendees/ Participants	General Public	☐ Open to all
	VIP Guests	☐ Exclusive invitees, dignitaries, special guests
	Speakers/Presenters	☐ Keynote speakers, panelists
	Performers/Artists	☐ Musicians, entertainers
	Media/Press	☐ Journalists, influencers, photographers
	Sponsors/Partners	☐ Organizations supporting the event
	Volunteers/Staff	☐ Event organizers, crew members
✓ Types of Guests/Attendees	By Invitation/Role	☐ Personal Invitation (VIPs, speakers) ☐ Open Registration (general audience, exhibitors)

		☐ Staff & Crew ☐ Media Representatives
	By Behavior or Motivation	☐ Networking Seekers ☐ Knowledge Seekers ☐ Entertainment Seekers ☐ Loyal Attendees ☐ Casual Visitors



Activity 2: Guided Practice



Task 6:

The school is organizing an event for showing the TVET education for all youth to free from jobless in the area where the school is located. The school wants also to promote particularly tourism trade as it is held in a remote, scenic region known for its stunning natural beauty and unique cultural traditions. This event attracts a diverse range of attendees, from local residents to international travelers, each with their own motivations, and expectations. The school selected you to identify attendees of that event.



Activity 3: Application

Your TSS is planning a year-end celebration to reward employees for their hard work and dedication. The school choose a banquet hall as a venue that will be enjoyable and memorable for their staff and stakeholders. With the given information, do the following:

1. Identify attendees based on their role and motivation.
2. Categorize attendees for the event.

Topic 1.3: Crosschecking of event logistics



Activity 1: Problem Solving



Task 7:

You are the event logistics coordinator for a renowned international travel conference being held in a major city by the Akepiro tour operation. Kapares tour is hosting a major sustainable tourism conference, attracting delegates from around the world. The event aims to discuss and promote eco-friendly practices in the tourism industry. Your primary responsibility is to ensure the seamless execution of all logistical aspects of the event, from transportation and accommodation to venue setup and on-site operations.

1. What do understand by the term “event logistic”?
2. What are stages of event logistics?
3. What are the categories of event logistics?
4. What are the key logistics considerations of the event?

Key Facts 1.3: Crosschecking of event logistics

- **Event logistics**

- ✓ **Definitions:**

Event logistics refers to the detailed planning and coordination of all the practical aspects involved in organizing an event.



- It encompasses a wide range of tasks, including venue selection, transportation, accommodation, equipment setup, and the management of staff, security, and catering. Effective event logistics ensures a smooth and successful event by minimizing potential problems and maximizing efficiency.
 - **Tourism event logistics** refers to the detailed planning and coordination of all aspects involved in organizing a tourism event, from start to finish. This includes managing resources like venues, catering, transportation, staffing, and technology, all tailored to the specific type of event being hosted.

- ✓ **Stages of event logistics**

- ✓ **Pre-event logistics stages**

- ✚ Event goals and plan
 - ✚ The day, date and time of the event
 - ✚ Location of the event / site description
 - ✚ Venue logistics (capacity and cost)
 - ✚ Preparation of the transport structure of the event
 - ✚ Target audience for the event
 - ✚ Produce a timeline for the event
 - ✚ Onsite communication equipment (walkie talkies) and technology

-  Event signage and signing posting for attendees
-  Confirm event logistics and orders with all vendors & venue(s)
-  Contingency plan for the event
-  Communication with staff and attendees
-  Final program for the event
-  Marketing promotion for the event

✓ **Event logistics on the day of the event**

-  On-site check-in and check-out procedures
-  Staff brief and debrief start and finish of the event
-  Site manager and emergency services (contact details)
-  Coordination and monitoring of the schedule time for each stage of the event

✓ **Post event logistics**

-  Remain on site until all vendors and contractors have left site
-  Double check venue site
-  Post-event debrief with staff, performers and contractors
-  Post-event attendee survey

• **Logistics considerations**

Event logistics are developed after knowing the event activity/activities that are going to take place and along with the date and timing of the event. The event manager needs to understand event capacity, audience, featured presenters, performers and length of the event. This will help the organisers to determine the logistics and design that is required to complete the final plan and event manual. The following are the key logistics considerations:

✓ **Venue and Facilities:**

-  **Venue Selection:** Choosing a suitable venue based on capacity, location, amenities, and cost.
-  **Site Layout and Design:** Planning the layout of the venue, including stage setup, seating arrangements, and traffic flow.
-  **Technical Requirements:** Identifying and sourcing necessary equipment like audio-visual systems, lighting, and power outlets.
-  **Accessibility:** Ensuring the venue is accessible to people with disabilities.

- ✓ **Event Production:**
 - **Stage Design and Production:** Designing and building the stage, backdrops, and other visual elements.
 - **Lighting and Sound:** Planning and executing lighting and sound setups to enhance the event experience.
 - **AV Equipment and Technicians:** Sourcing and managing audio-visual equipment and technicians.
- ✓ **Catering and Beverage:**
 - **Food and beverage services:** Planning and coordinating food and beverage services, including menus, catering, and bar services.
 - **Dietary restrictions and allergies:** Accommodating guests with dietary restrictions or allergies.
- ✓ **Transportation and Parking:**
 - **Transportation:** Arranging transportation for guests, speakers, and performers, including shuttle services or car rentals.
 - **Parking:** Managing parking arrangements, including valet services or designated parking areas.
- ✓ **Security and Risk Management:**
 - **Security Personnel:** Hiring security personnel to ensure the safety of guests and property.
 - **Emergency Procedures:** Developing and implementing emergency procedures for fire, medical emergencies, and other unforeseen circumstances.
 - **Risk Assessment:** Identifying potential risks and developing contingency plans.
- ✓ **Marketing and Promotion:**
 - **Marketing and Advertising:** Creating marketing materials and advertising campaigns to promote the event.
 - **Social Media Marketing:** Leveraging social media to reach a wider audience and generate buzz.
 - **Public Relations:** Managing media relations and press coverage.

✓ **Ticketing and Registration:**

- **Ticketing System:** Implementing a ticketing system to manage ticket sales and distribution.
- **Registration Process:** Developing a smooth registration process for guests.
- **Guest List Management:** Managing guest lists and RSVPs.

✓ **Staffing and Volunteers:**

- **Staffing Needs:** Identifying and hiring staff to manage various aspects of the event.
- **Volunteer Management:** Recruiting and coordinating volunteers.
- **Staff Training:** Providing training to staff and volunteers on their roles and responsibilities.

✓ **Budgeting and Financial Management:**

- **Budgeting:** Creating and managing the event budget.
- **Financial Tracking:** Monitoring expenses and revenue.
- **Sponsorship and Partnerships:** Securing sponsorships and partnerships to offset costs.

• **Event Logistics Crosschecking Checklist (sample):**

Category	Checklist Item	 Completed
1. Venue & Setup	Venue booking confirmed (date, time, location)	☐
	Venue layout finalized (seating, stage, registration)	☐
	Power supply and backup checked	☐
	Audio-visual equipment tested (mics, projectors)	☐
	Lighting setup confirmed	☐
	Wi-Fi connectivity tested and shared	☐
	Restrooms and emergency exits accessible	☐
	Signage and directional boards placed	☐
2. Vendor & Supplier Coordination	Catering confirmed (menu, serving time, dietary needs)	☐
	Decoration team schedule verified	☐

	Photographer/videographer booked and briefed	☐
	Transport and logistics arranged for materials	☐
	Contracts and payments finalized with vendors	☐
	Backup contacts for vendors available	☐
3. Guest & Attendee Management	Guest list finalized	☐
	Invitations sent and RSVPs confirmed	☐
	Check-in and registration process set up	☐
	Special accommodations arranged (VIPs, disabled access)	☐
	Security and crowd control measures in place	☐
	Emergency medical support available	☐
4. Program & Entertainment	Event agenda finalized and shared	☐
	Speakers and performers confirmed	☐
	Rehearsals and soundchecks completed	☐
	Presentation files and materials loaded and tested	☐
	Timekeeping plan in place	☐
5. Staffing & Communication	Staff and volunteer roles assigned and briefed	☐
	Team contact list shared	☐
	Communication tools distributed (walkie-talkies, apps)	☐
	Emergency response plan reviewed	☐
	Social media and press coverage planned	☐
6. Transportation & Parking	Parking spaces confirmed for guests and staff	☐
	Shuttle services scheduled (if applicable)	☐
	Signage for parking and transport arranged	☐
	VIP and disabled parking reserved	☐
7. Budget & Payments	All vendor payments processed or scheduled	☐
	Expense tracking updated	☐
	Emergency fund allocated	☐

8. Final Walkthrough & Contingency Planning	Full venue walkthrough completed	☐
	Backup plans for technical issues, weather, or cancellations	☐
	Contact list for all key personnel shared	☐
	Event-day emergency kit prepared (batteries, cables, first aid)	☐

NOTICE: Therefore, event logistics is an integral part of the event planning and monitoring of the event and depends on size and type of the event.



Activity 2: Guided Practice



Task 8:

You are part of the organizing committee for the school's Annual Day Celebration. The School Manager has assigned you the responsibility of crosschecking all event logistics to ensure everything is in place before the event.



Activity 3: Application



Task 9:

1. The Rubavu district in Rwanda is hosting the inaugural "Umuganura Festival also known as the National Harvest Day", a week-long celebration of celebrating a bountiful Harvest. The festival have featured a variety of events, including educational workshops, cultural performances, underwater cleanups, and a grand finale concert on the beach. You are requested to Crosscheck the event logistics for that event.
2. Visit one of the nearest tourism event sites. Make sure that the event officer will be available to welcome you and give access to the event program in which they are coordinating the event. You are requested to crosscheck logistics of that event.

Topic 1.4: Identification of suppliers and stakeholders



Activity 1: Problem Solving



Task 10:

A local tourism board is planning a large-scale cultural festival to attract both domestic and international tourists. The festival will showcase the region's unique traditions, music, dance, and cuisine.

1. What is stakeholders?
2. What is the difference between suppliers and stakeholders?
3. What are the different types of event suppliers that the local tourism board might need to hire for this festival?
4. Differentiate the internal and external stakeholders.
5. Who are the key stakeholders involved in this festival?

Key Facts 1.4: Identification of suppliers and stakeholders

- **Introduction:**

Event stakeholders are individuals and groups who have some form of interest in the event. Such interest may be financial, emotional, political, social or any other form of personal involvement in the event. The Event Manager is just one of those who have interest in the success of the event.

Event planning and execution involve a complex interplay of various suppliers and stakeholders, each playing a crucial role in the success of the event.



17

- ✓ **Key definition**

- ✚ **Event stakeholders:** Individuals or groups who have a vested interest in the success or failure of an event. They can be internal (e.g., event organizers, staff, volunteers) or external (e.g., attendees, sponsors, community members).
- ✚ **Event shareholders:** In the context of corporate events, shareholders are individuals or entities who own shares in the company hosting the event. Their primary interest lies in the company's financial performance and the potential return on investment from the event.
- ✚ **Event suppliers:** Businesses or individuals who provide goods or services necessary for the event to take place. They can include caterers, venue providers,

¹⁷ <https://christophersrevision.weebly.com/stakeholders.html>

equipment rental companies, transportation services, and entertainment providers.

✓ **Types of event suppliers and stakeholders**

 **The Host:** This is the person or group who is giving the event. A host may be the originator or champion of the idea to gather people together for a particular occasion; the main celebrator; or the one financing all the expenses for the event. For the Event Manager, the host is the client-the person or group from whom he or she will get directions. The host is also a partner with whom the Event Manager works to ensure a successful event. The host's expectations must be clearly understood and very well managed.

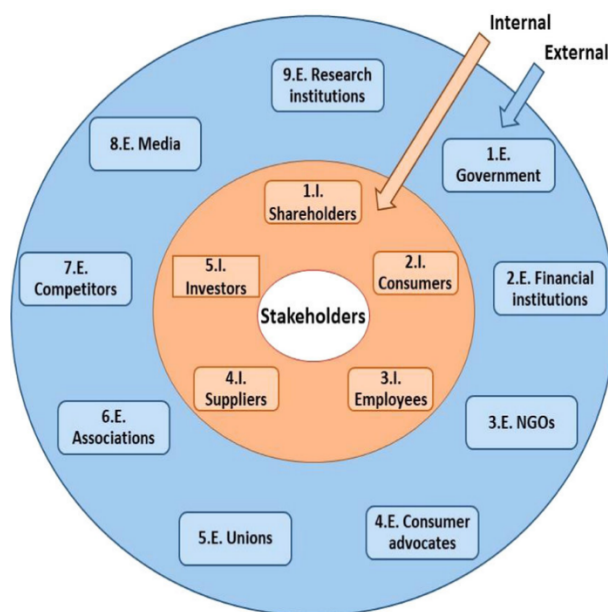
 **The Guests:** These are the people attending the event. They are variously called audience, participants, attendees or visitors. Purportedly, the event is created to please these distinguished groups; therefore, it is their needs that must be understood and satisfied. Guests may be passive; they just go with flow of activities, watching, observing, taking it all in. On the other hand, guests may be active-they are made part of the experience of the whole event. Guests are also clients in the sense that they are out to get their investment's worth from the event-be it money or time.

 **The Event Committee:** This refers to the group involved in the planning and execution of an event. This can be an ad hoc group from the host organization, a team of volunteers, the host's staff, plus the Event Manager's own team. Together, this group is tasked with putting together all the elements that will make the event a success.

 **The Financer:** This is the money man-the one who foots the bill. He/she may or may not be involved in the planning and execution of the event, but he/she is out to make sure that he/she gets a reasonable return on his/her investment.

 **The Suppliers:** The Event Manager works with other companies that will bring the event concept into a reality. These companies also stake their time, resources and reputation on the event. Suppliers are also among the Events Manager's partners ensure a winning event.

✚ **The Externals:** Externals refer to the other entities external to the host or the Event Manager, but have a financial, emotional, political, social or personal interest in the event. Government regulatory agencies, the media, the local government, the community, corporate shareholders, among others, might have their own stake at the event-and it is the job of the Event Manager to make sure that all concerns are duly addressed. While all stakeholders have the event's success in mind, each may define success differently. It is inevitable for each of these stakeholders to have varied and at a times, conflicting concerns in one event. The Event Manager must be able to identify these concerns and strike a balance that would ensure the best return on each stockholder's investment, in the light of the event's over-all objectives.



18

✓ **Interests of Tourism Event Suppliers and Stakeholders**

Tourism event suppliers and stakeholders have a variety of interests that drive their involvement in the industry. These interests often intersect and influence the success of events. The following are the key interests:

✚ **Event suppliers:**

- **Financial gain:** Suppliers, such as caterers, decorators, and transportation providers, are primarily interested in generating revenue from their services.

