

Victoria University of Bangladesh  
Final Examination

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Management

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Submitted to :

Chris Rozario

Lecturer

Department of Tourism and Hospitality Management

Submitted by :

Md. Nayem

ID : 1517420081

Program : BTMM

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Ans to the Q. No - 1

## Event proposal —

An event proposal is a tool used by event planners to compile several details for an upcoming event. These proposals are comprehensive documents that planners create at the early stages of the event planning process.

It's common for event planners to draft an event proposal to show to a potential client before being hired for the job. A proposal clearly conveys our skills and expertise as a planner and provides examples

for our client to fully understand our vision for the event.

An event planning business proposal is a detailed document that lists and explains the services provided by the event company. It includes details about the event planner, estimated costs, due dates of payments, damage policies on commodities that are being rented out to be used in the event, cancellation policies and others.

From organizing a seminar for members of our industry to seeking sponsorship in order

to run a comedy evening, a proposal is a comprehensive document that outlines every element of an event. It is compiled at the early planning stages and covers the aim of the event, the individuals and companies who will be involved, and the logistics of running the event. It will work as a mission statement, a marketing tool and a roadmap, and leave no room for confusion or lack of clarity around our plans for an event.

An event planning proposal is a document submitted to the client to provide a comprehensive view of the services you will provide

For a certain affair, like a resume, it shows your unique skills, experiences and other qualifications in organizing an event as well as more specific details of the affair itself. There are 5 elements of an effective event proposal -

- i. Event overview
- ii. About the event planner
- iii. Services offered
- iv. Budget
- v. Event planner policies

Examples of event proposal -

Here's an example of an event proposal -



"Love and care wedding planning company"

### Event details:

Jeni and John's wedding  
December 23, 2022.

The ceremony starts at 3 PM, and  
the reception ends at 11 PM.

### Event purpose:

The purpose of this event is to magically bring Jeni and John's love to life through each detail of their wedding. From the intimate moments of the wedding ceremony to the elegant dinner and reception. Our hope is that each guest feels the love that Jeni and John share,

while the couple is able to enjoy each moment of their day.

### Event timeline:

2 PM : Bride and Groom arrive at the venue.

2:30 PM : Guests arrive and find their seats

2:45 PM : The wedding party lines up at the start of the walkway to begin the processional down the aisle.

3:00 PM : The ceremony begins, and the wedding party walks down the aisle to a pre-selected song.

3:00 - 3:30 PM : An officiant chosen by

The couple leads the reception. Each element of the reception relates to the couple's preferences.

3:30 - 4:30 PM: The guests enter the cocktail hour, enjoy soft drinks, sign the guest book and take photos in the photobooth.

4:30 - 6:30 PM: The wedding party and couple make a grand entrance into the ceremony space for the first time as husband and wife, dance party, Dinner service occurs.

6:30 - 11 PM: The bride and groom cut the cake, DJ dance. Last time the couple exits the venue and guests begin to leave.



## Team information :

Lydia - wedding planner director

Jamen - Our suggested photographer  
and videographer

Jenny - Assistant wedding planner.

## Client reviews:

"We loved hiring Lydia and her company to plan our wedding. They made it possible for us to trust them, so we could enjoy our wedding with no stress."

## pricing :

prices are negotiable based on the length of your event.

Ans to the Q. No - 2

Event: -

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion.

An event is where a group of people are gathering to commemorate something or the other. An event would have some or the other objective not pointless meeting. An event doesn't always have to a happy one to, its basically any sort of gathering for a defined purpose such as death of our favorite star can be an event for us.

~~Before~~ When i am ready to choosing an event venue, consider the following more important factors—

### 01. Cost —

As a cost-conscious organizer, i want to keep the venue cost down to allow more room in budget for food and beverages and entertainment. Being flexible on the date can be a great negotiating tool, as certain days of the week tend to cost less.

### 02. Ambiance —

pay special attention to

the existing decor inside the venue. If holding a gala night, I will likely need different venue accommodations than I would for an expo. The less the ambiance matches the desired feeling of my event the more decorating I will need to do to make up for it.

### 03. Services and Amenities —

In addition to the appearance of the site, it is also important to take into consideration the services and amenities that the venue offers.

### 04. Location —

A convenient location



means different things for different events. For an event with attendees within a limited geographic range, a venue within a reasonable distance from most attendee's homes or places of work may make sense. However, if many attendees will be travelling from out of town, hosting the event at a venue near the airport or their hotels will be beneficial. Better still, if attendees are being housed at a single location, hosting the event at that hotel mitigates the need for valet parking and the chance that attendees will be late due to getting lost.



