



EVENTS MANAGEMENT SERVICES

TECHNICAL-PROFESSIONAL

Grade 12

**Three-Term Budget Of Work (BOW)
for Learning Competencies**

**TECHNICAL-PROFESSIONAL
HOSPITALITY AND TOURISM
Grade 12**

**Three-Term Budget of Work
For Learning Competencies**

Please note that each TechPro elective is completed within one term if delivered at Grade 12.

Elective	Event Management Services
Prerequisite	None

Performance Standard	The learners conceptualize event plans by preparing event proposals and budgets.
Content Standard	The learners demonstrate an understanding of the fundamental concepts, processes, and roles within the event management industry.

Week	Learning Competency	Suggested Activities
1	Discuss the history and evolution of event management.	Activity 1: Event History Report Task: Research and write a report on the evolution of event management, highlighting major milestones and trends. Activity 2: Timeline Presentation Task: Create a visual timeline of the development of event management practices and present it to the class.

Week	Learning Competency	Suggested Activities
	Identify career opportunities in events management	Activity 1: Career Research Paper Task: Identify at least 5 careers in event management and explain the skills required for each. Activity 2: Career Panel Simulation Task: Prepare a mock career panel discussion highlighting different roles in the event industry.
2	Explain the importance of event concepts and themes in preparing an event proposal.	Activity 1: Concept Analysis Task: Choose an event type and explain how a concept and theme influence the planning and execution. Activity 2: Theme Proposal Task: Develop 3 potential themes for a given event and justify their suitability to the client's goals.
	Prepare a SOAR analysis for the event proposal.	Activity 1: Individual SOAR Analysis Task: Prepare a SOAR (Strengths, Opportunities, Aspirations, Results) analysis for a sample event proposal. Activity 2: Group SOAR Discussion Task: Discuss and compare SOAR analyses in a group, then consolidate into one improved version.
3	Prepare a budget allocation for an event	Activity 1: Event Budget Worksheet Task: Prepare a detailed budget for a proposed event including projected

Week	Learning Competency	Suggested Activities
		expenses and revenues. • Activity 2: Budget Presentation ○ Task: Present your budget plan to a group and explain allocation decisions.
	• apply the key elements of event branding in preparing an event proposal.	• Activity 1: Branding Concept Paper ○ Task: Identify key branding elements for an event and explain their relevance in a proposal. • Activity 2: Branding Mock Proposal ○ Task: Create a mini event proposal applying the branding elements for a hypothetical client.

Suggested Performance Tasks	Individual Performance Task: Event Branding Draft ○ Task: Create a branding outline for a small event of your choice. Include: ■ Event Name ■ Theme & Tagline ■ Logo or Symbol (sketch allowed) ■ Color Scheme Group Task: ● Event Proposal with Branding ○ Task: As a group, prepare a simple event proposal that shows clear event branding. Include: ■ Event Description ■ Branding Package (name, logo, theme, tagline, colors) ■ Sample Promotional Material (poster or social media layout)
------------------------------------	--

Performance Standard	The learners conceptualize event plans by preparing event proposals and budgets.
Content Standard	The learners demonstrate an understanding of the fundamental concepts, processes, and roles within the event management industry.

Week	Learning Competency	Suggested Activities
4	Prepare an event proposal based on the client's preference.	Activity 1: Individual Proposal Draft Task: Prepare a draft event proposal aligned with a specific client's requirements. Activity 2: Proposal Review Workshop Task: Share proposals with peers and revise based on feedback to ensure client alignment.
	Develop a contingency plan for potential risks in an event	Activity 1: Risk Assessment Worksheet Task: Identify potential risks for a sample event and develop mitigation strategies. Activity 2: Contingency Scenario Simulation Task: Conduct a mock exercise responding to a potential event crisis using the contingency plan.
5	Simulate event proposals and bidding.	Activity 1: Proposal Simulation Task: Create a simulated event proposal and present it as if bidding for a client's event. Activity 2: Group Bidding Competition Task: Participate in a group simulation where teams pitch proposals to a "client" panel.

