

Model Assignment

Issued September 2011

OCR Administration (Business Professional)

UNIT 20 (LEVEL 3) - ORGANISE A BUSINESS EVENT

Please note:

This OCR model assignment may be used to provide evidence for the unit above. Alternatively, centres may wish to adapt this assignment or devise their own assignment for the purposes of assessment. It is the centre's responsibility to ensure that any adaptations made to this assignment allow learners to meet all the assessment criteria and provide them with sufficient opportunity to demonstrate achievement across the unit.

This unit has a credit value of 4 on the Qualifications and Credit Framework (QCF). The scheme codes for the OCR Administration (Business Professional) qualifications towards which successful completion of this unit assessment may contribute are:

OCR Scheme code	Qualification Title	Qualification Accreditation Number (QAN)
03956	OCR Level 2 Certificate in Administration (Business Professional)	500/6563/4
03957	OCR Level 2 Diploma in Administration (Business Professional)	500/6125/2
03958	OCR Level 3 Award in Administration (Business Professional)	500/6483/6
03959	OCR Level 3 Certificate in Administration (Business Professional)	500/6484/8
03963	OCR Level 3 Diploma in Administration (Business Professional)	500/6485/X
03966	OCR Level 4 Award in Administration (Business Professional)	500/6488/5
03967	OCR Level 4 Certificate in Administration (Business Professional)	500/6489/7
03968	OCR Level 4 Diploma in Administration (Business Professional)	500/6490/3

The QCA Accreditation Number for this unit is: K/502/3856

This OCR model assignment remains live for the life of these qualifications.

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Model Assignment: Tutor Information

OCR Administration (Business Professional)

UNIT 20 (LEVEL 3) - ORGANISE A BUSINESS EVENT

Introduction to the Tasks

The tasks have been designed to enable learners to demonstrate their skills, knowledge and understanding of professional administration in the business world. This unit is about organising a business event. Learners could carry this out in the workplace if the opportunity exists for them to organise a real business event. Learners could arrange an AGM, for example, and this could be linked into Unit 19 – Support Business Meetings.

If the assessment takes place in the workplace the tasks related to the scenario can still be used, with little adaptation required. This will ensure that all the assessment criteria are adequately covered.

If the scenario is used, the assessment needs to be carefully set up as a realistic role play.

The tasks have been designed so that all of the assessment criteria in Unit 20 are addressed.

These guidance notes must be used in conjunction with the unit specification and Centre Handbook.

The Tasks

Task 1: Identify the requirements for an event

Assessment Criteria 1.1, 1.2 and 1.3 are assessed in this task.

In this task, learners are required to identify the requirements for an event for ITEDUSOLVE, based details given in the scenario. If assessment is carried out in the workplace then learners need to ask questions of whoever is responsible for the exhibition in order to identify requirements.

If assessment is run through the scenario then the tutor, or another suitable adult, should act as the line manager (Kieran) throughout this assessment.

Learners should read through the scenario that is provided and identify:

- ✓ the requirements for the annual event
- ✓ three possible venues within the budget

✓ the types of delegates the business would wish to target.

Based on the scenario the different types of delegates that could attend should include representatives from schools, colleges, local authorities etc. Tutors should provide the names and addresses of at least 12 such organisations or institutions in order to enable the learners to produce a mailing list.

Learners should carry out research either on the internet, directly with venues or through looking at conference brochures, to identify various locations that could be used in their local area that would be suitable to hold the event. They should identify three different suitable locations that could be used for the exhibition based on the information in the scenario and the budget they have been provided with. It is not expected that all learners contact the same real venues and centres must be careful to manage this research without unduly troubling venue providers.

Learners will need to keep all documents and evidence of their research that they have carried out.

Evidence will be the planning checklist, research materials and a mailing list.

Task 2: Compare suitable venues

Assessment Criteria 2.1 and 2.2 are assessed in this task.

In this task learners will produce a report which compares the three different venues that they have identified from their research in Task 1.

They will need to compare the different venues against the requirements for the exhibition and the facilities each has to offer.

The report must include a recommendation on which venue is the most suitable to fulfil the requirements of the exhibition. A second choice should also be suggested in case the first venue is not acceptable to the line manager. Learners should justify their reasons for choice which must be based on evidence from their research.

Evidence will be the report.