¹⁸ https://www.researchgate.net/figure/Stakeholder-mapping-according-to-internal-and-external-categories-based-on-stakeholder_fig1_356022611

- **Reputation and brand building:** Successful event execution can enhance a supplier's reputation and attract future business.
- **Strategic partnerships:** Building strong relationships with event organizers and other suppliers can lead to long-term collaborations and business opportunities.
- **Industry trends and innovation:** Staying updated on the latest trends and technologies in the event industry allows suppliers to offer innovative and competitive services.

Stakeholders:

- **Economic impact:** Stakeholders, including local businesses and government agencies, are interested in the economic benefits that events bring to the community, such as increased tourism revenue and job creation.
- **Destination marketing:** Events can help promote a destination and attract visitors, enhancing its image and reputation.
- **Community development:** Well-organized events can contribute to community development by fostering social cohesion, cultural exchange, and pride.
- **Sustainability:** Stakeholders may prioritize sustainable practices to minimize the environmental impact of events and promote responsible tourism.
- **Social responsibility:** Some stakeholders may be interested in using events as a platform to raise awareness for social causes and contribute to charitable initiatives.

✓ **Categories of suppliers and categories of stakeholders**

Why Categorize Suppliers and Stakeholders?

-  **Effective Management:** Understanding the different categories helps organizations tailor their interactions and strategies for each group.
-  **Prioritization:** It allows organizations to prioritize relationships with key suppliers and stakeholders.
-  **Risk Management:** Identifying different types of suppliers helps assess and manage supply chain risks.

 Communication: It enables targeted communication with different stakeholder groups based on their interests and needs.

 Decision-Making: Categorization helps in making informed decisions that consider the interests of various stakeholders.

✓ **Categories of Suppliers**

The following are the common and useful classifications:

By Product/Service Offered:

- **Raw Materials Suppliers:** Provide the basic materials needed for production (e.g., metals, plastics, textiles).
- **Component Suppliers:** Offer parts or sub-assemblies that are incorporated into the final product (e.g., electronic components, engine parts).
- **Finished Goods Suppliers:** Provide products that are ready for resale (e.g., clothing, consumer electronics).
- **Service Providers:** Offer services such as logistics, IT support, marketing, or consulting.

By Relationship with the Organization:

- **Strategic Suppliers:** Long-term partners who provide critical inputs and have a significant impact on the organization's success.
- **Preferred Suppliers:** Reliable suppliers who consistently meet quality and delivery requirements.
- **Approved Suppliers:** Suppliers who have been vetted and meet the organization's standards.
- **Transactional Suppliers:** Suppliers used for one-off purchases or for non-critical items.

By Size and Reach:

- **Large/Global Suppliers:** Multinational companies with extensive resources and global reach.
- **Small/Local Suppliers:** Smaller businesses that may offer specialized products or services.

✓ **Categories of Stakeholders**

Stakeholders are individuals or groups who have an interest in the organization's activities and can be affected by its decisions. They can be categorized as follows:

 Internal Stakeholders:

- **Employees:** Individuals who work for the organization and contribute to its operations.
- **Managers:** Individuals responsible for planning, organizing, and directing the organization's activities.
- **Owners/Shareholders:** Individuals or entities who own a part of the organization.

 External Stakeholders:

- **Customers:** Individuals or organizations who purchase the organization's products or services.
- **Suppliers:** Individuals or organizations who provide goods or services to the organization.
- **Competitors:** Other organizations that offer similar products or services.
- **Government:** Regulatory bodies that set rules and regulations for businesses.
- **Communities:** Local residents or groups who are affected by the organization's operations.
- **Media:** News organizations that report on the organization's activities.
- **Investors:** Individuals or entities who provide funding to the organization.
- **Non-governmental organizations (NGOs):** Organizations that advocate for specific causes or interests.

✓ **Categories of Tourism Suppliers**

Tourism suppliers are the businesses that directly provide the products and services that tourists consume. They form the core of the tourism experience. Here are some key categories:

-  **Accommodation:** This includes hotels, resorts, guesthouses, hostels, vacation rentals, and campsites. They provide lodging and often other amenities like restaurants, pools, and recreational activities.

- ✚ **Transportation:** This sector encompasses airlines, railways, bus companies, cruise lines, car rental agencies, and local transport providers (taxis, ride-sharing). They facilitate the movement of tourists to and within destinations.
- ✚ **Food and Beverage:** Restaurants, cafes, bars, and catering companies fall under this category. They provide tourists with dining experiences and culinary offerings.
- ✚ **Attractions:** These are the places that tourists visit for leisure, such as historical sites, museums, theme parks, natural wonders, and cultural events.
- ✚ **Tour Operators and Travel Agencies:** These businesses create and sell travel packages, arrange transportation and accommodation, and provide guided tours and other services. They act as intermediaries between tourists and other suppliers.
- ✚ **Recreation and Entertainment:** This category includes businesses that offer activities like sports, adventure tourism, entertainment venues, and cultural performances.
- ✚ **Other Services:** This can include a wide range of services that tourists may need, such as banking, insurance, healthcare, and communication services.

✓ **Categories of Tourism Stakeholders**

Tourism stakeholders are any group or individual who can affect or be affected by the activities of the tourism industry. They have an interest in the success and sustainability of tourism. Here are some key categories:

- ✚ **Tourists:** The individuals who travel and consume tourism products and services. Their satisfaction and needs are central to the industry.
- ✚ **Local Communities:** Residents of the destinations where tourism takes place. They are impacted by tourism both positively (economic benefits, infrastructure development) and negatively (environmental impact, cultural changes).
- ✚ **Tourism Businesses:** This includes all the suppliers mentioned above, as well as other businesses that indirectly benefit from tourism (e.g., retailers, construction companies).

-  **Government:** Local, regional, and national authorities that regulate the tourism industry, develop policies, and invest in infrastructure.
-  **Non-Governmental Organizations (NGOs):** Organizations that advocate for sustainable tourism practices, environmental protection, and community development.
-  **Employees:** Individuals working in the tourism industry, providing services to tourists.
-  **Environmental and Cultural Organizations:** Groups that work to protect natural and cultural resources that are essential to tourism.
-  **Media:** Journalists and bloggers who report on tourism-related issues and influence public perception.
-  **Educational Institutions:** Universities and schools that provide education and training for the tourism industry.

Key Differences

- **Suppliers** directly provide the products and services consumed by tourists.
- **Stakeholders** have a broader interest in the tourism industry, including its impacts on the economy, environment, and society.

✓ Criteria to evaluate and select event suppliers

When selecting suppliers for your event, it's essential to consider several factors to ensure a successful event.

Experience and expertise:

- **Relevant experience:** Look for suppliers who have experience in events similar to yours in terms of size, scale, and complexity.
- **Portfolio and case studies:** Review their past work to assess their capabilities and style.
- **Knowledge and understanding:** Ensure they understand your event's goals, target audience, and specific requirements.

Reliability and professionalism:

- **Time management:** Assess their ability to meet deadlines and deliver on commitments.

- **Communication skills:** Evaluate their responsiveness and clarity in communication.
- **Problem-solving skills:** Consider their ability to handle unexpected challenges and offer solutions.
- **Teamwork:** Assess their willingness to collaborate with other suppliers and the event team.



Quality of Service:

- **Standards and certifications:** Check if they adhere to industry standards and certifications.
- **Customer reviews and testimonials:** Seek feedback from previous clients.
- **Attention to detail:** Evaluate their commitment to high-quality work and meticulous execution.



Financial stability:

- **Insurance coverage:** Ensure they have adequate insurance to cover potential liabilities.
- **Financial health:** Assess their financial stability to avoid any disruptions.



Pricing and value:

- **Competitive pricing:** Compare quotes from different suppliers to get the best value.
- **Transparent pricing:** Ensure there are no hidden costs or fees.
- **Value for money:** Consider the quality of service and overall value they offer.



Flexibility and adaptability:

- **Willingness to accommodate changes:** Assess their ability to adapt to changes in plans or unforeseen circumstances.
- **Creative solutions:** Evaluate their capacity to offer innovative solutions and ideas.



Sustainability and ethical practices:

- **Eco-friendly practices:** Consider their commitment to sustainable practices.
- **Ethical sourcing:** Ensure they source materials and services responsibly.

• **Checklist for Identification of Suppliers and Stakeholders**

Use this checklist to systematically identify and evaluate key suppliers and stakeholders for an event.

Category	Selection Criteria	 Completed
1. Sponsors	Potential sponsors align with event goals and values	☐
	Financial or in-kind support offered	☐
	Branding and promotional benefits for the sponsor	☐
	Sponsorship agreement terms are clear	☐
	Long-term partnership opportunities	☐
2. Vendors	Vendor provides required products/services (catering, décor, etc.)	☐
	Quality standards and reliability checked	☐
	Competitive pricing and fits within budget	☐
	Experience in similar events or projects	☐
	Contract includes delivery timeline and service guarantees	☐
3. Partners	Organization aligns with the event's mission and objectives	☐
	Mutual benefits and shared target audience	☐
	Clear roles and responsibilities outlined	☐
	Commitment level and availability confirmed	☐
	Potential for future collaboration	☐
4. Media	Relevant media outlets identified (TV, radio, social media, press)	☐
	Media coverage plan in place	☐
	Press release and promotional materials prepared	☐
	Contacts established with journalists and influencers	☐
	Interview opportunities and event coverage arranged	☐



Activity 2: Guided Practice



Task 11:

Your school is preparing for an upcoming annual strategic meeting. The school board has tasked you with identifying key suppliers and stakeholders who contribute to the institution's operations, growth, and reputation. During a meeting, the school manager asks you: "Can you

provide us with a list of our key suppliers and stakeholders, including sponsors, vendors, partners, and media contacts? We need this information to enhance our collaborations and ensure smooth operations."



Activity 3: Application



Task 12:

Ijwi island in Rwanda heavily reliant on tourism is hosting a major international music festival. The festival organizers have contracted with a variety of local event suppliers, including transportation companies, caterers, and accommodation providers. However, the island's infrastructure is limited, and the sudden influx of tourists is straining resources and causing friction with some local residents. Select/identify suppliers and stakeholders which would be crucial for the success of this event.

Topic 1.5: Building event agenda proposal



Activity 1: Problem Solving

A tourism board is organizing a sustainable tourism conference to promote eco-friendly practices and responsible tourism. They need to develop a comprehensive agenda that addresses key issues and engages attendees.



Task 13:

1. What is the meaning of an agenda proposal?
2. What are the key elements of the agenda proposal?
3. What are the steps of building an agenda proposal?
4. What are the role of an agenda?
5. What are the types of event agenda?

Key Facts 1.5: Building event agenda proposal

- **Introduction:**

An event agenda is more than just a schedule; it is a comprehensive plan that outlines the flow of activities, presentations, and discussions. This document serves as a roadmap, guiding both organisers and participants through the event, ensuring that everything runs smoothly and that all objectives are met.

Creating an event agenda is a fundamental step in the planning process for any event, from large conferences and corporate seminars to small workshops and social gatherings. An event agenda is more than just a schedule; it is a comprehensive plan that outlines the flow of activities, presentations, and discussions.

Meeting called by:		Date:	
Facilitator:		Time:	
Timekeeper:		Location:	
Attendees:			
Agenda			
TOPIC	PRESENTER	TIME ALLOTTED	
•			
•			
•			
•			
•			
•			
Notes			

19

An event agenda is a detailed plan that outlines the sequence of activities, sessions, and presentations scheduled to take place during an event. It serves as a roadmap

¹⁹ <https://www.canva.com/templates/EAFHlvcZ0dU-beige-monotone-minimalist-agenda-document/>

for both organisers and attendees, providing a structured timeline that ensures the smooth flow of the event from start to finish.

The agenda typically includes critical information such as the start and end times, session titles, descriptions, speaker details, and designated breaks. Beyond merely listing these elements, a well-crafted event agenda also communicates the purpose and objectives of each session, helping participants understand what to expect and how to prepare.

✓ **Role event agenda**

Before diving into the section on how to prepare an event agenda, let's first understand why an event agenda is so crucial. An event agenda serves multiple purposes:

 **Keeps Everyone on Schedule:** With a clear timeline, everyone knows what to do and when to do it. This helps in managing time efficiently and ensures that the event progresses smoothly.

 **Sets Expectations:** Participants know what to expect, which sessions or activities are happening, and when. This reduces confusion and increases engagement.

 **Helps in Coordination:** An agenda aids in coordinating with speakers, vendors, and other stakeholders. It makes sure that everyone involved is on the same page.

 **Enhances Professionalism:** A well-prepared agenda reflects your organizational skills and professionalism, leaving a positive impression on attendees.

✓ **Types of event agenda**

 **Conference Agenda:** Outlines keynote sessions, workshops, breakout sessions, and networking times.

 **Workshop Agenda:** Focuses on hands-on learning activities with specific time blocks for each task.

 **Webinar Agenda:** A simplified agenda outlining the main topics, Q&A sessions, and closing remarks.

 **Corporate Meeting Agenda:** Outlines business discussions, presentations, and decision-making points.

 **Trade Show Agenda:** Details the exhibition timings, speaker sessions, and networking opportunities.

✓ **Key elements of Agenda**

A well-structured event agenda is crucial for ensuring a smooth and successful event. The key elements of event agenda include:

 Event Title and Date:

- Clearly state the name of the event and the date it will take place.

 Event Objective:

- Briefly outline the primary goal or purpose of the event.

 Time and Location:

- Specify the start and end times of the event.
- Indicate the venue or location where the event will be held.

 Welcome and Introductions:

- Allocate time for a warm welcome and brief introductions of key speakers or organizers.

 Sessions and Activities:

- **Session Titles:** Clearly label each session or activity.
- **Session Descriptions:** Provide a brief overview of the topic or content of each session.
- **Speakers/Presenters:** List of the names and affiliations of individuals leading each session.
- **Time Allotment:** Specify the duration of each session or activity.
- **Break Times:** Schedule regular breaks for attendees to rest and network.
- **Lunch/Dinner:** Indicate mealtimes and locations, if applicable.

 Networking Opportunities:

- Designate specific times or activities for networking, such as cocktail hours or roundtable discussions.

Special Events:

- Include any special events, such as keynote speeches, panel discussions, or workshops.

Closing Remarks:

- Allocate time for concluding remarks, thanking attendees, and providing any final announcements.

Contact Information:

- Provide contact details for event organizers or a designated point of contact for any questions or inquiries.

✓ **Steps to build an agenda proposal**

Define Event Goals and Objectives

- The first step in creating an event agenda is to define the purpose of your event clearly.

Know Your Audience

- Knowing your target client is critical to creating a relevant and engaging agenda.

Plan the Event Timeline

- Once you have a clear understanding of the event's goals and your audience, the next step is to plan the event timeline. This includes:
 - **Start and End Times:** Decide on the overall duration of the event.
 - **Session Times:** Allocate specific times for each session, activity, or break.
 - **Buffer Times:** Include buffer times between sessions to account for overruns and transitions.

