

Assignment

Programme: Higher National Diploma in Hospitality Management
Unit Title: Conference and Banqueting Management
QCF Level: 5
Unit Number: 13
Unit Code M/601/1797

Assignment Starts: w/c 08 November 2010

Date for Completion: Tuesday 25th January 2011 – 12pm

edexcel

Outline of assignment:

You are required to plan a conference taking into all considerations that are required to make the conference a success. The second part of the assignment requires you to describe the various considerations and aspects of organising a Conference or Banquet.

TASK ONE

The conference is about the globalisation and environmental issues in the tourism industry.

Organised by The Global Environmental Council (GEC)

Today is the 25th January

You are to plan a three day conference for 250 delegates.

- The conference date is Monday 25th October
- The delegates may bring their partners with them.
- There will be a welcome cocktail reception on the Sunday evening with finger buffet.
- Monday there will be opening ceremony with guest speaker and two speakers from the organisation.
- Tuesday morning only conference with two speakers from the organisation and finish with a buffet lunch 12.30
- Tuesday afternoon 14.00 there will be free time with a golf competition for delegates who want to partake
- Wednesday, there will be an all-day conference with four speakers from the organisation
- Wednesday evening there will be a gala dinner with entertainment for delegates and partners
- Thursday morning departure after breakfast
- There will be morning and afternoon breaks for the delegates with tea/coffee and biscuits during the conference periods.
- There will be a buffet lunch for the delegates on all three days
- The delegates will make their own arrangement for evening meals on Monday and Tuesday
- There will be excursions arranged for the delegates partners on the Monday afternoon Tuesday and Wednesday morning for those wish to take the excursions
- Some delegate will be arriving from various parts of the world and country and will need accommodation for the full period of the conference. Others will be within commuting distance and may not require accommodation for the full period.
- Car parking will be required for those who are arriving by car, both on daily basis or for the full period of the conference.
- There will be a guest speaker on the first and last day.
- Obtain examples of various menus for buffets and gala dinner
- There will one main compare and six speakers form the organisation over the three days and they will require various types of equipment for their presentations.

- You are required to produce a time line for the planning and delegate tasks to various members of the organising committee. This consists of eight people including yourself.

During your planning for this conference you will need to decide on an appropriate venue. Below are three areas for consideration. Write a details report on these considerations.

- Consider and discuss in detail the variety of venues that could be used for this conferences and other types of events and banquets and decide the most suitable for this conference.
- Consider and discuss what equipment may be required for this conference and other types of events and banquets and decide what would be required for this conference.
- Consider and discuss the variety of room layout styles and other considerations for this conference and other types of events and decide which style/s would be suitable for both this conference and the meal arrangements.

TASK TWO

In line with the conference you have planned in Task one discuss the Financial, Legal and Marketing considerations that you would have to take into account when planning this conference and other types of events.

TASK THREE

You have been appointed the Conference and Banqueting manager of a new hotel and have been asked to write a training booklet for staff so they can understand all the considerations and the various aspects of planning and organizing a Conference or banquet. This should cover all the following outcomes:-

- Food production systems.
- Food production styles.
- Food and Beverage service.
- Meal and menu planning.
- Etiquette and Protocol.
- Administrative procedures

TASK FOUR

The development of the Conference and Banqueting industry has grown over recent years. Write a detailed explanation nature of the industry and the variety of events that the industry covers. Also explain the various factors that have had an effect on the industry.

NOTE

See the attached sheets for a breakdown of the Learning Outcomes all of which should be covered in your assignment.

Make sure that you read all the task requirements and all the breakdown of the learning outcomes.

Make sure all points are covered in detail as required

Also attached are details of the grading for Pass, Merit and Distinction.

Remember

If you miss out any part your assignment it will be referred.

Unit 13: Conference and Banqueting Management

Unit code: M/601/1797

QCF level: 5

Credit value: 15

• Aim

This unit will enable learners to gain an understanding of the operational issues that affect the success of the conference and banqueting sector and the factors influencing its development.

• Unit abstract

Learners will investigate the size, scope and diversity of the industry and the strategic and operational issues that influence business success. The unit will encourage learners to investigate and develop an appreciation of the particular needs of clients within the conference and banqueting sector and to consider the operational and planning issues which are specific to this sector of hospitality.

Learners must ensure that their evidence relates to the hospitality industry.

• Learning outcomes

On successful completion of this unit a learner will:

- 1 Understand the nature of the conference and banqueting sector and the factors influencing its development
- 2 Understand the key strategic and operational issues involved in the effective management of conference and banqueting events
- 3 Understand food production and service systems
- 4 Understand the ergonomic considerations in the organisation of conference and banqueting event.