Task 3: Book a suitable venue

Assessment Criteria 3.1 and 3.2 are assessed in this task.

In this task learners will book the venue that they have recommended and agreed with the line manager based on their report in Task 2. Learners must take all the steps that would be required for a real booking, including receipt of confirmation. This can be via email, letter or by using the telephone.

Centres may set up an email address for this purpose. Alternatively a telephone simulation could be set up. Telephone role plays should be evidenced through a Witness Statement or through an audio recording of the conversation.

Evidence could be a Witness Statement, audio recording, or a booking and confirmation letter or emails.

Task 4: Produce a press release for the event

Assessment Criterion 4.2 is assessed in this task.

In this task learners will produce a press release to promote the event. The press release should have an interesting title and should include the date, venue and key information about the event. The press release must also include contact details for ITEDUSOLVE.

Evidence will be the press release.

Task 5: Invite attendees

Assessment Criteria 4.1 and 4.2 are assessed in this task.

In this task learners will invite the delegates to the event.

In Task 1, learners will have identified the type of delegates that could attend the event and produced a mailing list. They will produce a standard invitation. This could be a template or a generic invitation which could be sent to all delegates. If a learner has a real event and wishes to produce this as a mail merge then they may do so, but this is beyond the requirements of this unit and only one invitation is required as evidence. The invitation should include the programme from Appendix A and a booking form which will need to be created by the learner.

Once the learner has produced the invitation, programme and booking form then they will formally invite the speakers and presenters to the event. This could be via letter, email or telephone. As in the previous task a simulated telephone conversation could be set up. The speakers have been identified in the scenario and in Appendix A.

Evidence will be the invitations to the delegates and to the speakers. A Witness Statement or audio recording should be included if the speakers are invited by telephone.

Task 6: Produce materials for the event

Assessment Criterion 4.2 is assessed in this task.

In this task learners will produce materials to support the event.

Learners will need to prepare a confirmation pack which includes a map of the venue, date, timings, etc. The pack should be professionally produced using a consistent housestyle.

They will then prepare the name badges for the speakers. Learners may have access to various possibilities for real name badge production, however for the purposes of evidence for this task they may be produced using Label Wizard in Word , or similar, and printed onto plain A4 paper.

Learners will then prepare the delegate packs and feedback forms for use on the day. They will need to include a copy of the programme and a plan of the venue which shows the different workshops and the main area to be used during the day. The map should also show the “try-out” area and details of where the refreshments can be found. Learners will need to create a professional pack and delegate feedback forms using a consistent housestyle.

The evidence will be the confirmation pack, name badges for the speakers, delegate day pack and feedback form.

Task 7: Confirm all plans and arrangements

Assessment Criteria 5.1 and 5.2 are assessed in this task.

In this task learners will produce a workable procedure for all ITEDUSOLVE staff attending the event to use on the day. This procedure should be a plan of the activities and should provide the staff with detailed timings for each activity and the staff to be involved at each stage of the day. This should be a professional document which could be picked up by any of the staff at any time of the day so they know what they and others are doing.

Learners will need to finally confirm all booking arrangements with the venue prior to the event – this can be set up as a role play using email or telephone.

Evidence will be the plan and either email confirmation or a Witness Statement or audio recording of the telephone confirmation.

Task 8: Review the success of the event

Assessment Criteria 6.1 and 6.2 are assessed in this task.

The exhibition has now taken place. If the assessment is taking place around a real event you must ensure that sufficient evaluation data is available to enable the learner to produce a report. If the assessment is being run via the scenario you should now pass on to the learners the following information. This is simulated data of the type required to produce a report reviewing the success of the event.

Data for the report

ITEDUSOLVE

Analysis of delegates' ratings

	1 Agree strongly	2 Agree	3 Disagree	4 Disagree strongly
I understood the event objectives	33	3	2	2
The event objectives were met	35	3	2	0
The main speech was informative	36	1	2	1
There was opportunity for delegate participation	22	13	4	1
The delegate pack was useful	38	2	0	0
The "try out" area was useful	36	1	2	1
The workshops were useful	31	5	2	2

Suitability of venue:				
Administration was of a high standard	28	10	2	0
The venue was accessible and directions were clear	35	3	2	0
The service at the venue was of a high standard	33	5	1	1
The rooms, layout and equipment were suitable for the event	28	10	2	0
The catering was of a high standard	14	10	10	4

Summary of delegate evaluation sheet comments

Summary of delegates' comments about how the event could be more useful:

- Provide more opportunities for networking
- Show more variety of products and services
- Have more staff available to answer questions

Summary of delegates' comments about the venue/administration:

- Provide internet access for delegates
- Food was cold

Learners are required to use this information and provide a report to Kieran, their line manager, summarising the findings from the event and making recommendations for the future. The report will need to include information from their own notes and previous tasks in addition to the information produced above.