Break Down the Agenda into Sessions

- Break down the event into individual sessions or activities. Each session should have a clear focus and purpose. Here's a basic structure to consider:
 - **Opening Session:** A welcome address or keynote speech to set the tone for the event.

- **Main Sessions:** These could include presentations, panels, workshops, or discussions, depending on the nature of the event.
- **Breaks:** Schedule regular breaks for refreshments and networking.
- **Interactive Sessions:** Include interactive sessions like Q&A, group activities, or networking events.
- **Closing Session:** Wrap up the event with closing remarks or a final keynote.

Assign Speakers and Facilitators

- Identify and assign speakers or facilitators for each session. Reach out to suitable speakers well in advance and confirm their availability. Provide them with clear guidelines on what is expected and how long they should speak.

Include Essential Details

Your agenda should include all essential details to guide attendees through the event. This contains:

- **Session Titles and Descriptions:** Clearly state the title and a brief description of each session.
- **Speakers' Information:** Include the names and short bios of speakers or facilitators.
- **Locations:** Specify the location for each session, mainly if the event is spread across multiple rooms or venues.
- **Contact Information:** Provide contact details for event coordinators or help desks in case attendees have questions or need assistance.

Review and Revise

- Before finalising the agenda, review it thoroughly. Check for any potential conflicts, such as overlapping sessions or insufficient break times. Seek feedback from colleagues or stakeholders and make necessary revisions. A well-reviewed agenda minimises the chances of issues arising on the event day. Revising the agenda allows you to spot and correct any inconsistencies or gaps, ensuring a seamless experience for everyone involved.

✓ **Characteristics of an effective Event Agenda**

-  **Be Realistic:** Ensure the timeline is realistic and achievable, avoiding cramming too many sessions into a short period.
-  **Stay Flexible:** Be prepared to adjust as needed. Flexibility is crucial in handling unforeseen circumstances.
-  **Engage Attendees:** Plan sessions that are interactive and engaging to keep attendees interested.
-  **Communicate Clearly:** Ensure the agenda is communicated clearly to all participants well before the event.
-  **Include Breaks:** Schedule regular breaks to allow attendees to rest and network.
-  **Plan for Transitions:** Include buffer times between sessions to accommodate overruns and ensure smooth transitions.
-  **Highlight Key Sessions:** Emphasise essential sessions in the agenda to draw attention and encourage participation.
-  **Use Visuals:** Incorporate visuals in the agenda to make it more appealing and easier to understand.
-  **Gather Feedback:** Seek feedback from stakeholders during the planning process to refine the agenda.
-  **Test Technology:** Ensure all technological aspects, such as AV equipment and presentation software, are tested in advance.
-  **Provide Detailed Information:** Include detailed descriptions for each session, including objectives and expected outcomes.



Activity 2: Guided Practice



Task 14:

You are the event coordinator for a school opening planning a one (1)-day school shareholders and stakeholders. The conference aims to attract tourism professionals, industry leaders, and government officials to discuss the latest trends, challenges, and

opportunities in the schools trades. The conference will be held in a school conference room. Prepare the structured event agenda proposal to maximize attendee engagement and participation.



Activity 3: Application



Task 15:

Imagine you're part of a team organizing a cultural tourism festival in a small, rural community. The festival aims to showcase local traditions, crafts, and cuisine, attracting both domestic and international tourists. Your task is to create an event agenda proposal that outlines the festival's program, activities, and logistics. Prepare an agenda proposal.



Formative Assessment

1. Which of the following is NOT a key component of event logistics?
 - a. Budget planning
 - b. Marketing & Promotion
 - c. Venue selection
 - d. Risk management
2. What is the primary purpose of a site visit for an event venue?
 - a. To meet the caterer
 - b. To negotiate the contract
 - c. To assess the venue's suitability
 - d. To book entertainment
3. Complete the sentence by providing the missing word or phrase from the following words in parentheses: (**Social events, corporate events, Individuals, Businesses, educational group, External factors, Stakeholders, Host, External Stakeholders, event management**)
 1. _____ are typically gatherings of families and friends.
 2. _____ are those hosted by companies or organizations in pursuit of organizational objectives.
 3. _____ are the typical prospects for life-cycle events.
 4. _____ are the typical targets for events to convene and events

for commerce. 5. The market segment composed of social, military, educational, religious and fraternal groups is also known as _____. 6. Decision-making for corporate events may be affected by _____, such as economic conditions, customer demographics, the natural environment, competition, technology, government and industry regulations. 7. _____ are individuals and groups who have some form of interest in the event. 8. The _____ is the person or group who is giving the event. 9. The _____ include other entities external to the host or the Event Manager, but have financial, emotional, political, social or personal interest in the event. 10. _____ is essential for an event company

Match the following event logistic with their correct definition

Answers	Column A: Term	Column B: Definition
1.....	1. Venue Selection	a) Ensuring attendees have safe and comfortable transportation to and from the event.
2.....	2. Accommodation	b) Choosing the right location and space that meets the event's needs and attendee expectations.
3.....	3. Transportation	c) Arranging lodging for attendees, speakers, and staff, if necessary.

- You are a school event coordinator, and the School Manager approaches you with an important task: *"We have a major school event coming up next month, and I need you to handle all the pre-event protocol arrangements. This includes ensuring everything runs smoothly, from Identification of event types and venue, Identification of attendees, Identification of suppliers and stakeholders, and Building event agenda proposal"*.



Points to Remember

- The right venue can enhance the event theme and create the desired ambiance.
- An inconvenient location can deter attendees and increase logistical challenges.
- Collect and analyze data on attendee registrations, demographics, and engagement to refine future targeting efforts. Identify the ideal attendee profile, including demographics, interests, and motivations for attending the event.
- Thoroughly identify all relevant suppliers and stakeholders, both internal and external, to ensure all voices are heard and considered throughout the event planning process.
- Tailor the agenda to their interests, expectations, and learning styles.



1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

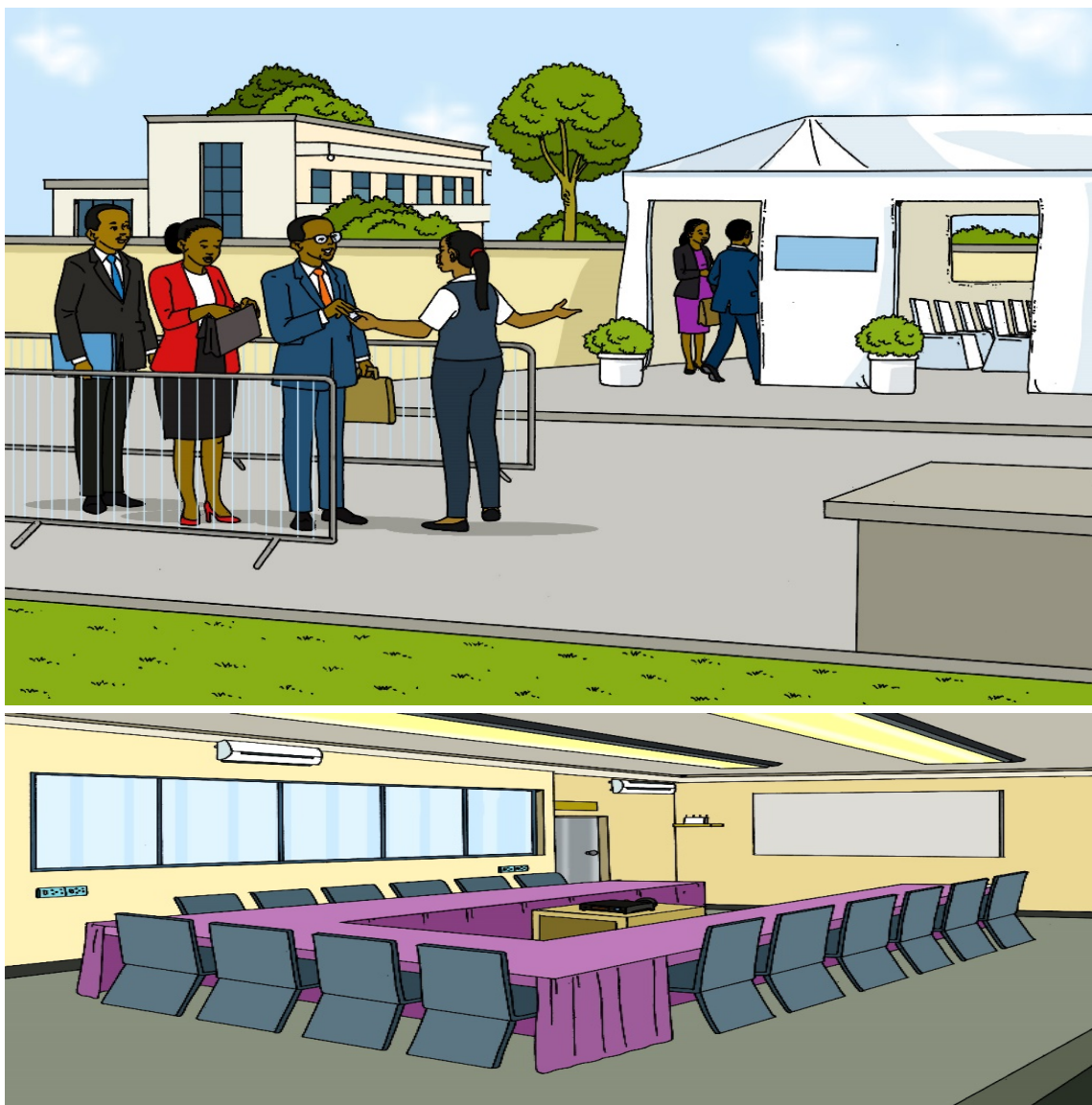
Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify the types of events					
Classify the types of events					
Classify types of Venues					
Describe the types of Venues					
Classify the types of Venues					
Select the event Venues					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Classify the event guests					
Categorize event attendees/ participants					
Describe the event suppliers and stakeholders					
Prepare event agenda proposal					

4. Fill in the table below and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: PROVIDE PROTOCOL SERVICES DURING THE EVENT



Unit summary

This unit provides you with the knowledge, skills and attitudes required to provide protocol services during the event. It covers assisting guest in check-in to the event, application of sitting arrangement, offer assistance to attendees during the event, and provide departure assistance.

Self-Assessment: Unit 2

- Referring to the unit illustration above, answer the following questions:
 - What does the picture show?
 - What is the difference between the features in the picture?
 - Basing on the picture, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
- Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe guest check-in activities					
Perform guest check-in activities					
Identify the types event seating arrangements					
Prepare event seating arrangements					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Offer assistance to attendees					
Perform departure assistance					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe guest check-in activities	1. Perform guest check-in activities	1. Pay attention to details while dealing with attendees.
2. Identify the types event seating arrangements	2. Prepare event seating arrangements	2. Demonstrate team spirit while working with others
3. Identify the assistance to attendees	3. Assist event attendees	3. Comply with national and international standards related to assisting event attendees



Discovery activity

Providing protocol services during an event means ensuring that all formal procedures, etiquette, and diplomatic courtesies are followed to maintain professionalism, respect, and order. This activity includes but not limited to the assistance of guest in check-in to the event, sitting the seating arrangement, offering assistance to attendees during the event, and provision of departure assistance.



Task 16:

1. What do you understand by the term “check-in”?
2. Identify different methods of checking in to an event.
3. How do you conduct event attendee’s check-in to the event?
4. Which assistance can you provide to the event attendees during check-in time?
5. What is the meaning of seating arrangement for the event?
6. What are the types of seating arrangements for the event?
7. What are the considerations for event seating arrangements?
8. What are the types of assistance to offer during the event?
9. What are the protocol services to offer during the event?
10. What are the steps of offering protocol services during the event?
11. What are the key aspects of departure assistance?
12. What are activities involved in departure assistance for an event?
13. What are the elements of a warm Farewell?
14. What are the techniques for luggage handling?
15. What are the considerations and techniques for transportation arrangements?
16. What are the elements of a personalized farewell?
17. What are the techniques to anticipate future event needs?
18. What are the strategies to ensure smooth exit?

Topic 2.1: Assisting guest in check-in to the event



Activity 1: Problem Solving

You are a member of protocol team at annual Kwita Izina ceremony taking place in Kinigi. Your task is to assist guests with checking in at the registration desk. Guests arrive with varying levels of preparedness, some with pre-printed name tags and others without. Your goal is to efficiently check in each guest while providing a positive and welcoming experience.



Task 17:

Referring to the scenario 1 above, answer the questions below:

1. What do you understand by the term “check-in”?
2. Identify different methods of checking in to an event.
3. What are considerations when conducting guest’s check-in at events?
4. What are the procedures for check-in to the event?
5. List 2 tools used while doing the check-in to the event
6. What are types of Check-in Assistance at Events?
7. Which assistance can you provide to the event attendees during check-in time?

Key Facts 2.1: Assisting guest in check-in to the event

- **Introduction**

Entrance is the first point of contact with your audience. It is your chance as an event organiser to make a good first impression on your guests.

A smooth check-in flow keeps the excitement levels high and the queue length down. It also sets the tone for what’s about to come. Conversely, a negative

impression can harm your reputation before the event even kicks off. Long waiting times can dampen the atmosphere you've tried so hard to create.

Thus, as an event organiser, there are many things to consider to ensure the smooth management of queues.



✓ **Definition:**

To "**check-in to an event**" means to formally register your attendance at the event. This usually involves:

- ✚ **Verifying your identity:** Showing your ticket, registration confirmation, or ID.
- ✚ **Receiving event materials:** Getting a name tag, program guide, or other relevant materials.
- ✚ **Marking your attendance:** Signing a register or having your attendance recorded electronically.

✓ **Considerations when conducting guest's check-in at events**

✚ **Set up entry points**

More than one check-in counter should be available for the guests, especially if we are talking thousands of attendees. That requires a venue that has multiple doorways or entry passages. The sooner the audience can get past the point of entry, the happier they will be.

✚ **Have multiple check-ins**

Multiple check-ins prevent swarming of guests at a single point. A long queue makes event organisers look incompetent. The goal should be to minimise the queues as soon as possible.

 Choose the right people for the job

As an event organiser, one of your jobs is to hire the right people to manage the event guest list. Someone with good people skills should handle face-to-face registrations. A team member who is exceptionally meticulous should handle the paperwork. And so on.

 Have enough manpower

Every entrance should have at least one individual checking in the guests. When catering to big crowds, it is also essential to have more than one person for the job, in case of an emergency.

 Have a back-up plan when working with software

Apps and software have a tendency to crash when you least expect or want it to.

 Choose the right resource

Ensure that you're using the quickest way to register attendees to prevent any delays. Paper sheets are old school, yet get the job done. But you may want to tick names off of a digital list in an app instead.

 Sort out the giveaways

Are you going to hand your guests a wristband, drink tickets, goodie bags, or other materials as they come in? If you are, sort these out in advance to keep the flow of people going and avoid queues.

