

SECTION A: FOUR (4) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): There are FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Identify and describe **FIVE (5)** categories of modern pyrotechnics used in a sporting event.

(15 marks)

Question 2:

Lighting can be the key of success to any event. Explain the types of lighting and the importance in utilizing appropriate lighting in a concert.

(15 marks)

Question 3:

Classify **FIVE (5)** potential impacts of an event towards a destination. Describe these impacts with relevant examples to different stakeholders.

(15 marks)

Question 4:

You are developing a proposal for an Annual General Meeting for an estimated number of 600 pax. Define the S.M.A.R.T. criteria and provide an example of relevant objective(s) for this event using these criteria.

(15 marks)

END OF SECTION A

SECTION B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: TWO (2) Essay Questions. Answer ALL the questions in the Answer Booklet(s) provided.

Question 1

Multimedia plays a key role in successful corporate event production. Multimedia gives the audience a new platform on which to refocus their attention after successive speakers, and when done correctly can really capture and utilize this attention to motivate audience behavior. It's fair to say that without the right approach to its multimedia component, an event will suffer.

And despite the great opportunities offered by multimedia now more than ever, many events fail to take advantage of it. Bland Powerpoint presentations and unoriginal videos with poor transitions and sequencing do the exact opposite of grabbing the attention of the audience. A poor multimedia setup takes away from the event, and leaves the audience disinterested and relegates them into a passive role.

This is why interactive multimedia is so important in corporate event production. Interactive multimedia transforms the audience from observers into participants. It shifts the dynamic of the event from passive to active, which allows for audience engagement on a higher level. This is how you draw your audience in and deliver the message you're trying to convey, which is the goal of any corporate event, in any industry for any occasion.

- a) Identify and describe **FIVE (5)** types of multimedia that can be used in an event. (10 marks)
- b) Based on the answer above, compare and contrast **TWO (2)** relevant types of multimedia for a Gala dinner event. (10 marks)

Question 2

Getz (2007) explains that event management is a profession that is fast gaining global recognition and to conduct a successful event, the planning process must occur within a considerable time frame by adopting suitable event-planning models.

In relation to the passage above, compare and contrast **TWO (2)** event planning models in planning an exhibition of 400 attendees. (20 marks)

END OF EXAMINATION PAPER