Evidence will be the report.

Scope of permitted Model Assignment modification

The model assignment is self-contained in its present form. The set of tasks form a coherent whole addressing all the Assessment Criteria [AC].

No changes to the Assessment Criteria are permitted. However, the model assignment can be changed in terms of the introductory scenario, which can be contextualised or amended. The scenario must still be set within a business context and must have a clear business purpose/objective.

The following would remain broadly the same, providing a common structure for the range of model assignments produced:

- individual learners' evidence for practical activities
- controls for task taking
- links to other unit assignments, learning and work experience

If modifications are made to the model assignment it is up to the centre to ensure that all assessment criteria are adequately covered.

Checklist of types of evidence

When completing this model assignment it may be possible to generate evidence for completing a task in a variety of formats. This list is not exhaustive and will depend on the approach taken to complete the task or model assignment. In some cases the task will require a specific format for the outcome and this will be clearly marked in the table with these items in bold.

Task activity	Examples of evidence – specifically required items in bold	Assessment Criteria coverage
Task 1 Identify the requirements for an event	<ul style="list-style-type: none"> • planning checklist • research materials • mailing list 	<ul style="list-style-type: none"> • 1.1 • 1.2 • 1.3 • 4.2
Task 2 Compare suitable venues	<ul style="list-style-type: none"> • report 	<ul style="list-style-type: none"> • 2.1 • 2.2
Task 3 Book a suitable venue	<ul style="list-style-type: none"> • Witness Statement <i>or</i> • audio recording <i>or</i> • booking and confirmation letters <i>or</i> • booking and confirmation emails 	<ul style="list-style-type: none"> • 3.1 • 3.2
Task 4 Produce a press release for the event	<ul style="list-style-type: none"> • press release 	<ul style="list-style-type: none"> • 4.2
Task 5 Invite delegates	<ul style="list-style-type: none"> • invitation to delegates • email <i>or</i> • audio recordings <i>or</i> • Witness Statement showing invitation to speakers 	<ul style="list-style-type: none"> • 4.1 • 4.2
Task 6 produce materials for the exhibition	<ul style="list-style-type: none"> • confirmation pack • name badges • delegate pack and feedback form 	<ul style="list-style-type: none"> • 4.2
Task 7 Confirm all plans and arrangements	<ul style="list-style-type: none"> • plan • email confirmation <i>or</i> • audio recording <i>or</i> • Witness Statement showing confirmation 	<ul style="list-style-type: none"> • 5.1 • 5.2
Task 8 Review the success of the exhibition	<ul style="list-style-type: none"> • report 	<ul style="list-style-type: none"> • 6.1 • 6.2

Witness Statement – Tasks 3, 5 and 7

This form is to be used to testify or corroborate what has actually been observed.

Witnesses are people who can comment on work/performance/activities and can be:

- A qualified tutor/assessor
- Someone who has competence in the subject and a knowledge of the evidence requirements of the qualification.

AC 3.1 & 3.2	Task 3 – Book a suitable venue
AC 4.1	Task 5 – Invite Attendees
AC 5.2	Task 7 – Confirm all plans and arrangements

LEARNER NAME	
CENTRE NUMBER	
Date/s of activity	

ASSESSOR FEEDBACK

Assessment Criteria 3.1 & 3.2 Book the chosen venue for the event Book required equipment and facilities for the event	
Assessor comments	
Assessment Criterion 4.1 Produce invitations to delegates and speakers/presenters	
Assessor comments	

Assessment Criterion 5.2	
Confirm booking arrangements with the chosen venue	
Assessor comments	

GENERAL COMMENTS

I confirm that the learner above has achieved each of the Assessment Criteria listed whilst performing the tasks above.

Signed (Witness): _____

Name and position _____

Date: _____

Model Assignment: Learner Information

OCR Administration (Business Professional)

UNIT 20 (LEVEL 3) - ORGANISE A BUSINESS EVENT

Q *Do I have to pass this assignment?*

A Yes. You must pass this assignment to achieve the unit.