 Keep signage simple

Don't we all hate queue jumpers? They can ruin everybody's mood in seconds. As the event organiser, you don't want that. To prevent someone from jumping the line, put up some simple and straightforward signage.

✓ **Procedures in check-in to the event**

- Collect payments before check-in
- Send a pre-check-in message
- Practice with your team

- Install self-check-in kiosks
- Create a priority check-in line
- Create a station for unregistered guests
- Place your check-in table in a logical place
- Set up a help table
- Have name tags and materials ready
- Make communication easy
- Keep the check-in table open
- **Check-in assistance**
 - ✓ **Preparation:**
 - **Clear signage:** Make sure the check-in area is well-marked and easy to find.
 - **Organized check-in area:** Have a clean and organized check-in area with all necessary supplies.
 - **Trained staff:** Ensure your staff is trained and prepared to handle any questions or issues that may arise.
 - **Guest list or registration system:** Have a system in place to quickly verify guests and their information.
 - **Welcome packets or materials:** Have any necessary materials, such as name badges, event programs, or welcome packets, ready for guests.
 - ✓ **Check-in Process:**
 - **Welcome:** Greet each guest with a smile and a warm welcome.
 - **Verification:** Verify the guest's identity using their name, ticket, or other form of identification.
 - **Check-in:** Check the guest in by marking them as arrived on your guest list or registration system.
 - **Provide materials:** Hand out any necessary materials, such as name badges, event programs, or welcome packets.
 - **Direct guests:** Direct guests to the appropriate area, such as the main event space, registration area, or specific breakout sessions.
 - **Answer questions:** Be prepared to answer any questions guests may have about the event.

- **Collect payments before check-in:** This ensures a smoother check-in process and avoids delays in accepting payments on-site.
- **Send a pre-check-in message:** This can include reminders, event details, and any necessary instructions, helping guests prepare for check-in.
- **Practice with your team:** This allows your team to familiarize themselves with the check-in process, identify potential issues, and work efficiently.
- **Install self-check-in kiosks:** This can significantly speed up the check-in process, especially for large events.
- **Create a priority check-in line:** This can be for VIPs, sponsors, or early bird registrants, providing them with faster access.
- **Create a station for unregistered guests:** This allows for on-site registration or ticket purchases, accommodating walk-in attendees.
- **Place your check-in table in a logical place:** This ensures easy accessibility for guests and clear visibility of the check-in area.
- **Set up a help table:** This provides additional support for guests with questions or issues, ensuring a smooth check-in experience.
- **Have name tags and materials ready:** This streamlines the process and avoids delays in providing necessary information to guests.
- **Make communication easy:** Clear signage, friendly staff, and easy-to-understand instructions can significantly improve the check-in experience.
- **Keep the check-in table open:** This accommodates late arrivals and ensures that all guests can check in, even if they arrive after the official start time.

✓ **Tools used in guest check-in at an event**

There are many ways to check in guests at events, from the traditional pen-and-paper methods to the more advanced methods for tech-savvy event planners.

 Manual check-ins

Though not appreciated as much these days, manual check-ins are still very convenient and cost-effective for small crowds. They involve the use of a simple pen and a printed guest list.

 RFID

RFID bracelets have gained popularity in recent times. They require an NFC-enabled tablet or smartphone for scanning. They use an attendee's information and allow them to enter restricted areas. RFID bracelets also help event organisers keep track of the foot traffic.

Check-in kiosks

Self-registration kiosks allow individual check-ins without any help from your event staff. Registrants can use their QR codes to check themselves in and avoid standing in queues.

Tablets

A tech-savvy demographic will appreciate tablets mounted on a pedestal or table. These will allow self-registration with an easy-to-use interface. They are also easy to move around and take up very little space.

Turnstiles

Turnstiles are ideal when most of your events take place at the same venue. They come with a built-in barcode reader, allowing for easy scanning. They don't need any staffing, either. Since they don't require any manual checking, these are great for VIP events such as charity balls and galas.

Event apps

Event apps make the process of registrations hassle-free. Some might even have a self-check-in option built in to further ease the process. They cut the need for logistics such as queues and registration desks. Such applications are ideal when dealing with big crowds, as guests can scan tickets on their phones.

✓ **Types of Check-in Assistance at Events**

 **Manual Check-in:** This traditional method involves staff members manually verifying attendee information against a registration list. It can be time-consuming, especially for large events.

 **QR Code Check-in:** Attendees present a unique QR code on their phones or printed tickets, which staff scan to confirm their attendance. This method is quick and efficient.

-  **Self-Service Kiosks:** These automated stations allow attendees to check themselves in using touchscreens. They often include features like badge printing and information displays.
-  **Facial Recognition Check-in:** Using facial recognition technology, attendees can simply walk up to a camera and be instantly identified and checked in. This method is highly efficient and can enhance security.
-  **On-Site Registration:** For walk-in attendees or those who haven't registered in advance, on-site registration desks are available to process their information and issue tickets or badges.



Activity 2: Guided Practice



Task 18:

Your school is preparing the graduation ceremony. You are part of the event organizing team at your school, and your role is to manage guest check-ins smoothly. On the day of the event, the School Manager reminds you that you have to make sure our guests are welcomed properly, their attendance is recorded, and they are guided to their seats without any confusion." Conduct the check-in process for that event (use a role play).



Activity 3: Application



Task 19:

Visit one of the nearest tourism event sites. Make sure that the event officer will be available to welcome you and give access to the check-in counter of the the event in which they are Assisting guest in check-in to the event.

Topic 2.2: Application of sitting arrangement



Activity 1: Problem Solving

You are planning a large tourism event with a variety of activities, including workshops, presentations, and networking opportunities. You need to determine the best seating arrangement for the main event hall, which will accommodate around 500 attendees.



Task 20:

1. What is the meaning of the seating arrangement for the event?
2. What are the types of seating arrangements for the event?
3. Differentiate Banquet Style Seating from Cabaret style Seating.
4. Give four (4) tips on seating arrangement.
5. What are Factors to consider regarding seating arrangement?

Key Facts 2.2: Application of sitting arrangement

- **Introduction:**

Event seating arrangement is a crucial aspect of event planning, influencing the overall atmosphere and guest experience. The choice of seating arrangement depends on various factors, including the event's purpose, the number of attendees, the venue's layout, and the desired level of interaction.

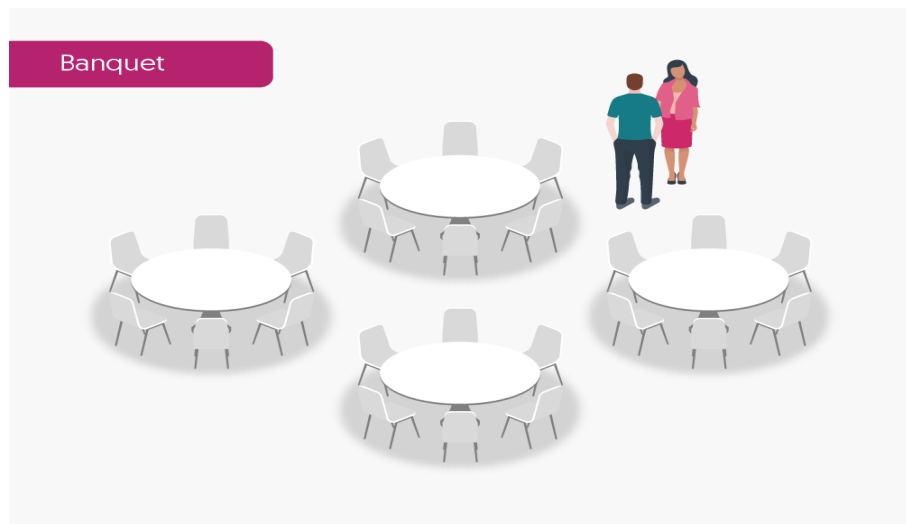


A seating arrangement is a plan that shows where people should sit at a gathering, such as a wedding, dinner party, or conference. It can be as simple as a list of names and assigned seats, or as complex as a detailed diagram showing the layout of tables and chairs. No matter the occasion or the reason, seating arrangements can play an important role in creating a successful and enjoyable event.

Careful consideration of seating arrangements can significantly impact the success of an event, ensuring that guests feel comfortable, engaged, and have positive overall experience.

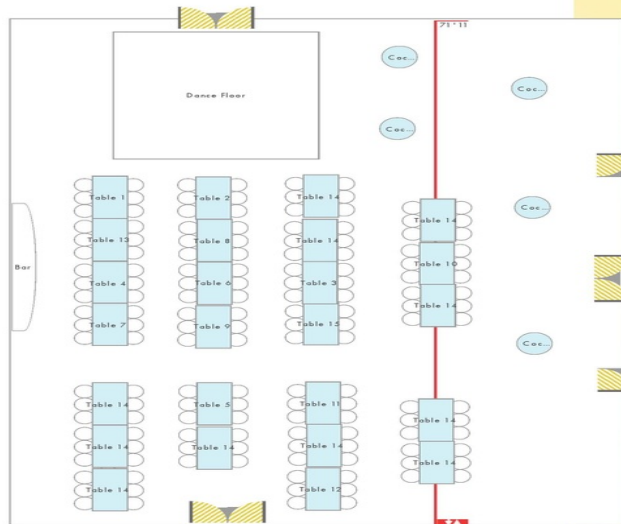
✓ **Types event seating arrangements**

- ✓ **Banquet Style Seating.** Banquet seating means using round tables evenly spread out throughout the space. Keep in mind that tables in banquet seating arrangements usually accommodate between 8-10 people. For best results, group together people who are familiar with each other, such as family members or co-workers. Otherwise, seat people according to shared interests such as hobbies or project goals to encourage natural conversation.



- ✓ **Family style Seating.**
 - Long, shared tables with food placed in the center.
 - Guests serve themselves from the communal dishes.
 - Promotes a casual and interactive atmosphere.

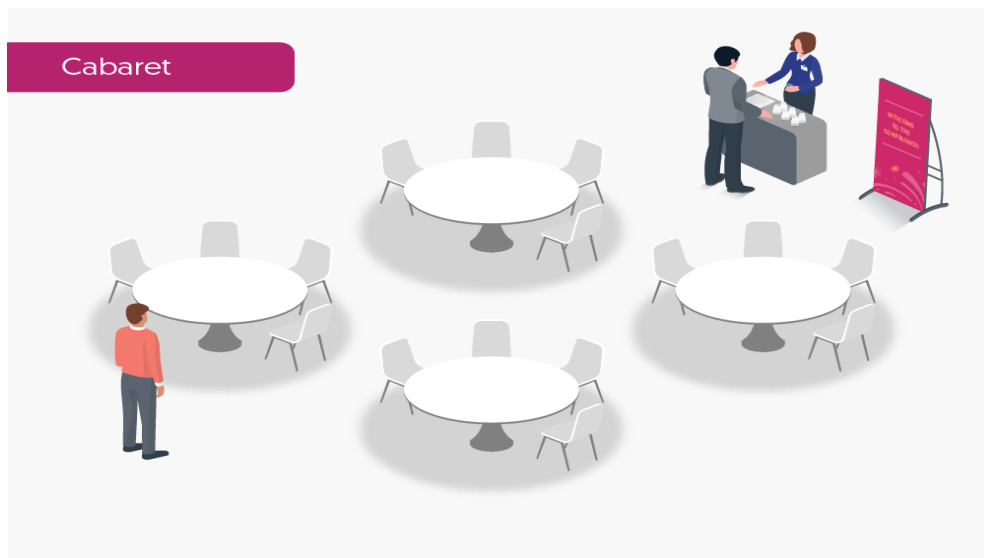
²⁰ <https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/>



21

✓ Cabaret style Seating.

- Tables are arranged in rows facing a stage or performance area.
- Often used for dinners with entertainment or presentations.
- Allows for clear viewing of the stage.



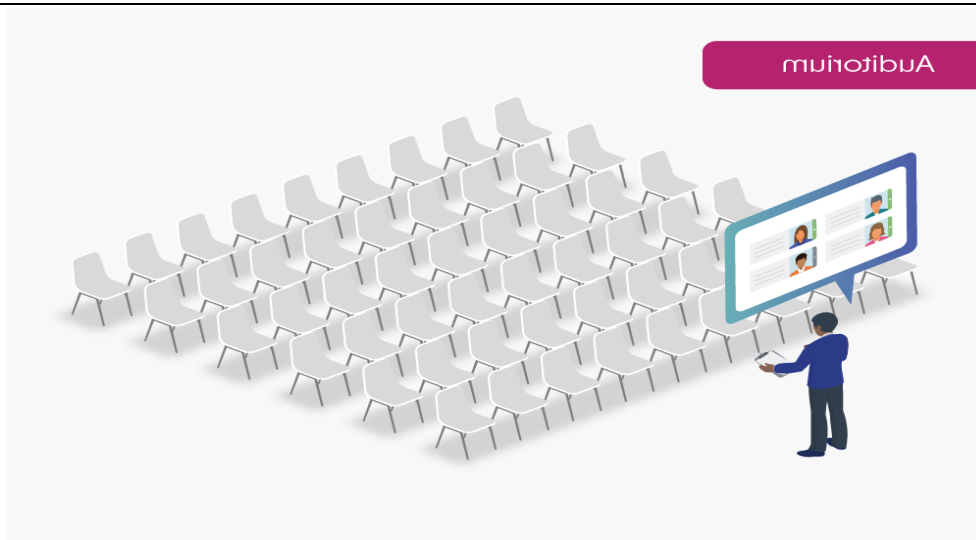
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✓ Auditorium / theatre style seating.

An auditorium style seating arrangement involves built-in seats or rows of chairs that face a single point of focus, which is typically a professional stage or a podium. Take advantage of stage space and set up a background that will be attractive for photos such as textured fabrics or logo prints.

²¹ <https://www.atplanned.com/journal/family-style-seating>

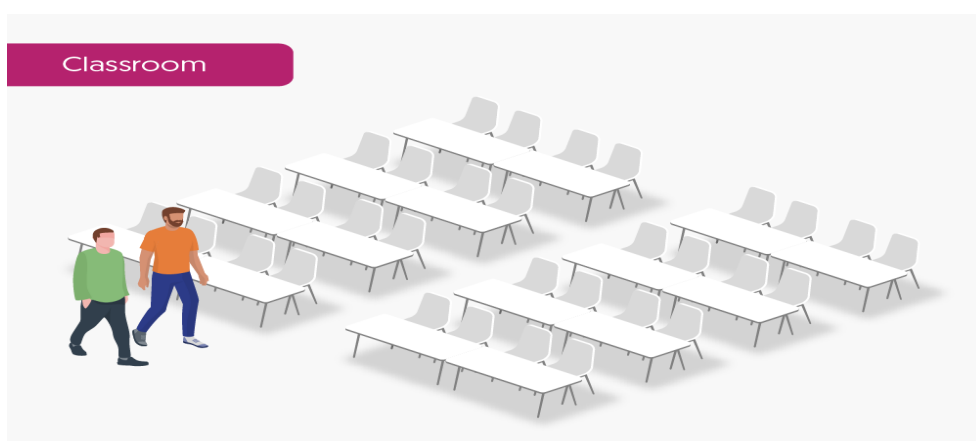
²² <https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/>



23

✓ **Classroom Style Seating.**

A study published in the Social Psychology of Education proved that “teachers need to be informed about the possibly preventive and intervening effects of a seating arrangement on students’ academic and social behaviors.”



