



<b>Essential Activity 1: Topic 6</b>											
<b>Student Name:</b>											<b>75</b>
<b>Student Number:</b>	<b>D</b>	<b>H</b>	<b>M</b>								

In your class, brainstorm different ideas / concepts / themes that could contribute towards a successful *online* charity event raising funds for Touching Lives. After brainstorming some ideas and concepts, discuss the feasibility of each idea/concept and choose the two (2) most feasible event concepts.

In the group assigned to you at random selection, present the concept(s) assigned to you to the class. The event concept(s) must be presented in the form of a PowerPoint Presentation and may include a Mood board.

Your presentation must not be longer than 10 min and must cover the following:

- The event concept
- Event objectives
  - Primary: Raising funds for Touching Lives and how Touching Lives will be incorporated
  - Secondary
- The various activities and aspects of the event
  - Main activity of event
  - Other aspects / activities of event
    - Food & Beverages
    - Staffing
    - Entertainment & Music
    - Decor & Lighting
- Fundraising through the event
  - Amount of tickets to be sold
  - Price of tickets to be sold
  - Other fundraising activities during the event
- Fundraising before the event
- How you will market the event and sell tickets
- Potential sponsors and suppliers that could be approached
- Feasibility of the event concept, including a budget in your presentation of the event’s feasibility.

The event concepts must meet the following requirements:

- The event must be suitable for an event held at Goedgezind on 29/30 Oct or 5/6 Nov 2021.
- The event must be presented as either a MORNING or EVENING event consisting of 6 hours maximum and may only have ONE main activity.
- The event must have an MC and Guest Speaker / Entertainment
- Guests attending the event are limited to minimum 100, maximum 200 (according to venue capacity)
- The event must be possible regardless of weather conditions – NO OUTDOOR EVENTS
- ALL tickets to the event must be sold in advance



<b>Marking Criteria</b>	<b>Weight</b>	<b>Mark</b>
<b>Presentation (Verbal and Non-Verbal):</b>	<b>18</b>	
Dress code	3	
Tone of voice, choice of words, clarity of speech	5	
Non-verbal communication (posture)	5	
Preparation	5	
<b>Presentation (Powerpoint):</b>	<b>15</b>	
Visual attractiveness	5	
Use of pictures and text	5	
Layout of the presentation (easy to follow/understand)	5	
<b>Presentation (Discussion):</b>	<b>42</b>	
Event concept	5	
Event objectives and incorporating Touching Lives	3	
Event market and Ticket price	3	
Event aspects / activities	5	
Fundraising before the event	5	
Fundraising during the event	5	
Potential sponsors	4	
Feasibility of events <u>Marketing</u> How and to who you will market the event and sell tickets <u>Operational</u> How and Who will work the event <u>Financial</u> Budget indicating income vs expenses	12	
<b>Total</b>	<b>75</b>	

<b>Submission date</b>	<b>Fr, 18 June 2021</b>
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