Exercise 3

General Event Management Quiz

Please answer the multiple choice questions below:

1. Event staff who work for no pay are called:
   (a) Casual staff
   (b) Volunteer staff
   (c) Part-time staff
   (d) Event staff

2. Ensuring that local community stakeholders are supportive of the event is important because:
   (a) It helps the smooth running of the event
   (b) It is a legal requirement
   (c) It helps to attract local participants
   (d) It discourages participants from outside of the community

3. It is advisable that the Event Director:
   (a) Is solely responsible for making important decisions about the event
   (b) Consults with stakeholders before making important decisions about the event
   (c) Leaves important decisions about the event to stakeholders
   (d) Forms a committee to make decisions about the event

4. Which of the following is not a function of the event organising committee?
   (a) Provide advice to the event director
   (b) Take a share of the tasks involved in organising the event
   (c) Develop the event management plan
   (d) Share in the process for making important decisions about the event

5. Which of the following should be developed first:
   (a) The events marketing strategy
   (b) Sponsorship proposals for the event
   (c) Event plan
   (d) A work breakdown structure
6. Which of the following is best in dealing with the media to publicise the event
(a) Only the event director should deal with the media
(b) Anyone on the organising committee can deal with the media
(c) Event sponsors should deal with the media
(d) The event team should have a media liaison officer appointed

7. Which of the following is not preventable through good contingency planning?
(a) A delay in the event program due to a late arrival of a dignitary to present awards
(b) A delay in the event program due to an injury to a competitor requiring access to the event arena by ambulance staff
(c) A delay in the event program due to a late arrival of a judge, referee or other official
(d) A delay in the event program due to a breakdown in the sound equipment

8. Which of the following is the most correct answer to the question “Why do event sponsors provide financial and in-kind support for an event”:
(a) It is their legal obligation to do so
(b) They are afraid that other companies will do so instead
(c) They can write off the cost against the tax system
(d) They anticipate receiving exposure of their brand in a particular market segment

9. Which of the following is the most disastrous and makes it virtually impossible to run an event:
(a) Event director resigns
(b) Major sponsor pulls out
(c) The cost of the event goes over budget
(d) No venue for the event available

10. An event director should monitor the progress of the planning and organisation of event tasks.
(a) True
(b) False