24

This means event planners should also pay special attention to the type of seating arrangement they choose, since it has a direct impact on participant aptitude and actions in a learning environment. For best results, limit small tables to four attendees and leave at least three feet of space between each seat at long tables.

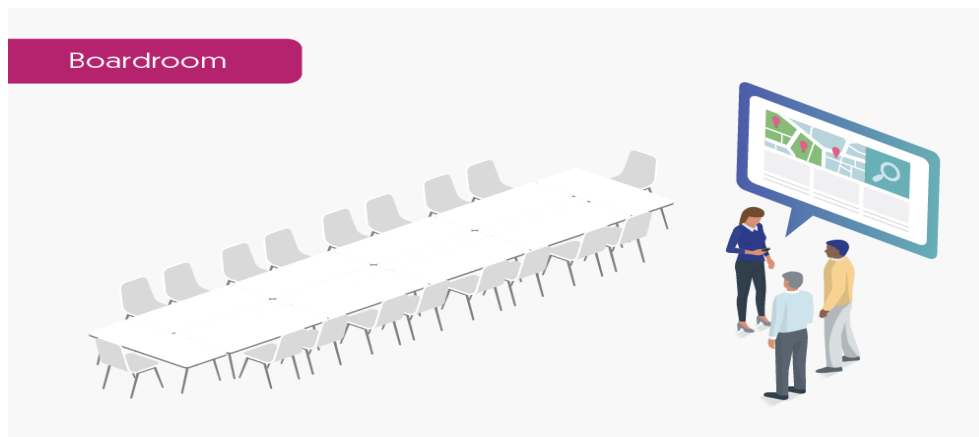
✓ **Conference / Boardroom style seating.**

Boardroom and conference seating offers one long, rectangular table for guests to sit facing each other. Keep the following principles of conference seating psychology in mind when creating your seating chart:

²³ <https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/>

²⁴ <https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/>

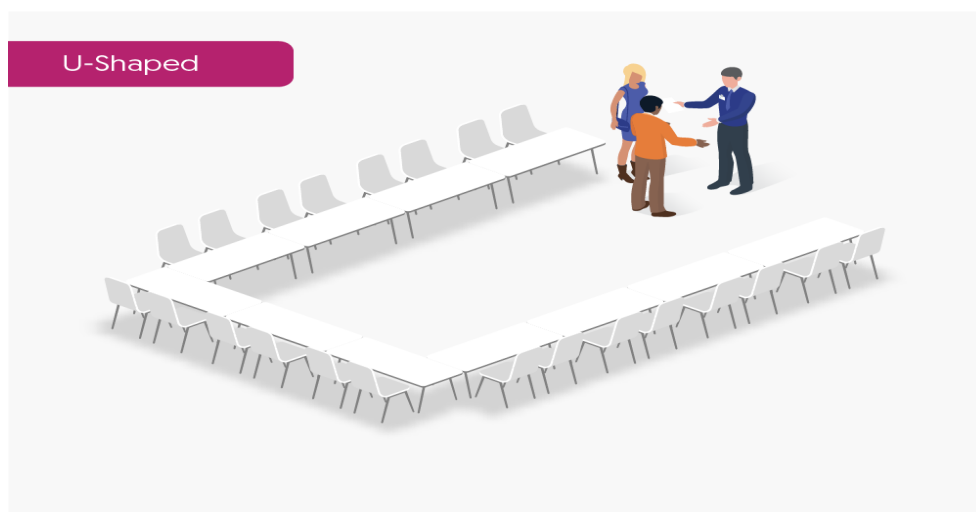
- The VIP should sit at the head of the table
- The VIPs' closest advisors should flank them
- People in the middle or towards the opposite end will spend most of their time listening
- Anyone sitting opposite the VIP will likely feel inclined to disagree with them, but if not, they should be a verbal supporter so that others take note



25

✓ **U-shape / Horse shoe style seating**

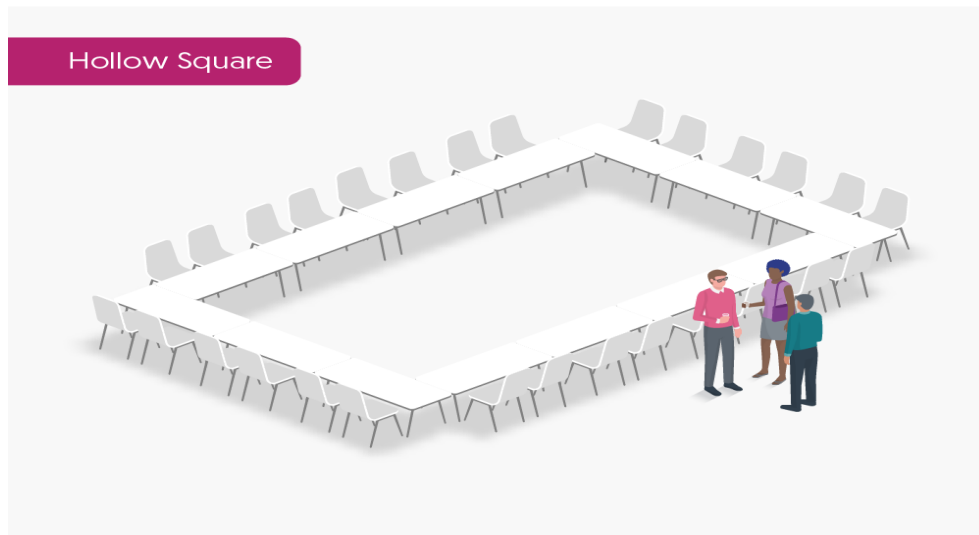
U-shaped or horseshoe seating features a group of tables in the shape of a box with a hollow center and one open end. Make up for the loss of floor space by placing decorative or presentation materials on the walls. Use this type of seating arrangement for attendees who have worked together before or are planning to do so in the near future to facilitate relationship-building.



✓ **Hollow square style seating**

²⁵ <https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/>

Similar to both banquet and U-shaped style seating, the hollow square style looks exactly how it sounds. Everyone can see each other while maintaining a comfortable distance, which makes it ideal for eating meals or working on laptops. Use this seating arrangement type for groups that would be too crowded at a regular banquet table and to give those sitting on each end some extra elbow room.



- **Tips on seating arrangements**

- ✓ **Don't Do It By Hand:** Avoid manually assigning seats, as it can be time-consuming and prone to errors. Utilize event planning software or tools to automate the process.
- ✓ **Keep the Same Profiles Together:** Group attendees with similar interests, professions, or backgrounds to facilitate networking and meaningful conversations.
- ✓ **Be Conscious of Individual Attendees' Needs:** Consider any specific requirements, such as dietary restrictions, mobility issues, or language preferences, when assigning seats.
- ✓ **Give Yourself a Break:** While meticulous planning is essential, don't stress too much. Take breaks to recharge and maintain a positive mindset.

- **Factors to consider regarding seating arrangement**

- ✓ **Event Purpose:** Match the arrangement to the event's goal (e.g., formal dinner, casual networking, presentation).

²⁶ <https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/>

- ✓ **Guest List:** Group guests with shared interests to encourage conversation and networking.
- ✓ **Venue Layout:** Utilize the space efficiently, considering traffic flow and accessibility.
- ✓ **VIP Placement:** Assign prominent seats to VIPs or speakers.
- ✓ **Table Size and Shape:** Choose sizes that accommodate comfortable conversation and food service.
- ✓ **Aisle Space:** Ensure adequate space for guests to move around freely.
- ✓ **Visual Cues:** Use place cards or table numbers for easy guest orientation.
- ✓ **Flexibility:** Plan for potential changes or last-minute adjustments.
- ✓ **Accessibility:** Prioritize seating for guests with special needs.
- ✓ **Test the Layout:** Visualize the arrangement and walk through the space to identify potential issues.



Activity 2: Guided Practice

Your school is organizing a graduation ceremony. The ceremony is expected to have different attendees including government officials, industry leaders, academics, school staff, and graduates. As an experienced person in seating arrangement, you are asked to do the following:



Task 21:

1. Choose the appropriate event seating arrangements for the graduation ceremony and prepare the event seating arrangements for graduation ceremony.



Activity 3: Application

You are the event coordinator for a prestigious awards gala. 150 guests are expected, including VIPs (politicians, celebrities, major donors), sponsors, and general attendees. The venue has a combination of round tables, rectangular tables, and a raised stage. You are tasked with creating a seating arrangement that will facilitate engagement, maximize visibility, and ensure a smooth flow of the event.



Task 22:

1. Select the types of seating arrangements in accordance with the prestigious tourism conference and prepare event seating arrangements in accordance with the prestigious tourism conference

Topic 2.3: Offering assistance to attendees during the event



Activity 1: Problem Solving



Task 23:

You are a volunteer at a large international tourism expo. Your role is to provide assistance to attendees who may have questions, need directions, or require other forms of support. The expo features numerous exhibitors showcasing diverse travel destinations, cultural experiences, and tourism products.

1. What are the types of assistance to offer during the event?
2. What are the protocol services to offer during the event?
3. What are the steps of offering protocol services during the event?

Key Facts 2.3: Offering assistance to attendees during the event

- **Introduction:**

Offering assistance to attendees during an event is crucial for creating a positive and memorable experience.



It involves providing support and guidance to ensure attendees feel comfortable, informed, and engaged. This can include a variety of services, such as:

- ✚ **Information and guidance:** Answering questions, providing directions, and helping attendees navigate the event space.
- ✚ **Technical support:** Assisting with technology-related issues, such as Wi-Fi connectivity or app usage.
- ✚ **Accessibility support:** Providing accommodations for attendees with disabilities, such as wheelchair assistance or sign language interpretation.
- ✚ **Guest services:** Assisting with coat check, luggage storage, and other logistical needs.
- ✚ **Emergency assistance:** Responding to medical emergencies or other unforeseen situations.

By providing attentive and helpful assistance, event organizers can enhance the overall attendee experience, build positive relationships, and contribute to the success of the event.

- ✓ **Guidelines for offering event assistance**

- ✚ Notify participants well in advance of the meeting date, and provide them with an agenda and background data.

- ✚ Notify department heads when subordinates with expertise are needed.
- ✚ Make sure that arrangements with resource persons outside the organization are completed before the meeting.
- ✚ Introduce resource persons and newcomers at the start of the meeting. Also, make their affiliations and expertise known to the other attendees.
- ✚ List participants in alphabetical order in the meeting announcement and minutes.
- ✚ Express gratitude to those from outside the group as well as to those within the group for significant contributions to the success of the meeting.

- **Assistance during the event**

During any event, whether it's a small gathering or a large-scale conference, providing assistance to attendees is crucial for a positive experience.

This encompasses a wide range of services, from basic information and guidance to specialized support for individuals with disabilities. Effective assistance ensures that attendees feel welcome, comfortable, and well-informed, allowing them to fully engage with the event's purpose.

The following are the assistance offered to the event guests:

- ✓ **Escort attendees to the seating arrangement**

- ✚ **Personalized guidance:** Greet attendees warmly and personally escort them to their assigned seats.
- ✚ **Efficient seating:** Coordinate with the seating plan to ensure smooth and timely seating.
- ✚ **Special assistance:** Provide extra assistance to elderly attendees, those with disabilities, or those who may require special attention.
- ✚ **Welcoming Atmosphere:** Greet attendees warmly and offer assistance with registration, bag check, and finding their way around.
- ✚ **Informative Staff:** Ensure staff members are well-informed about the event schedule, speaker bios, and any changes or updates.
- ✚ **Accessibility Support:** Provide assistance to attendees with disabilities, such as wheelchair access, sign language interpreters, or assistive technology.

- ✚ **Technical Support:** Have technical staff available to troubleshoot any issues with AV equipment or Wi-Fi.
 - ✚ **Networking Opportunities:** Facilitate networking by suggesting breakout sessions or networking events.
 - ✚ **Feedback Mechanism:** Provide feedback forms or surveys to gather attendee input and suggestions for future events.
- ✓ **Anticipating and preventing problems:**
 - ✚ **Proactive problem-solving:** Identify potential issues before they arise, such as overcrowding, traffic congestion, or equipment failures.
 - ✚ **Risk assessment:** Conduct thorough risk assessments to identify potential hazards and develop contingency plans.
 - ✚ **Emergency preparedness:** Be prepared to handle emergencies, such as medical incidents or security threats, by having trained staff and emergency protocols in place.
- ✓ **Communicate and Collaborate:**
 - ✚ **Clear communication:** Maintain effective communication with all team members, including event organizers, volunteers, and security personnel.
 - ✚ **Teamwork:** Work collaboratively with colleagues to ensure a seamless event experience.
 - ✚ **Guest feedback:** Actively listen to guest feedback and address concerns promptly.
- ✓ **Deliver and exceed:**
 - ✚ **High-quality service:** Provide exceptional service that exceeds guest expectations.
 - ✚ **Attention to detail:** Pay attention to the smallest details, such as ensuring guests have access to refreshments or providing assistance with luggage.
 - ✚ **Positive attitude:** Maintain a positive and enthusiastic attitude throughout the event.
- **Ways to assist event guests during a tourism event**
 - ✓ **Provide clear signage:** Make sure all signs are easy to read and understand and placed strategically throughout the event venue.

- ✓ **Have a dedicated information desk:** Staff at this desk with knowledgeable volunteers or staff members who can answer questions and provide directions.
- ✓ **Offer maps and brochures:** Provide guests with maps of the event venue and brochures with information about the event's activities, attractions, and vendors.
- ✓ **Provide accessible facilities:** Ensure that facilities like restrooms, seating areas, and stages are accessible to people with disabilities.
- ✓ **Have a first aid station:** Have a well-stocked first aid station staffed by trained medical personnel.
- ✓ **Offer water stations:** Provide free water stations throughout the event venue to keep guests hydrated, especially in hot weather.
- ✓ **Have a lost and found:** Set up a designated lost and found area where guests can report lost items and retrieve found items.
- ✓ **Provide transportation assistance:** If the event venue is large, consider providing shuttle services or designated parking areas to help guests navigate the area.
- ✓ **Offer language assistance:** If your event attracts international guests, consider providing language interpretation or translation services.
- ✓ **Be friendly and approachable:** Your staff and volunteers should be welcoming and helpful to all guests, creating a positive and memorable experience.