Q *What help will I get?*

A Your tutor will help you when completing the OCR model assignment and will make sure that you know what resources/facilities you need and are allowed to use.

Q *What if I don't understand something?*

A It is your responsibility to read the assignment carefully and make sure you understand what you need to do and what you should hand in. If you are not sure, check with your tutor.

Q *Can I use other people's work?*

A No. The work that you produce must be your own and you may be asked to sign a declaration confirming this. You should never copy the work of other learners or allow other learners to copy your work. Any information that you use from other sources, e.g. books, newspapers, professional journals or the Internet must be clearly identified and not presented as your own work.

Q *Can I work in a group?*

A Yes. However, if you work in a group at any stage you must still produce work that shows your individual contribution.

Q *How should I present my work?*

A You can present your work in a variety of ways, e.g. hand-written, word-processed, on video. However, what you choose should be appropriate to the task(s) and agreed with your tutor. For some work, e.g. presentations, role-play, work experience, you will need to provide proof that you completed the task(s). A witness statement or observation sheet will usually be used for this. If you are unsure, check with your tutor.

Q *When I have finished, what do I need to hand in?*

A You need to hand in the work that you have completed for each task. Do not include any draft work or handouts unless these are asked for. When you hand in your work make sure that it is has your name and the unit title clearly marked and that it is in the correct order for assessment.

Q *How will my work be assessed?*

A Your work will be marked by an assessor in your centre. The assessor will mark the work using the assessment objectives in the qualification specification. The work will then be sent to an OCR Moderator to ensure that assessors from all centres are marking correctly. You have not passed this unit until this is confirmed by OCR.

Q *Will my work be returned?*

A Submitted work will not be returned so please ensure you keep copies of everything you produce.

Scenario

Organise a Business Event

ITEDUSOLVE is a small family business based in East Croydon. The business develops and sells electronic software, which is mapped to the National Curriculum, to schools. This includes maths games, spelling games and problem solving activities. The company is owned by Kieran Hatch and he manages it with his business partner, Joanna Hatch. Emily White is the IT expert at ITEDUSOLVE. You are the newly appointed administrator for the company.

Each year Kieran arranges an event and invites other complementary exhibitors. Last year, the event was very successful in acquiring new contracts and Kieran has asked you to organise this year's event for him. The aims and objectives of the event are to help support existing customers, encourage them to purchase additional new products and attract new customers.

The Event:

- one day event usually Wednesday or Thursday
- starts at 9.30 am with registration and coffee
- keynote speech at 10.00 am
- finishes about 3.30 pm with a closing speech
- includes an exhibition area which is large enough to hold:
 - a “try-out” area where at least two to three computers will be needed for delegates to try out ITEDUSOLVE's products before buying them
 - up to six other exhibitors to display their products and services – each exhibitor will have a stand which measures approximately 3m x 2m
- includes three different workshops (see Appendix A) demonstrating the different products available from ITEDUSOLVE
- the event is free to all delegates.

It is anticipated that delegates will be present for the keynote and closing speeches but they can then choose which workshops to attend. When delegates are not attending workshops they are free to view the exhibition and “try-out” area.

The venue

The event venue requires:

- a large room which can hold the exhibitors and a stage in the room where the opening and closing speeches can take place – this is where the video projector, sound system and wireless internet is mostly needed
- break out rooms for the workshops which include wireless internet connections – these should be able to hold up to 30 people at any one time
- a good sound system, video projector and wireless internet connection.

The venue should be available for the whole day within a budget of £6,000 - £8,000.

Tasks

Task 1: Identify the requirements for an event

Assessment Criteria 1.1, 1.2 and 1.3

Your task is to:

- identify the requirements for the ITEDUSOLVE annual event
- identify three possible venues within the budget
- identify the types of delegates that ITEDUSOLVE would wish to target
- produce a mailing list

Your evidence will be a planning checklist, your research materials and a mailing list

Task 2: Compare suitable venues

Assessment Criteria 2.1 and 2.2

Your task is to:

- compare the venues you have identified in Task 1
- write a business report to Kieran which compares the suitable venues and makes recommendations, justifying the reasons for your choice.

Your evidence will be a report.

