



SAMPLE EXAM PAPER – MARK SCHEME

OTHM Individual Certificate in Conference and Event Management

Date: TBA

Time: TBA

3 hours duration

Answer Four questions only

All questions carry equal marks

Do not repeat the question in the answer but show clearly the number of the question you are answering on the appropriate pages of the answer book. Questions may be answered in any order.

Rough workings should be included in the answer book and ruled through after use.

Question 1

a) Outline the key responsibilities of an Event Manager

15 Marks

- Central Liaison, Director of operations and the Key contact
- The ability to select the right team and delegate
- Event planning
- Event Marketing and/or promotion if appropriate
- Control of Deadlines, People and Budget

3 marks each section = Total 15 marks

b) Give THREE clear working examples of possible event objectives for a country, resort, organisation or group of your choice

10 Marks

Possible examples

- Local Charity Fundraiser
- Local sports event or league or championship
- Business promotion/exhibition
- Themed cultural event/festival
- Religious event
- Carnival or celebration

10 marks over the three examples

[3 marks each plus one mark for quality/presentation]

Total 25 marks

Question 2

You have been asked by your hotel manager to put together a checklist of things to do when organising a press reception for a client at your hotel. [Approximately sixty guests and participants will be present.]

25 marks

Checklist of things to do:

- Venue selection
- Dates and Times
- Room layout
- Technical equipment

Up to 10 marks

- Hospitality- appropriate Food and Beverages – Buffet or sit down

Up to 5 marks

- Staffing
- Seating

Up to 5 marks

- Communication with Client
- Working to agreed budget

Up to 5 Marks

Bullet point answers alone will not be adequate for full marks: The candidates also need to make a statement or comment to expand each point.

Question 3

As promotions manager of your local Tourist Board, you have been asked to write a letter of invitation to: British Tour Operators, Travel agents and airlines. The objective is to invite them to your stand at the World Travel Market [Exhibition] that takes place in London each year. Your letter should include a clear reason on why they should visit your stand along with some USP's of your country and hospitality advantages.

25 marks

- Candidate chooses a country and takes on role of Promotions Manager
- 2 Marks
- Presents background and USPs and ideal Target Group
- 6 Marks
- Letter to include a possible invitation to Tour Operator and Travel Agent for a complimentary visit to your country
- 6 Marks
- Private meeting & Hospitality at the stand
- 4 Marks
- Carriers to work with Tourist Board and Tour Operator on Flight Frequency and Costs if National Airline
- 3 Marks
- Confirm Tourism Infrastructure
- 4 Marks

Question 4

'Events cannot be managed without the right people'. Write a report, briefing your colleagues on how to recruit, select and train suitable staff for an event.

25 marks

- Job Description and Specifications
- Advertising for staff in Media
- Circulating vacancies to appropriate Training centre, college or Institute.
- Application form design and circulation to potential candidates
- Screening and organising interviews
- Second screening during interview
- Offers- Selection
- Induction Training programme

3 marks each point made plus one mark for quality and presentation.

Question 5

Outline the key Health, Safety and Security issues, which must be considered when organising an event.

25 marks

- Hygiene- staff, ingredients, surfaces, equipment, crockery, cutlery, glass ware, toilets
- Safety including : Outdoor and indoor, Toilets- disability access, Stairways, corridors, Fire escapes, Evacuation procedures, seating, accommodation if overnight
- Security: Screening guests and suppliers, Protection of Motor vehicles, personal belongings and the individual, emergency procedures for incidents.

8 marks available in each section plus one mark for quality and presentation

Question 6

You are part of a team organising a major outdoor event over a number of days [Example: The Annual 2 Day Notting Hill Carnival London] - an event in August with over 1.5 million visitors plus hundreds of stand organisers, dancers and musicians.

What are the major issues for the event managers [London tourist board & the Carnival committee] concerning site/route management?

25 marks

- Agreeing Days and Dates
- Agreeing Health , Safety and Security issues with organisers and police
- Traffic Management- Transportation to and from event [Parking and Public Transport]
- Agreeing Time table for procession and order of procession
- Safe area for carnival participants to get ready before the parade
- Sign posting and F & B licences
- Festival licences if appropriate
- Policing and Security
- Budget
- Promotion of event

2 marks for each point made plus bonus 5 marks for quality and presentation of answer.

Question 7

- a) As an event organiser you need to target the right audience/visitor group. Taking a festival [local, regional or national] - explain the event and the ideal target group/s.

10 Marks

Candidate needs to choose a festival and country they are familiar with:

- Festival description and USP's
- 4 Marks
- Region, country and venue
- 2 Marks
- Timing – relevance to season, bank holiday special celebration day- political or religious
- 2 Marks
- Target group to attend festival – singles, couples, families
- 2 Marks

b) What media and communication strategy would you use to successful contact and stimulate your target group/s.

15 Marks

- Outline of Promotion Mix
- Newspapers & Magazines
- TV and Radio- budget permitting
- Direct Marketing [Leaflets and Mail shots if appropriate]
- E Marketing

3 marks for each point made = 15 marks

Total 25 marks

Question 8

The end of an event also needs professional management. As one of the deputy managers of a conference centre, write a short report to your manager outlining the essential activities post event.

25 marks

Post Event Activities:

- Site Clearance- including listing damage to make good
- De-briefing the team- Audit and feedback with team members
- De-briefing the Client – Audit and feedback with client
- Report and recommendations

6 marks for each section covered plus one bonus available for quality and presentation