Here's a checklist to evaluate whether the assistance offered to attendees during the event is going smoothly, based on the provided points:

Criteria	Actions	Checklist
Escort Attendees to Seating	- Guide attendees to their designated seats or areas without delay.	[] Attendees escorted efficiently
	- Ensure seating arrangements are clearly marked and easy to follow.	[] Clear seating signage
Anticipate and Prevent Problems	- Identify potential issues before they arise (e.g., crowding, confusion).	[] Proactively addressing issues
	- Have contingency plans in place for common problems (e.g., tech issues, seating shortages).	[] Prepared for common issues
	- Ensure smooth transitions between different event stages (sessions, meals, etc.).	[] Smooth transitions between activities

Communicate and Collaborate	- Stay in constant communication with team members to share information and updates.	☐ Clear communication within team
	- Ensure attendees receive timely information about the schedule or any changes.	☐ Information shared promptly with attendees
	- Work together with other event staff to provide seamless service.	☐ Collaboration with staff members
Deliver and Exceed Expectations	- Ensure that all attendees' needs are met and exceeded (comfort, assistance, satisfaction).	☐ Exceeded attendee expectations
	- Offer extra support when needed (e.g., additional information, personal assistance).	☐ Extra support provided when required
	- Collect feedback from attendees to ensure satisfaction and identify areas for improvement.	☐ Feedback collected for improvement



Activity 2: Guided Practice



Task 24:

Your school is organizing a graduation ceremony. The ceremony is expected to have different attendees including government officials, industry leaders, academics, school staff, and graduates. You are assigned to offering assistance to attendees during the event.



Activity 3: Application



Task 25:

Go-Tours is a large music festival taking place in a remote location where you are a member of a team organizing a large tourism event in a popular tourist destination. Attendees are eager to experience the performances, but they may encounter challenges such as lost belongings, transportation issues, or medical emergencies. Your role is to ensure the smooth running of the event and the satisfaction of the attendees.

1. Select the types of assistance during the event.
2. Offer protocol services to the guests during the event.
3. Assist guest during the event.

Topic 2.4: Provision of departure assistance



Activity 1: Problem Solving



Task 26:

Imagine you're the event coordinator for a large international tourism conference in a popular destination. The conference has concluded, and attendees are preparing to depart. However, a major transportation strike has disrupted airport operations, causing flight delays and cancellations. This unexpected situation presents a significant challenge for your team, as you're responsible for ensuring a smooth and safe departure experience for all attendees.

1. What are the key aspects of departure assistance?
2. What are activities involved in departure assistance for an event?
3. What are the elements of a warm Farewell?
4. What are the techniques for luggage handling?
5. What are the considerations and techniques for transportation arrangements?
6. What are the elements of a personalized farewell?
7. What are the techniques to anticipate future event needs?
8. What are the strategies to ensure smooth exit?

Key Facts 2.4: Provision of departure assistance

- **Introduction:**

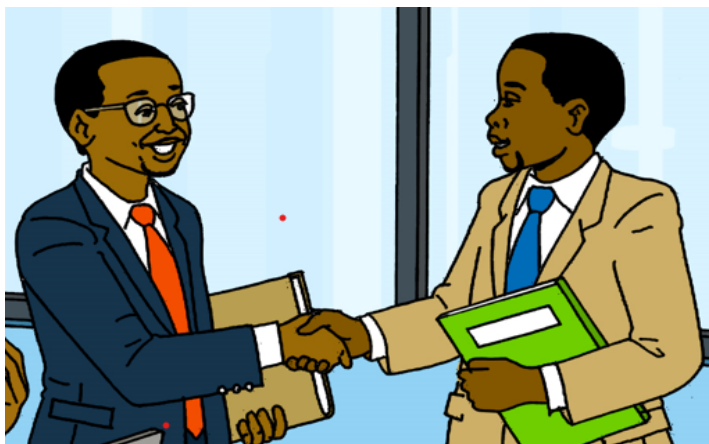
A seamless departure experience is a crucial component of any successful tourism event. It leaves a lasting impression on guests, influencing their overall perception of the event and the destination. Effective departure assistance ensures that guests leave the event feeling satisfied and eager to return.

It delves into strategies for warm farewells, efficient luggage handling, streamlined check-out processes, timely transportation arrangements, personalized farewells, anticipating future needs, and creating a seamless overall departure experience.

- **Warm Farewells:**

- 🌟 **Friendly Staff:** Have staff members stationed at the departure points to bid guests a warm farewell.

- 🌟 **Personalized Messages:** Consider personalized farewell messages for VIPs or frequent guests.



- 🌟 **Thank-You Notes:** A handwritten thank-you note or a small gift can be a thoughtful gesture.

- **Efficient Luggage Handling:**

- 🌟 **Dedicated Porters:** Assign porters to assist guests with their luggage, from the room to the transportation vehicle.

- 🌟 **Quick Check-Out:** Streamline the baggage check-out process to minimize wait times.

- 🌟 **Baggage Tags:** Provide clear and easy-to-understand baggage tags to avoid confusion.

- **Streamlined Check-Out Process:**

- 🌟 **Mobile Check-Out:** Offer mobile check-out options to expedite the process.

- 🌟 **Pre-Checked Bills:** Have bills pre-checked and ready for final payment to save time.

- 🌟 **Express Check-Out Lanes:** Designate specific lanes for quick check-outs.

- **Timely Transportation Arrangements:**

- 🌟 **Scheduled Transportation:** Ensure timely transportation arrangements, whether it's a shuttle service, taxi, or private car.

 **Real-Time Updates:** Provide real-time updates on transportation schedules and any potential delays.

 **Assistance with Bookings:** Help guests book their transportation if needed.

- **Personalized Farewells:**

 **Remember Guest Preferences:** Recall guests' preferences, such as preferred transportation or dietary restrictions.

 **Customised Farewell Gifts:** Consider personalized farewell gifts, like a local souvenir or a voucher for a future stay.

 **Follow-Up Communication:** Send a personalized email or message after the departure to thank the guest and inquire about their experience.

- **Anticipating Future Needs:**

 **Future Bookings:** Offer future booking incentives or discounts to encourage repeat visits.

 **Loyalty Programs:** Promote loyalty programs to reward frequent guests.

 **Feedback Mechanism:** Implement a feedback mechanism to gather insights for future improvements.

- **Create a Seamless Departure Experience:**

 **Coordinated Efforts:** Ensure seamless coordination between different departments (front desk, concierge, housekeeping, etc.) to avoid any hiccups.

 **Clear Signage:** Provide clear signage to guide guests to departure points and transportation areas.

 **Emergency Procedures:** Have a well-defined emergency plan to handle unexpected situations

Here's the checklist in table format to ensure the Provision of Departure Assistance goes smoothly:

Criteria	Element to be Checked	Observation Yes/No
Warm farewells	✓ Staff are present to say goodbye to attendees.	
	✓ Farewells are friendly and sincere.	
Efficient luggage handling	✓ Luggage is organized and clearly labelled.	
	✓ Staff assist with handling luggage quickly.	

Streamlined check-out process	✓ Clear instructions are provided for check-out.	
	✓ All paperwork and payments are completed promptly.	
Timely transportation arrangements	✓ Transportation is scheduled and confirmed in advance.	
	✓ Vehicles are on time and ready when needed.	
Personalized farewell	✓ Personal preferences are acknowledged.	
	✓ Attendees are offered additional assistance (if needed).	
Anticipating future needs	✓ Staff inquire about future travel or event needs.	
	✓ Information about upcoming events is provided.	
Create a seamless departure experience	✓ Coordination between luggage handling, check-out, and transport is smooth.	
	✓ No last-minute issues arise.	



Activity 2: Guided Practice



Task 27:

Your school is organizing a graduation ceremony. The ceremony is expected to have different attendees including government officials, industry leaders, academics, school staff, and graduates. You are assigned to provision of departure assistance to attendees. Organize a role play scenario at your school and do the following:

1. Provide a warm farewells
2. Handle luggage
3. Personalized farewell
4. Anticipate future needs
5. Create a seamless departure experience



Activity 3: Application



Task 28:

Imagine you are the head of a travel agency organizing a large international tourism event. You have successfully planned the event, and it is now nearing the end. However, you realize that the departure assistance for your guests is not as well-organized as you would like. Guests are expressing confusion and frustration over transportation options, check-out procedures, and post-event activities.

1. Prepare the activities involved in departure assistance for an event attendee
2. Provide warm farewell for an event attendee
3. Assist the event attendees for their luggage handling
4. Assist the event attendees for their check-out



Formative Assessment

1. **What is the primary goal of protocol services during a tourism event? Circle the correct letter**
 - A. To ensure the smooth running of the event.
 - B. To provide security and safety for guests.
 - C. To create a positive and memorable experience for VIP guests.
 - D. To manage logistical aspects of the event.
2. **What is the importance of collecting guest information during the check-in process?**
 - A. To track attendance and generate reports.
 - B. To personalize the guest experience.
 - C. To comply with legal and safety regulations.
 - D. All of the above.
3. **What type of seating arrangement is ideal for a conference or workshop where interaction is encouraged?**
 - A. Theater-style
 - B. Classroom-style
 - C. Banquet-style

D. U-shape

4. **What is the primary goal of offering assistance to event attendees?**

- A. To increase ticket sales.
- B. To reduce event costs.
- C. To enhance the overall attendee experience.
- D. To promote the event on social media.

5. **Read the scenario below and work on the related tasks:**

Recreational T&G is a tour company that specializes in event planning. By this year, the company is preparing a prestigious tourism event in Rwanda, showcasing the country's vibrant culture and breathtaking landscapes. For this reason, the company hires you as a Protocol officer to ensure a seamless and memorable experience for all attendees by performing the following tasks:

- a) Assist guest in check-in to the event
- b) Prepare sitting arrangement
- c) Offer assistance to attendees during the event and
- d) Provide departure assistance



Points to Remember

- **Know Your Guests:** Understand the protocol and etiquette requirements for different types of guests, such as VIPs, dignitaries, and international visitors.
- **Anticipate Needs:** Be proactive in identifying and addressing guest needs, whether it's providing specific seating arrangements, arranging transportation, or facilitating introductions.
- **Maintain a Professional Demeanor:** Present a polished and professional image at all times, ensuring that all interactions with guests are courteous and respectful.
- **Effective Communication:** Communicate clearly and concisely with guests, staff, and other stakeholders to avoid misunderstandings and ensure smooth operations.
- **Emergency Preparedness:** Be prepared to handle unexpected situations, such as medical emergencies or security threats, by having a well-defined emergency plan in place.



1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe guest check-in activities					
Perform guest check-in activities					
Identify the types event seating arrangements					
Prepare event seating arrangements					
Assist the event attendees					

Experience	I do not	I know a	I have	I have a lot	I am
Knowledge, skills, and attitudes	have any experience doing this.	little about this.	some experience doing this.	of experience with this.	confident in my ability to do this.
Perform departure assistance					

4. Fill in the table below and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: HANDLE EVENT CLOSURE ACTIVITIES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to handle event closure activities. It covers the debriefing conduction, handling attendees complaints, and preparation post-event report

Self-Assessment: Unit 3

1. Referring to the unit illustration above, answer the following questions:

- a) What does the picture show?
- b) What is the difference between the features in the picture?
- c) Basing on the picture, what do you think this unit is about?

2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.

- a) There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
- b) Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
- c) Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.

3. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe the event debriefing					
Classify the event debriefing					
Prepare an event debriefing					
Identify attendees' complaints					

Experience	I do not	I know a	I have	I have a lot	I am
Knowledge, skills, and attitudes	have any experience doing this.	little about this.	some experience doing this.	of experience with this.	confident in my ability to do this.
Classify event attendees' complaints					
Apply attendees' complaints handling techniques					
Describe the post event report					
Prepare post event report					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the event debriefing	1. Prepare an event debriefing	1. Pay attention to details while dealing with attendees.
2. Identify attendees' complaints	2. Apply attendees' complaints handling techniques	2. Demonstrate team spirit while working with others
3. Describe the post event report	3. Prepare post event report	3. Comply with national and international standards related to preparing event report



Discovery activity

Scenario1: Handle Event Closure Activities

You're the event coordinator for a large international tourism conference that's coming to conclude, attracting thousands of attendees. You've successfully managed the event's various aspects, from speaker logistics to attendee engagement. Now, it's time to focus on the event closure activities.



Task 29:

Referring to the scenario above, answer the following questions.

1. What are the key points of a successful debrief?
2. What "thank you notes" means?
3. Explain steps of conducting debriefing.
4. What are the techniques of handling complaints?
5. What are the types of complaints?
6. How can you (steps) handle complaints?
7. How can you handle attendees' complaints in an event if any?
8. What are the main parts of an event report?
9. How can you prepare the event report?

Topic 3.1: Conducting debriefing

A recent tourism event, the "Nyungwe Forest Canopy Walk," was held in Rwanda. This event aimed to promote eco-tourism, attract international visitors, and showcase the unique biodiversity of the Nyungwe National Park. To identify areas for improvement and celebrate successes, a debriefing session was conducted with key stakeholders, including event organizers, tour operators, local communities, and park rangers.



Activity 1: Problem Solving



Task 29:

Referring to the scenario 1 above, answer the questions below:

1. What do you mean by the term “event debriefing”?
2. Describe Key points of a successful debrief.
3. Prepare the event debriefing.

Key Facts 3.1: Conducting debriefing

- **Introduction:**

- ✓ Conducting a thorough event debriefing is essential for assessing the success of an event and identifying areas for improvement. By gathering feedback from various stakeholders, analyzing key performance indicators, and reviewing event logistics, organizations can gain valuable insights into what worked well and what could be enhanced. This process allows for a comprehensive evaluation of the event's goals, budget, marketing strategies, attendee experience, and team performance.

A well-executed debrief not only helps optimize future events but also provides an opportunity to recognize team members' contributions and celebrate achievements.

- ✓ An event debrief is a critical post-event analysis that allows you to reflect on what worked well, what didn't, and how to improve for future events
- ✓ An event debrief is a post-event analysis where you review the event's performance, identify successes, pinpoint areas for improvement, and develop strategies for future events.



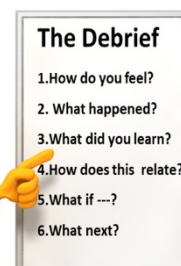
✓ **Why Debrief?**

- ✚ Enriching learning and growth
- ✚ Enables us to discover the perspectives of others
- ✚ Can strengthen social bonds
- ✚ Enables us to recognize patterns and associations
- ✚ Assists in global learning Debriefing

✓ **Types of Debriefing**

- ✚ **Self-Debrief:** An individual reflection on their own performance, identifying strengths, weaknesses, and areas for improvement.
- ✚ **Leadership Team Debrief:** A meeting of leadership to discuss the overall event performance, identify successes, failures, and areas for improvement.²⁷

- ✚ **Participant Team Debrief:** A meeting of team members involved in the event to



²⁷ <https://www.linkedin.com/pulse/happy-debrief-mike-klockenbrink>

discuss their roles, contributions, and lessons learned.

