



SAMPLE EXAM PAPER

OTHM Individual Certificate in Conference and Event Management

Date: TBA

Time: TBA

3 hours duration

Answer Four questions only

All questions carry equal marks

Do not repeat the question in the answer but show clearly the number of the question you are answering on the appropriate pages of the answer book. Questions may be answered in any order.

Rough workings should be included in the answer book and ruled through after use.

Question 1

- a) Outline the key responsibilities of an Event Manager

15 Marks

- b) Give THREE clear working examples of possible event objectives for a country, resort, organisation or group of your choice

10 Marks

Total 25 marks

Question 2

You have been asked by your hotel manager to put together a checklist of things to do when organising a press reception for a client at your hotel. [Approximately sixty guests and participants will be present.]

25 marks

Question 3

As promotions manager of your local Tourist Board, you have been asked to write a letter of invitation to: British Tour Operators, Travel agents and airlines. The objective is to invite them to your stand at the World Travel Market [Exhibition] that takes place in London each year. Your letter should include a clear reason on why they should visit your stand along with some USP's of your country and hospitality advantages.

25 marks

Question 4

'Events cannot be managed without the right people'. Write a report, briefing your colleagues on how to recruit, select and train suitable staff for an event.

25 marks

Question 5

Outline the key Health, Safety and Security issues, which must be considered when organising an event.

25 marks

Question 6

You are part of a team organising a major outdoor event over a number of days [Example: The Annual 2 Day Notting Hill Carnival London] - an event in August with over 1.5 million visitors plus hundreds of stand organisers, dancers and musicians.

What are the major issues for the event managers [London tourist board & the Carnival committee] concerning site/route management?

25 marks

Question 7

- a) As an event organiser you need to target the right audience/visitor group. Taking a festival [local, regional or national] - explain the event and the ideal target group/s.

10 Marks

- b) What media and communication strategy would you use to successful contact and stimulate your target group/s.

15 Marks

Total 25 marks

Question 8

The end of an event also needs professional management. As one of the deputy managers of a conference centre, write a short report to your manager outlining the essential activities post event.

25 marks