# INTRODUCTION TO EVENT PLANNING

## SAMPLE ROLE PLAY 1

***Disclaimer:*** *This is a sample role play of what a competitor will find in this competition. To view the official guidelines, visit the Competition page of the national website at [www.fbla.org](http://www.fbla.org).*

**PARTICIPANT INSTRUCTIONS**

1. You have 20 minutes to review the case.

2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up. Competitors must stop when time is up.

3. The presentation is interactive with the judges who will ask questions throughout.

4. Each competitor will be given two note cards. Note cards will be collected following the presentation.

5. If participating as a team, all team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

**ROLE PLAY SITUATION**

**Background Information**

The competitor(s) are event planners for a large event center in a metropolitan area that provides facility rental for weddings, birthdays, corporate events, etc. The competitor(s) have been asked to work with a "difficult and challenging" corporate client. The competitor(s) will need to understand and adapt to the various demographics of customers for different types of events and meet their expectations as much as possible and within reason.

The client (judges) in this scenario is the social event planner for a corporate group. The individual has consistently shown a disregard to limitations in the event facility usage and does not understand the need to follow commonly accepted policies and procedures in the event planning industry. The task is to develop a list of risk management requirements for the event that may cause issues and present them to the client. By providing the client with this list, the event planner will need to clearly establish expectations that both parties must adhere to. The competitor(s) need to demonstrate an appreciation of the event value for the customer through their explanations of the event plans.


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**Scenario**

The specific context the competitor(s) find themselves in this moment is that the client wants to set up features that will partially block the facility's egress. The competitor(s) have no other option than they must follow fire marshal guidelines for events not to block exits. This must be articulated in various forms of communication to the client in order to protect the event planner and the client from future liabilities issues.

It would be advantageous for the competitor(s) to explain the rationale for event insurance to the client at this time. The performance will also require the members to demonstrate the importance of multitasking for event planning as they interact with the client. The work will be judged by how well the competitor(s) define ultimate customer service during the planning and execution of the event through their interactions with the judges.

**Objectives of Role play**

The competitor(s) must address the following in the presentation:

- Define the role of an event planner.
- Explain the importance of listening to the customer.
- Understand the demographics of customers for different types of events.
- Meet the expectations of event customers.
- Demonstrate an appreciation of the event value for the customer.
- Explain the importance of multitasking for event planning.
- Define ultimate customer service during the planning and execution of the event.
- Explain how a pandemic impacts events of all sizes.
- Explain the importance of risk management for events.
- Define a code of ethics for event staff.
- List risk management requirements for events that may cause issues.
- Explain the rational for event insurance.
- Follow fire marshal guidelines for events not to block exits.

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