Task 3: Book a suitable venue

Assessment Criteria 3.1 and 3.2

Kieran has read your report comparing the suitable venues. He agrees with your recommendations and now wishes you to book the venue.

Your task is to:

- book the most suitable venue and the required equipment and facilities.

Your evidence will be a Witness Statement **or** an audio recording **or** booking and confirmation letters **or** booking and confirmation emails.

Task 4: Produce a press release for the event

Assessment Criterion 4.2**Your task is to:**

- produce a press release to promote the ITEDUSOLVE annual event. The press release should have an interesting title and should include the date, venue and key information about the event. The press release must also include contact details for ITEDUSOLVE.

Your evidence will be a press release

Task 5: Invite delegates

Assessment Criteria 4.1 and 4.2

Now that all the arrangements have been made for the event, Kieran has asked you to invite the delegates to the event.

Your task is to:

- produce a standard invitation to potential delegates including a programme and booking form
- invite speakers/presenters to the event.

Your evidence will be:

- the invitation that you produce for delegates
- emails **or** audio recordings **or** a Witness Statement demonstrating that you have invited speakers/presenters to the event.

Task 6: Produce materials for the event

Assessment Criterion 4.2

Now that the delegates have confirmed their attendance at the event, you need to produce the required documents to support the event.

Your task is to:

- prepare a confirmation pack to be sent out to delegates prior to the event, confirming the date, timings etc and including a map showing the location of the venue.
- prepare name badges for the speakers
- prepare delegate packs and feedback forms for use during the day. The pack should include the programme and a plan of the venue showing the locations of each of the workshops, the main area, the “try-out” area and where refreshments can be found.

Your evidence will be:

- a confirmation pack
- name badges
- a delegate pack and feedback form.

Task 7: Confirm all plans and arrangements

Assessment Criteria 5.1 and 5.2

Your task is to:

- produce a workable procedure for all ITEDUSOLVE staff to use on the day to ensure that everything runs effectively
- confirm all the booking arrangements with the venue prior to the event.

Your evidence will be:

- your plan
- a Witness Statement **or** audio recording **or** emails demonstrating that you have confirmed the booking arrangements.

Task 8: Review the success of the event

Assessment Criteria 6.1 and 6.2

Now that the event has ended, Kieran has asked you to review the success of the event.

Your task is to:

- produce a report to him detailing your findings and making recommendations for future events.

Your evidence will be a report.

Appendix A

ITEDUSOLVE PROMOTIONAL EVENT

09.30	Registration and coffee
10.00	Keynote speech
10.15	Exhibition or workshops A, B or C
11.15	Coffee
11.30	Exhibition or workshops A, B or C
12.30	Lunch
1.30	Exhibition or workshops A, B or C
2.30	Coffee
3.00	Closing speech
3.30	Close

Workshop A – using IT in the classroom – a demonstration by a leading researcher in how using IT in the classroom can motivate and encourage your students

Workshop B – demonstration of the different games and how they can be edited to meet individual needs by Joanna Hatch.

Workshop C – combining traditional and IT methods for classroom delivery by Emily White from ITEDUSOLVE.

Learner Evidence Checklist

OCR Administration (Business Professional)

UNIT 20 (LEVEL 3) - ORGANISE A BUSINESS EVENT

LEARNER NAME: _____

CENTRE NUMBER: _____

Task 1 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> planning checklist	
<input type="checkbox"/> research materials	
<input type="checkbox"/> mailing list	

Task 2 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> report	

Task 3 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> Witness Statement	
<input type="checkbox"/> audio recording	
<input type="checkbox"/> confirmation letter	
<input type="checkbox"/> confirmation email	

Task 4 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> press release	

Task 5 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> invitations to delegates <input type="checkbox"/> email invitations to delegates <input type="checkbox"/> audio recording <input type="checkbox"/> Witness Statement	

Task 6 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> confirmation pack <input type="checkbox"/> name badges <input type="checkbox"/> delegate pack and feedback forms	

Task 7 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> plan <input type="checkbox"/> email confirmation <input type="checkbox"/> audio recording <input type="checkbox"/> Witness Statement	

Task 8 evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> report	

I confirm that the items listed above are attached. These have been assessed and provide sufficient evidence to demonstrate that the learner has achieved all of the assessment criteria for this unit.

Signed: _____

Name and position _____

Date: _____