Unit content

1 Understand the nature of the conference and banqueting sector and the factors influencing its development

Diversity of venues: venues eg conference centres, specific conference and banqueting facilities within hotels, multi-functional leisure centres

Nature of the industry: size and worth of the industry; types of event

Development of the industry: socio-cultural; economic; political; technological; environmental; legal

2 Understand the key strategic and operational issues involved in the effective management of conference and banqueting events

Administrative procedures: function sheets; booking diary; the contract; pricing and packaging; discounting initiatives; space utilisation

Financial, legal consideration and marketing consideration: licensing law implications, health and safety legislation eg Health and Safety at Work Act 1974 (HASW); hygiene regulations; product placement, targeting and selling; required profit margins

Function etiquette and protocol: religious and cultural guidelines, protocol appropriate to different occasions, weddings, formal dinners, room design, seating plans, role of master of ceremonies

Performance and quality: evaluation and review techniques, client and guest evaluation procedures, venue appraisal, profit realisation, closed loop evaluation methods

3 Understand food production and service systems

Food production systems: types eg cook-freeze, cook-chill, vacuum packaging, pre-prepared, sous-vide, traditional partie system, modern partie system

Food production styles: styles eg banquet, buffet presentation (finger, fork, full); stages in the food production process

Food and beverage service: styles eg banquet service, full silver service, family service, lay-up styles; room plans; beverage service; the service sequence

Off-site considerations: equipment hire, staff utilisation, Hazard Analysis Critical Control Point (HACCP), space realisation, transport, entertainment required

Menu planning: composition guidelines, legal requirements, marketing implications, production and service capabilities; feasibility and budget; customer perception and needs

4 Understand the ergonomic considerations in the organisation of conference and banqueting event

Space utilisation techniques: seating plans/room layout designs to accommodate guests, style, comfort, types of event, computer-aided design packages (CAD)

Quality of environment: minimum and maximum space/floor occupancy, demands on floor space, heating, ventilation, change of air rates, air-conditioning

Audio-visual: lighting, sound, special effects, video projections, computer disc presentations, lighting technology, sound technology

Learning outcomes and assessment criteria

Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
LO1 Understand the nature of the conference and banqueting sector and the factors influencing its development	1.1 discuss the size and scope of the conference and banqueting industry in the UK 1.2 analyse factors that have influenced its development
LO2 Understand the key strategic and operational issues involved in the effective management of conference and banqueting events	2.1 critically assess the key strategic and operational issues involved in the effective management of a given conference or banquet 2.2 discuss performance and quality review techniques used by the conference and banqueting industry
LO3 Understand food production and service systems	3.1 evaluate the suitability of a range of food production systems and styles and food and beverage service styles for a given conference or banquet 3.2 discuss factors to consider when organising an off-site conference or banquet 3.3 analyse the key menu planning considerations for conference and banqueting events
LO4 Understand the ergonomic considerations in the organisation of conference and banqueting event	4.1 assess the ergonomic considerations for a given conference and banquet

Annexe C

Grade descriptors

Pass grade

A **pass grade** is achieved by meeting all the requirements defined in the assessment criteria for pass for each unit.

Merit grade

Merit descriptors	Exemplar indicative characteristics
	Centres can identify and use other relevant characteristics. This is NOT a tick list.
In order to achieve a merit the learner must:	The learner's evidence shows, for example:
<ul style="list-style-type: none">identify and apply strategies to find appropriate solutions	<ul style="list-style-type: none">effective judgements have been madecomplex problems with more than one variable have been exploredan effective approach to study and research has been applied
<ul style="list-style-type: none">select/design and apply appropriate methods/techniques	<ul style="list-style-type: none">relevant theories and techniques have been applieda range of methods and techniques have been applieda range of sources of information has been usedthe selection of methods and techniques/sources has been justifiedthe design of methods/techniques has been justifiedcomplex information/data has been synthesised and processedappropriate learning methods/techniques have been applied
<ul style="list-style-type: none">present and communicate appropriate findings	<ul style="list-style-type: none">the appropriate structure and approach has been usedcoherent, logical development of principles/concepts for the intended audiencea range of methods of presentation have been used and technical language has been accurately usedcommunication has taken place in familiar and unfamiliar contextsthe communication is appropriate for familiar and unfamiliar audiences and appropriate media have been used.

Distinction grade

Distinction descriptors	Exemplar indicative characteristics
	Centres can identify and use other relevant characteristics. This is NOT a tick list.
In order to achieve a distinction the learner must:	The learner's evidence shows, for example:
<ul style="list-style-type: none"> use critical reflection to evaluate own work and justify valid conclusions 	<ul style="list-style-type: none"> conclusions have been arrived at through synthesis of ideas and have been justified the validity of results has been evaluated using defined criteria self-criticism of approach has taken place realistic improvements have been proposed against defined characteristics for success
<ul style="list-style-type: none"> take responsibility for managing and organising activities 	<ul style="list-style-type: none"> autonomy/independence has been demonstrated substantial activities, projects or investigations have been planned, managed and organised activities have been managed the unforeseen has been accommodated the importance of interdependence has been recognised and achieved
<ul style="list-style-type: none"> demonstrate convergent/lateral/creative thinking 	<ul style="list-style-type: none"> ideas have been generated and decisions taken self-evaluation has taken place convergent and lateral thinking have been applied problems have been solved innovation and creative thought have been applied receptiveness to new ideas is evident effective thinking has taken place in unfamiliar contexts.