Performance Standard	The learner applies knowledge on developing event programs and selecting appropriate venues.
Content Standard	The learner demonstrates an understanding of developing event programs and selecting appropriate venues.

Week	Learning Competency	Suggested Activities
5	developing an event program in preparing for an event.	Activity 1: Event Program Draft Task: Develop a detailed program schedule for a sample event including timings, activities, and flow. Activity 2: Program Flow Presentation Task: Present the program to a group and explain the rationale for sequencing activities.
6	site a venue selection checklist for events.	Activity 1: Venue Checklist Creation Task: Create a checklist of criteria to evaluate venues for events. Activity 2: Venue Assessment Simulation Task: Apply the checklist to a real or hypothetical venue and report findings.
	Discuss the legal and regulatory requirements of different events	Activity 1: Legal Requirements Report Task: Prepare a report summarizing the legal and regulatory requirements for different event types.

		• Activity 2: Compliance Scenario Exercise ◦ Task: Analyze a sample event for compliance with legal requirements and propose adjustments.
7	• Explain the ethical considerations in event management.	• Activity 1: Ethics Case Study ◦ Task: Analyze an event scenario and identify potential ethical issues and solutions. • Activity 2: Ethics Debate ◦ Task: Participate in a group debate discussing ethical dilemmas in event management.
	• develop checklist of legal documents for an event	• Activity 1: Legal Document List ◦ Task: Create a checklist of all required legal documents for a specific type of event. • Activity 2: Document Validation Simulation ◦ Task: Simulate reviewing an event proposal to ensure all legal documents are complete and valid.

Suggested Performance Tasks	Individual Performance Task: • Ethical Event Management Reflection ○ Task: Choose one planned or hypothetical event. Identify three ethical considerations (e.g., safety, transparency, inclusivity) and explain how you would apply them in managing the event. Group Task: • Legal Documents Checklist Development ○ Task: As a group, create a complete checklist of legal documents needed for organizing an event. Include items such as permits, contracts, safety documents, and consent forms. Present the checklist in a clear, organized table or poster format.
------------------------------------	---

Performance Standard	The learners manage an event
Content Standard	The learners demonstrate an understanding of managing events

Week	Learning Competency	Suggested Activities
8	• Discuss managing contractors for an event	• Activity 1: Contractor Role Analysis ○ Task: Write a report describing key contractor roles and responsibilities in events. • Activity 2: Contractor Coordination Simulation ○ Task: Simulate coordinating multiple contractors for an event and resolve conflicts.

Week	Learning Competency	Suggested Activities
	Execute an even following contractor	Activity 1: Event Execution Plan Task: Draft a step-by-step plan to execute an event following contractor procedures. Activity 2: Mock Event Execution Task: Simulate an event execution including contractor management and workflow.
9	Prepare a portfolio of an event	Activity 1: Portfolio Compilation Task: Compile photos, reports, and documentation of a sample event into a portfolio. Activity 2: Portfolio Presentation Task: Present the portfolio to a group, highlighting planning, execution, and outcomes.
10	Manage an event	Activity 1: Event Management Plan Task: Prepare a full management plan for a sample event including timeline, resources, and staffing. Activity 2: Event Simulation Exercise Task: Simulate managing a full event from preparation to evaluation, implementing all previous competencies.

Suggested Performance Tasks	Individual Performance Task: • Event Portfolio Compilation ○ Task: Choose an event (past, planned, or hypothetical) and prepare a simple event portfolio containing: ■ Event title and overview ■ Objectives ■ Branding elements (logo, theme, color scheme) ■ Program flow ■ Photos or mock-ups of materials (poster, ticket, layout) Group Task: • Mini Event Management Simulation ○ Task: As a group, plan and manage a small in-class or school-based activity (e.g., mini program, booth, demonstration). Your group must: ■ Assign roles (manager, logistics, program, promotions) ■ Prepare a short event plan ■ Execute the activity during the scheduled time ■ Conduct quick evaluation after the event
------------------------------------	---