- ✚ **Organizational Debrief:** A broader review involving multiple departments to assess the event's impact on the organization's goals and strategies.

- ✚ **Participant Facilitation Debrief:** A facilitated discussion with event participants to gather feedback, insights, and suggestions for future events.

✓ **Conditions for ' Safe ' event Debriefing**

- ✚ **Commitment to Participation:** All participants must be willing to actively engage in the debriefing process, sharing their thoughts and experiences openly.



- ✚ **Mutual Respect:** A respectful environment is essential for honest and constructive feedback. Participants should listen attentively and value each other's contributions.

- ✚ **Willingness to Listen:** Active listening is crucial for understanding different perspectives and learning from each other. Participants should avoid interrupting and focus on absorbing the information being shared.

- ✚ **Willingness to Change:** A growth mindset is important for personal and professional development. Participants should be open to feedback and willing to consider alternative approaches.

- ✚ **Appropriate Session Leadership:** A skilled facilitator can guide the debriefing process, ensuring that it is productive, focused, and conducive to learning.

The facilitator should create a safe space for open discussion and encourage participation from all members.

- **Key points of a successful debrief**

An event debrief is a crucial post-event analysis to assess the event's success, identify areas for improvement, and learn valuable lessons for future events.

- ✓ **Plan it in Advance:**

-  **Set a clear objective:** Determine what you want to achieve with the debrief.

-  **Create an agenda:** Outline the topics to be discussed and the time allotted for each.

-  **Invite the right people:** Ensure that key stakeholders are involved.

- ✓ **Make it a Safe Forum:**

-  **Establish ground rules:** Create a respectful and open environment where everyone feels comfortable sharing their thoughts.

-  **Encourage open communication:** Foster a culture of honesty and transparency.

-  **Minimize distractions:** Find a quiet and comfortable setting.

- ✓ **Review the Meeting Objectives:**

-  **Reiterate goals:** Remind participants of the initial objectives.

-  **Assess achievement:** Discuss how well the objectives were met.

-  **Identify any deviations:** Analyze any unexpected outcomes.

- ✓ **Be Honest:**

-  **Provide constructive feedback:** Share both positive and negative insights.

-  **Avoid blame:** Focus on solutions rather than assigning fault.

-  **Be specific:** Use concrete examples to illustrate points.

- ✓ **Do a Recapitulation:**

-  **Summarize key points:** Condense the main takeaways.

-  **Reiterate action items:** Clarify who is responsible for what.

-  **Schedule follow-up:** Set a date for the next debrief or progress check-in.

- **Send Thank You Notes:**
 - ✓ **Express Gratitude:** A simple thank-you note or email to attendees, volunteers, sponsors, and vendors can go a long way in fostering positive relationships.
 - ✓ **Personalize Messages:** Tailor each message to the recipient, highlighting their specific contributions or involvement.
 - ✓ **Prompt Future Engagement:** Use the opportunity to invite them to future events or encourage continued support.

- **Request Feedback and Act on It:**
 - ✓ **Utilize Surveys:** Create and distribute surveys to gather quantitative and qualitative feedback from attendees, exhibitors, and sponsors.
 - ✓ **Analyzing Feedback:** Carefully review the feedback to identify trends, strengths, and weaknesses.
 - ✓ **Implement Improvements:** Use the insights gained from feedback to make necessary changes for future events.

- **Share Event Presentation Materials:**
 - ✓ **Document Knowledge:** Share presentations, reports, and other relevant materials with team members and stakeholders.
 - ✓ **Facilitate Knowledge Transfer:** Make the materials accessible to future event planners to avoid reinventing the wheel.
 - ✓ **Create a Knowledge Base:** Develop a central repository for event documentation to streamline future planning processes.

- **Enable and Encourage Social Media Sharing**
 - ✓ **Hashtag Campaign:** Create a unique hashtag for the event to track social media conversations and encourage user-generated content.
 - ✓ **Social Media Wall:** Set up a live social media wall at the event to display real-time posts and foster engagement.
 - ✓ **Social Media Contests:** Organize contests or giveaways on social media to incentivize sharing and increase brand visibility.

- ✓ **Influencer Partnerships:** Collaborate with influencers to promote the event and reach a wider audience.

- **Set a Baseline for Your Next Event**

- ✓ **Data Analysis:** Analyze key performance indicators (KPIs) such as attendance, revenue, and social media engagement to establish benchmarks.
- ✓ **Feedback Analysis:** Review attendee feedback, surveys, and reviews to identify areas for improvement.
- ✓ **Post-Event Survey:** Send a post-event survey to attendees to gather additional insights and suggestions.
- ✓ **Lessons Learned Document:** Create a document to capture key learnings, challenges, and successes.
- ✓ **Future Event Planning:** Use the insights gained from the debrief to inform the planning and execution of future events.

- **Sample of an Event Debriefing: 2025 School Graduation Ceremony**

Event Overview:

- **Event Name:** 2025 School Graduation Ceremony
 - **Date:** June 15, 2025
 - **Location:** School Auditorium
 - **Attendees:** 500+ (Graduates, families, staff, VIPs)
 - **Purpose:** To celebrate and honor the achievements of the graduating class of 2025.
-

What Went Well:

- **Check-In Process:** Smooth and efficient. All guests were able to check in promptly with minimal wait times.
- **Seating Arrangements:** All VIPs and families were seated according to the plan, and the seating area for graduates was well-organized.
- **Ceremony Flow:** The program ran on time. Speeches, awards, and the graduates' walk occurred as scheduled.

- **Staff Coordination:** Volunteers were well-prepared and assisted attendees with directions and any needs during the event.
-

Challenges:

- **Audio Issues:** There was a brief microphone problem during the principal's speech, which delayed the start slightly. This caused some guests in the back to miss portions of the speech.
 - **Seating Confusion:** A few guests struggled to find their seats, especially in the back row, due to limited signage and unclear seating instructions.
 - **Program Distribution:** Some attendees did not receive event programs upon check-in, which led to confusion about the event order.
-

Feedback:

- **Positive:** Many guests complimented the event's organization and the heartfelt speeches, particularly the guest speaker's motivational address.
 - **Negative:** A few guests noted that the seating was cramped, particularly in the back section, and some struggled with the event's flow due to missing programs.
-

Suggestions for Improvement:

1. **Audio Equipment:** Conduct a more thorough check of the audio system before the event to prevent technical difficulties.
 2. **Seating Guidance:** Assign more volunteers to direct guests to their seats and improve signage to ensure everyone is directed properly.
 3. **Program Distribution:** Ensure that all guests receive an event program at check-in to provide clarity on the event's schedule.
-

Conclusion:

The **2025 Graduation Ceremony** was a successful event overall, with minor challenges that can be addressed in future events. With improvements in audio checks, seating logistics, and program distribution, the experience can be enhanced for all attendees in the future.

Prepared by:

[Your Name]

Event Coordinator

[Date]



Activity 2: Guided Practice



Task 30:

You have been tasked with conducting the debriefing for the 2025 School Graduation Ceremony. After the successful completion of the event, you will gather the team of organizers, volunteers, and key stakeholders (teachers, event coordinators, technical staff) to evaluate how the event went, identify what worked well, and highlight areas for improvement.



Activity 3: Application



Task 31:

The "Ubumuntu Cultural Festival" was a recent tourism event in Rwanda, aiming to showcase the rich cultural heritage of the country. The event included traditional dance performances, music, art exhibitions, and local food stalls. While the event was generally successful, there were some areas where improvements could be made.

1. Describe the key points of the event debriefing
2. Collect feedback from all event attendees
3. Prepare thank you notes to all event stakeholders
4. Share event presentation materials
5. Present the event debriefing

Topic 3.2: Handling attendees complaints



Activity 1: Problem Solving



Task 32:

A recent cultural festival in a popular tourist destination was met with mixed reviews. Some attendees praised the unique experiences and vibrant atmosphere, while others expressed dissatisfaction with long queues, logistical challenges, and a lack of clear information.

1. What are the types of complaints?
2. What are the causes of event complaints?
3. What are the techniques of handling complaints?
4. How can you (steps) handle complaints?

Key Facts 3.2: Handling attendees' complaints

- **Introduction:**

Handling complaints effectively is crucial for maintaining a positive reputation in the tourism industry. Attendee satisfaction is paramount and addressing complaints promptly and professionally can significantly impact overall event experience.



By listening actively, empathizing with the issue, and taking immediate action, event organizers can turn a negative situation into a positive one.

Effective complaint handling not only resolves immediate issues but also provides valuable feedback for future event improvement. A well-handled complaint can even strengthen the relationship between the event organizer and the attendee.

- **Types of event complaints, categorized by the area they pertain to:**

- ✓ **Venue/Logistics:**

- ✚ **Location:** Poor accessibility, inconvenient location, insufficient parking, etc.
- ✚ **Space:** Crowded conditions, uncomfortable seating, poor ventilation, noise levels, etc.
- ✚ **Temperature:** Too hot or too cold.
- ✚ **Layout:** Confusing floor plans, long lines, poorly organized spaces.
- ✚ **Technical Difficulties:** Issues with audio/visual equipment, Wi-Fi connectivity, etc.
- ✚ **Food and Beverage:** Poor quality food, long wait times, limited options, beverage shortages, etc.
- ✚ **Restrooms:** Insufficient facilities, unclean conditions, long wait times.
- ✚ **Signage:** Lack of clear directions, confusing or misleading signs.

- ✓ **Content/Programming:**

- ✚ **Speakers/Presenters:** Unengaging, unprepared, poor delivery, lack of expertise.
- ✚ **Topics:** Uninteresting, irrelevant, too advanced or too basic.
- ✚ **Schedule:** Poorly timed sessions, scheduling conflicts, excessive breaks.
- ✚ **Content Delivery:** Poor audio/visual quality, technical difficulties, lack of audience interaction.

- ✓ **Staff/Service:**

- ✚ **Unhelpful or Rude Staff:** Lack of knowledge, unwillingness to assist, poor attitude.
- ✚ **Slow Service:** Long wait times, inefficient processes.
- ✚ **Lack of Information:** Inadequate signage, unclear instructions, lack of communication.
- ✚ **Security Concerns:** Lack of security personnel, inadequate security measures.

- ✚ **Pricing:** High ticket prices, poor value for money.
- ✚ **Marketing/Promotion:** Misleading advertising, lack of clear information.
- ✚ **Accessibility:** Lack of accommodation for people with disabilities.
- ✚ **Health and Safety:** Poor hygiene, lack of sanitation.

- **Techniques of handling complaints**

Effective complaint handling is crucial for maintaining a positive event experience. By addressing complaints promptly and professionally, event organizers can mitigate potential negative impacts and enhance attendee satisfaction. This response will delve into some key techniques for handling complaints during an event.



28

✓ **Prepare for Complaints:**

- ✚ **Anticipate Issues:** Consider potential problems that might arise, such as technical difficulties, venue issues, or dissatisfied attendees.
- ✚ **Develop a Response Plan:** Create a strategy for handling complaints, including who to involve, escalation procedures, and communication protocols.
- ✚ **Train Staff:** Ensure your team is equipped to handle complaints professionally and empathetically.

✓ **Listen Attentively:**

²⁸ ²⁸ <https://www.providesupport.com/blog/wp-content/uploads/2016/03/5-Types-of-Complaining-Customers-and-How-to-Handle-Their-Complaints.jpg>

- ✚ **Give Your Full Attention:** Maintain eye contact, avoid distractions, and focus on the complainer's concerns.
- ✚ **Active Listening:** Paraphrase the complaint to ensure understanding and show empathy.
- ✚ **Ask Open-Ended Questions:** Encourage the complainer to elaborate on their concerns.
- ✓ **Be Calm:**
 - ✚ **Stay Composed:** Avoid becoming defensive or argumentative.
 - ✚ **Speak Clearly and Slowly:** This helps to convey a sense of calm and control.
 - ✚ **Use a Positive Tone:** A positive tone can help de-escalate the situation.
- ✓ **Apologize and Empathize:**
 - ✚ **Acknowledge the Disappointment:** Express sincere regret for the negative experience.
 - ✚ **Empathize with the Complainer:** Show understanding and compassion for their feelings.
- ✓ **Take Responsibility:**
 - ✚ **Own the Problem:** Avoid blaming others or making excuses.
 - ✚ **Commit to a Solution:** Assure the complainer that you will take steps to resolve the issue.
- ✓ **Fix It:**
 - ✚ **Take Immediate Action:** If possible, address the issue promptly.
 - ✚ **Follow Up:** Keep the complainer informed about the progress of the solution.
 - ✚ **Offer Compensation:** If appropriate, consider offering a refund, discount, or other form of compensation.
- ✓ **Tell Your Team:**
 - ✚ **Share the Feedback:** Inform your team about the complaint and any lessons learned.
 - ✚ **Encourage Open Communication:** Create a culture where staff feel comfortable reporting issues and seeking feedback.
- ✓ **You Can't Make Everyone Happy:**

-  **Learn from Mistakes:** Use negative feedback as an opportunity for improvement.
-  **Maintain a Positive Attitude:** Focus on the majority of satisfied customers.
-  **Let Go of Negative Experiences:** Don't dwell on complaints; move forward and focus on future opportunities.



Activity 2: Guided Practice



Task 33:

You have been tasked with handling attendees' complaints during the 2025 School Graduation Ceremony. The ceremony is running smoothly, but a few guests express concerns regarding different aspects of the event such as: Logistical Complaints, Security Concerns, Comfort and Environment. As the event coordinator or a designated staff member, you need to address the complaints professionally and ensure that the guests feel heard, valued, and satisfied by the end of the event.



Activity 3: Application



Task 34:

A group of tourists on a guided safari in Rwanda are disappointed with the lack of wildlife sightings during their game drive. They express their dissatisfaction to the tour guide.

1. Explain how the tour guide should initially respond to the tourists' complaint, and what key communication skills should they employ
2. Describe the strategies that the tour guide can use to actively listen to the tourists' concerns and empathize with their disappointment?
3. Describe the steps that the tour guide can take to prevent similar complaints in the future, such as improving the itinerary or providing more accurate information to tourists
4. Determine how the tour company can use feedback from this complaint to enhance their overall service quality and customer satisfaction

Topic 3.3: Preparation of post event report



Activity 1: Problem Solving



Task 35:

Scenario: Preparation of post event report

A local tourism board recently hosted a successful cultural festival to promote the region's unique heritage and attract tourists. The event featured traditional music and dance performances, local cuisine, and artisan markets. The tourism board now needs to prepare a comprehensive post-event report to evaluate the event's success, identify areas for improvement, and inform the future.

1. What is the primary purpose of the event report?
2. Who is the target audience for event report?
3. What is the most logical way to organize the information in an event report?
4. What are the key points of the event report?

