



# BTEC Business Diploma

Induction Session

# Managing an Event

- Events management is one of the most exciting and dynamic sectors of business. This unit combines your creativity and organisational skills to produce successful, memorable events.
  - You will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.
  - You will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run yourself.
  - Your chosen event will be carefully planned. You will then stage the event. This will require you to 'think on your feet', deal with financial and security issues, liaise with suppliers and venue personnel, and utilise your problem-solving skills. Afterwards you will evaluate the success of the event.
- The unit will develop your teamwork, communication, time-management, negotiation and problem-solving skills. It will help you develop the essential transferable skills that employers look for.

# What is Your Event?

- You will be working as a team to plan events to raise money for Red Nose Day.
- You will be working with Mrs Tebbs to ensure this goes well.

# A Little bit About Red Nose Day

- There are some incredible projects, in the UK and Africa, that have found effective ways to tackle poverty and injustice. The money raised for Red Nose Day means they can choose the best and then fund them.
- Red Nose Day funds more than 2,000 projects, throughout the UK, addressing a range of issues, from homelessness and mental health to dementia and vulnerable young people.
- Since the last Red Nose Day, the money raised has enabled them to help 11.7 million people across Africa, tackling issues such as immunisation, malaria, education, maternal health and many others.
- For the last Red Nose Day, there were five issues they specifically focused on. The support given from the public and businesses, has made, and continues to make, a huge difference.
  - Mental Health
  - Domestic Violence
  - Education
  - Malaria
  - Immunisation

# Red Nose Day Success Story



My first ever concert was a Red Nose Day

# Red Nose Day 2018

## Thank you

Your incredible generosity has helped Red Nose Day to raise a staggering **£82,154,942!** That money is now being put to work, helping people at home in the UK and around the world.



# Your Tasks

1. Research into different fundraising events (both large and small) and explain how successful these have been. This should include examples, as well as how they could have improved this.
2. Start to plan out what you could do to raise money for Red Nose Day both in school and in the wider community.
  - Remember this should be a piece of work which convinces people that these would be the most effective ways of raising money.

**Useful Link:** <https://www.rednoseday.com/>