

IMM End of Module - Review Questions :

KEY CONSIDERATIONS : What theory can you remember and note linked to the below topics that would be relevant / applicable for inclusion into the Report Assignment

- Definitions and Concepts
- Planning (EG; SWOT / PESTLE...)
- Operations
- Finance Mgt
- Marketing Mgt

Q&As

- 1) Define Events - Including the Acronym M.I.C.E.
- 2) Who were the key 'Event' theorists looked at in-class?
- 3) Give examples of Hallmark, Mega and Minor Events.
- 4) What are the 'core' operational considerations for running events?
- 5) What is meant by Events Strategy?
- 6) What are the Situational Considerations for Events?
- 7) What are the marketing characteristics for the Events Industry? and how does this influence marketing (P's of Marketing – 4Ps / 7Ps)?
- 8) What is the Event Cycle?
- 9) Where and How can you generate financial support for events?
- 10) Note the key stages of the EMBOK model
- 11) What measures would fall within the scope of Health and Safety in the planning of events?
- 12) What is contingency planning for events?
- 13) What is the evaluation stage of Events and why is this important?

****Final thoughts..... What are your ideas for the future of Events - - How do you think the industry will develop going forward??***