Key Facts 3.3: Preparation of post event report

- **Introduction:**

A post-event report is a crucial document that serves as a retrospective analysis of an event. It's a valuable tool to evaluate the success, challenges, and overall performance of the event. By systematically reviewing various aspects of the event, organizations can learn from past experiences, identify areas for improvement, and inform future planning.

An event report is a detailed summary of your event's outcomes, covering everything from attendance and engagement to finance and marketing effectiveness. It's a tool that allows you to analyze the event's success, pinpoint areas for improvement, and gather insights for future planning.



29

✓ **The target audience for an event report**

The target audience for an event report can vary depending on the specific event and its goals. The following are some common groups who might be interested in reading an event report:

Internal Stakeholders:

- Event Organizers: The team responsible for planning and executing the event.
- Executives and Management: Decision-makers within the organization who need to understand the event's impact and ROI.
- Department Heads: Relevant department heads who may have contributed to the event or whose teams were involved.

External Stakeholders:

- Sponsors: Organizations that provided financial or in-kind support for the event.
- Partners: Collaborating organizations or individuals who contributed to the event's success.
- Media and Press: Journalists and media outlets interested in the event's coverage and impact.
- Future Attendees: Potential attendees of future events who may be interested in learning about the event's experience and outcomes.

²⁹ <https://www.fielddrive.com/blog/event-reporting-examples-and-guide>

✓ **Types of event reports:**

 Attendee feedback

- This report includes participant feedback on their experience at the event.

 Attendee statistics

- This report provides a summary of key data about event participants, such as the total number of attendees, demographics, and trends in participation.

 Executive summary

- This report provides a quick overview of the event, including key achievements, challenges, and recommendations.

 Key performance indicators

- This report outlines the metrics used to evaluate the event's success, such as attendance, revenue, engagement, and social media mentions.

 Revenue

- This report includes a graph that visually represents the event's costs and the money made through ticket sales and other sales.

 Budget analysis

- This report includes a detailed analysis of the event's budget and resource allocation.

 Event logistics

- This report evaluates the venue, catering, transportation, and other logistical aspects of the event.

 Event timeline

- This report includes a timeline of the event, including key milestones and any changes or adjustments made along the way.

✓ **Importance of a Post-Event Report**

- a) Helps identify what worked well and where improvements are needed.
- b) Provides a clear evaluation of your event's return on investment (ROI) and overall financial success.
- c) Acts as a valuable record, serving as a reference point for planning future events.

- d) Demonstrates event impact and success, which can help secure future sponsorships and funding.
- e) Offers insights into attendee engagement, helping tailor future event experiences to better meet audience expectations.
- f) It allows you to review logistical execution, help refine operations, and ensure smoother events moving forward.
- g) Aids in aligning your team and stakeholders by providing a transparent overview of the event's performance.

✓ **Information to prepare the event report**

A well-structured post-event report should cover all essential aspects to give a complete picture of your event's performance. The following are the key information to include in the event report:

 Target Audience

- Identify key stakeholders and departments who will use the report.

 Event Name

 Team

- List of team members responsible for the event.

 Mission Statement or Event Objective

 Attendee Demographics

- Breakdown by age, location, industry, etc.

 Event Agenda

 Budget

- Include expenditures, revenue, and overall financial outcomes.

 Data and Analytics

- Attendance
- MQLs/Pipeline/Bookings
- Lead generation numbers

 Trade Show Recap

- Summary of participation and booth interactions (if applicable).

 Event Marketing

- Performance of marketing channels, social media reach, impressions, and engagement.

Attendee Satisfaction

- Feedback, surveys, and overall attendee experience.

Event Content

- Breakdown of sessions, keynotes, or workshops.

Sponsorship

- ROI for sponsors and their impact on the event.

Key Takeaways

- Major insights or lessons learned that can be applied to future events.

Technology Performance

- Evaluation of tech tools used (check-in systems, lead retrieval, etc.) and their overall effectiveness.

Logistics Review

- Analysis of the event's logistics, including venue setup, catering, and operational efficiency.

Media Coverage

- Include press mentions, media partnerships, and external event coverage (if applicable).

● **Steps to prepare a post event report**

- **Gather Data and Information:** Collect all relevant data, including attendance figures, financial records, surveys, social media analytics, and any other pertinent documents.
- **Define the Report Structure:** Determine the format and outline of the report, considering the specific needs and preferences of the stakeholders.
- **Start with an Executive Summary:** Provide a concise overview of the entire report, highlighting key findings and recommendations.
- **Provide an Event Overview:** Describe the event's goals, objectives, target audience, and overall theme.
- **Evaluate Event Success:** Assess how well the event met its objectives, using metrics such as attendance, engagement, and feedback.

- **Analyze Event Budget:** Review the event's budget, comparing planned expenses to actual costs. Identify any cost-saving opportunities for future events.
 - **Assess Marketing and Promotional Strategies:** Evaluate the effectiveness of marketing and promotional efforts in reaching the target audience.
 - **Review Event Logistics:** Analyze the logistics of the event, including venue selection, setup, and coordination. Identify any logistical challenges and potential improvements.
 - **Gather Stakeholders' Feedback:** Collect feedback from attendees, sponsors, and other stakeholders to gain insights into their experiences.
 - **Reflect on Lessons Learned:** Identify key takeaways from the event, both positive and negative, to inform future planning.
 - **Conclude with Actionable Insights:** Provide specific recommendations for future events based on the lessons learned and analysis of the data.
- **Parts of an event report**
 - **Executive Summary:** A concise overview of the entire report, highlighting key findings, recommendations, and overall event performance.
 - **Event Introduction:** Provides background information about the event, including its purpose, objectives, target audience, and theme.
 - **Event Logistics:** Details the logistical aspects of the event, such as venue selection, setup, transportation, catering, and technical requirements.
 - **Event Activities:** Describes the specific activities and sessions that took place during the event, including workshops, presentations, and panel discussions.
 - **Key Findings and Outcomes:** Summarizes the major outcomes and achievements of the event, including attendee feedback, social media engagement, and media coverage.
 - **Challenges and Opportunities:** Identifies any challenges or obstacles encountered during the event planning and execution, as well as potential opportunities for future events.

- **Conclusion and Recommendations:** Provides a final summary of the event's success and offers actionable recommendations for future events, based on the findings and lessons learned.

- **Event report format**

An event report is a comprehensive document that provides a detailed analysis of an event's performance. It serves as a valuable tool for evaluating the event's success, identifying areas for improvement, and informing future planning.

- **Executive Summary**

Concise overview of the event, including its objectives, key findings, and recommendations.

- **Event Overview**

Event Title

Date and Time

Venue

Organizer

Target Audience

Event Objectives

- **Event Planning and Implementation**

Planning Committee

Roles and Responsibilities

Budget

Marketing and Promotion

Strategies used (social media, email, print, etc.)

Effectiveness of marketing efforts

- **Logistics and Operations:**

Venue selection and preparation

Event setup and teardown

Catering and refreshments

- AV equipment and technical support

- Security and emergency procedures

- **Event Execution**

 Attendance:

- Total number of attendees
- Breakdown by category (e.g., industry, job title)

 Event Highlights:

- Key speeches, presentations, or performances
- Interactive sessions or workshops
- Networking opportunities

 Challenges and Issues:

- Any problems or obstacles encountered
- How these issues were addressed

 Feedback and Evaluation:

- Feedback from attendees, speakers, and sponsors
- Results of any surveys or questionnaires

● **Financial Analysis**

 Budget vs. Actual Expenses:

- Comparison of budgeted and actual costs

 Revenue:

- Ticket sales, sponsorships, and other income sources

 Profit/Loss:

- Overall financial performance of the event

● **Lessons Learned and Recommendations**

 Key Takeaways:

- What worked well and what didn't

 Areas for Improvement:

- Suggestions for future events

 Actionable Recommendations:

- Specific steps to be taken to address identified issues

● **Appendices**

 Detailed budget

 Marketing materials

 Event agenda

-  **Attendee list**
-  **Speaker bios**
-  **Photos and videos**
-  **Survey results**
-  **Press clippings**

Post-Event Report Format

Event Title: [Insert Event Name]

Date: [Insert Date]

Venue: [Insert Venue]

Organizer(s): [Insert Organizer Name(s)]

Prepared by: [Insert Preparer's Name]

Date of Report: [Insert Date]

1. Executive Summary

Provide a high-level overview of the event, summarizing its purpose, key activities, major outcomes, and overall impact. Highlight any significant achievements and important takeaways from the event.

2. Event Introduction: Employable Skills for Sustainable Job Creation

Describe the event's background, objectives, and significance in addressing employable skills for sustainable job creation. Explain how the event aimed to equip participants with relevant skills and knowledge to improve employment opportunities.

3. Event Logistics

- **Date and Time:** [Insert Date and Time]
- **Venue:** [Insert Location]
- **Target Audience:** [Describe the target participants]
- **Number of Participants:** [Insert Number]
- **Speakers/Facilitators:** [List names and roles]
- **Partners and Sponsors:** [List any collaborating organizations]

4. Event Activities

Provide a detailed account of the activities conducted during the event, including:

- Keynote speeches and presentations
- Panel discussions
- Workshops and training sessions
- Networking opportunities
- Hands-on demonstrations or case studies
- Any other interactive engagements

5. Key Findings and Outcomes

Summarize the main insights gained from the event. Include key takeaways, participant feedback, and measurable outcomes, such as:

- Skills developed or enhanced
- Employment or training opportunities generated
- Lessons learned and knowledge shared
- Impact assessment or testimonials from attendees

6. Challenges and Opportunities

Discuss any obstacles encountered during the planning or execution of the event. Highlight opportunities for improvement and ways to enhance future events.

7. Conclusion and Recommendations

Provide a final assessment of the event's success and its contribution to sustainable job creation. Offer recommendations for future initiatives, including potential areas of expansion, follow-up activities, and strategies for greater impact.

Attachments (if any): Include photos, participant feedback forms, attendance sheets, or any other relevant supporting documents.

End of Report



Activity 2: Guided Practice



Task 36:

You are a staff member at your School, and the school administration has requested you to prepare a detailed event report for the recently concluded Graduation Ceremony held on June 15, 2025.

The School Manager wants the report to document key aspects of the event, including its objectives, logistics, activities, outcomes, and recommendations for future ceremonies. The report will be shared with the school board and other stakeholders to assess the event's success and identify areas for improvement.

Your report should highlight:

- The purpose of the graduation ceremony (e.g., celebrating academic achievements and recognizing outstanding students).
- Event logistics, such as the venue, guest list, and program schedule.
- Activities, including speeches, awards, and special performances.
- Key outcomes, such as student feedback, notable moments, and media coverage.
- Challenges encountered (e.g., technical issues, weather conditions) and suggestions for improving future graduations.



Activity 3: Application

Imagine you've just concluded a major tourism event, such as a cultural festival or adventure sports competition. The event was a success, drawing in a large crowd and generating significant media attention. However, to truly gauge the event's impact and identify areas for improvement, a comprehensive post-event report is essential.



Task 37:

1. Identify the objectives of the event.
2. Describe the target audience for the event.
3. Prepare a post event report.



Formative Assessment

1. What is the primary goal of a debriefing session in an event?

- a) To assign blame for mistakes.
- b) To celebrate individual successes.
- c) To learn from experiences and improve future performance.
- d) To simply discuss what happened during the event.

2. What is a common mistake to avoid during a debriefing session?

- a) Encouraging open discussion.
- b) Focusing on solutions, not just problems.
- c) Taking notes during the session.
- d) Dominating the conversation.

3. When dealing with an attendee complaint, the first step should be to

- a) Ignore the complaint and hope it goes away.
- b) Immediately escalate the issue to management.
- c) Listen actively and empathetically to the attendee's concerns.
- d) Apologize profusely, regardless of the situation.

4. After resolving an attendee complaint, it's important to

- a) Forget about the incident and move on.
- b) Document the complaint and the resolution.
- c) Blame the attendee on the issue.
- d) Share the complaint with all staff members.

5. A positive attitude and a willingness to help can significantly improve the outcome of

- a) A successful event.
- b) Handling attendee complaints.
- c) A well-planned event.
- d) A large-scale event.

6. Read the scenario below and perform the related tasks:

Blue Travel is a travel agency that specializes in cultural festival in Rwanda. This year it has, the festival was showcasing the nation's rich heritage through music, dance, and traditional crafts. Assume that the Blue Travel agency hires you as an event officer to work on the closing

out the post-event activities to ensure a positive lasting impression on attendees. So, based on the above information, you are tasked to:

1. Conduct the event debriefing,
2. Handle attendees' complaints
3. Prepare event report



Points to Remember

- Establish a non-judgmental environment where participants feel comfortable sharing their thoughts and experiences without fear of criticism.
- When handling attendee complaints, Listen Actively, Stay Calm and Professional and Resolve the Issue Promptly
- Submit your report promptly after the event. A timely report ensures that the information is fresh and relevant, and it allows stakeholders to make timely decisions.
- Use clear and concise language to communicate your findings. Avoid jargon and technical terms that may not be familiar to all readers. Focus on the key points and avoid unnecessary details.
- Your report should provide actionable insights and recommendations. Identify areas for improvement and suggest specific steps to be taken to enhance future events.



1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe the event debriefing					
Classify the event debriefing					
Prepare an event debriefing					
Identify attendees' complaints					

Experience	I do not	I know a	I have	I have a lot	I am
Knowledge, skills, and attitudes	have any experience doing this.	little about this.	some experience doing this.	of experience with this.	confident in my ability to do this.
Classify event attendees' complaints					
Apply attendees' complaints handling techniques					
Describe the post event report					
Prepare post event report					

Fill in the table below and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.



Summative assessment

Integrated/Summative assessment

Read the situation below and perform the tasks required

On April 15, 2024, Karibu Convention Centre located in Niboye sector, Kicukiro district in Rwanda will host the highly anticipated "Tech Summit 2024." The event will attract tech industry leaders, international delegates, venture capitalists, media representatives, and tech enthusiasts from around the world. As the company is lacking a competent worker to provide protocol services, they have decided to hire you as an expert in event protocol services provision to make this summit a success.

Activities:

1. Identify suppliers and stakeholders
 2. Build the agenda
 3. Assisting guest in check-in to the event
 4. Prepare the seating arrangement
 5. Conduct departure assistance
 6. Handle guest complaints accordingly
 7. Prepare the post event report
- ❖ Accomplish this task within 2hours
 - ❖ All necessary equipment, tools and materials are available in the school workshop
 - ❖ Consider all the necessary steps to accomplish this task

Resources

Tools	Note books, dairies, microphone, speakers, projectors, sound system
Equipment	Computer, Printer, Telephone, Chairs, Tables, Napkins, Table cloths
Materials	Flipcharts, Badges, Brochures, Papers, Pens, Markers, Pins, Post it, Flowers

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