## 05. Capacity and Minimums —

I will need to know the room capacity of the venues for a few reasons. First, for general and practical reasons, 500 people can't comfortably fit into a room with a 250-person capacity. And second, there are fire and safety codes that the venue has to abide by.

If the venue offers food and beverages, find out what the food and beverage minimums, also known as F&B minimums, are and get this information in writing.

## 06. parking —

A venue with a parking

lot is what dreams are made of. If that's not the case, are there parking lots nearby which attendees can access and use this.

## 07. Layout →

Even though I will be finding venue early in the event planning process, I will still want to have a rough idea of what types of activities I will be including, the amenities I will require, and the needs of my team and the attendees.

## 08. Accessibility →

Accessibility refers to

the possibility that everyone, especially those with special needs, can access the building and its amenities.

### 09. Insurance —

According to BizBash, some venues won't even do business with you if you don't have insurance. Amy Hallquist-Hamric, president of Hallquist Insurance Agency agrees with BizBash. There are several venues that require a certain amount of liability as well as them named as additional insured for the event. It is also a great idea to start early in planning to have

this added, as well as to have all of the wording required, address, etc prior to contacting the agent.

## 10. Acoustics —

Acoustics is just a fancy word for how sound travels through the venue. A low ceiling will make the venue seem cozy, but it will make it louder if it's packed. Alternatively, a large warehouse-style venue will result in echoes, or what architects refer to as reverberation.



Ans to the Q. No - 3.

## Banquet —

A banquet is a formal large meal where a number of people consume food together. Banquets are traditionally held to enhance the prestige of a host or reinforce social bonds among joint contributors. Modern examples of these purposes include a charitable gathering, a ceremony or a celebration. They often involve speeches in honor of the topic or guest of honour.

The older English term for a lavish meal was a feast, and "banquet" originally meant



a specific and different kind of meal, often following a feast, but in a different room or even building, which concentrated on sweet foods of various kinds. These became highly fashionable as sugar became much more common in Europe at the start of the 16th century. It was a grand form of the dessert course and special banquetting houses, often on the roof or in the grounds of large houses, were built for them. Such meals are also called a "sugar collation."

The definition of a banquet is an elaborate dinner,

usually for the purpose of celebration. A dinner honoring the recipient of an award and a fancy meal for graduating high school seniors are each an example of a banquet.

Banquets are typically large, celebratory gatherings with an elaborate meal at their core. There are many different types of banquet setups to suit different events, clients, and purposes. In this guide, on topic, learn three of the most popular banquet service styles, their various benefits and challenges. These are —

- i. Buffet
- ii. Sit down banquet
- iii. Chinese banquet

A banquet menu is a list of food and beverages intended to be served during a banquet, just like a regular restaurant menu, it contains details of how the food is cooked and the ingredients used to prepare each.

## Outdoor catering

Outdoor catering means supply, by way of or as part of any service, of goods, being food or any other article for human consumption or any drink,

at Exhibition Halls, Events, Conferences, Marriage Halls and other outdoor or indoor functions that are event based and occasional in nature.

"Outdoor caterer" means a caterer engaged in providing services in connection with catering at a place other than his own but including a place provided by way of tenancy or otherwise by the person receiving such services.

Outdoor catering involves traveling to the physical location of the event far from the restaurant or premises. It usually takes place in a remote place where foods and drinks are made



available through transportation from one area to another. In this setup, caterers have to customize their kitchen and dining area. Unlike indoor catering, outdoor catering is controlled entirely by natural elements as it takes place in an open area probably sheltered by tents. Outdoor catering can accommodate a large number of guests, as walls, unlike indoor catering, do not confine it.



## Ans to the Q. No - 4

A good place to start planning for an event is to understand the different types of catering options available to us. The reason being that each type has a different type of planning, pricing, and ordering procedure. Narrowing down to one of these choices will not only save our time and money, but will help us simplify the menu choices and the type of services that I will need.

- i. Corporate catering
- ii. Wedding catering
- iii. Social Event catering
- iv. Concession catering

## i. Corporate catering —

Corporate catering refers to the provision of food and drinks to business and corporate functions. The functions may range from onsite, small office gatherings to offsite, upscale dinners. The cost of a corporate catering event will also depend on the size and level of the function being hosted.

It is important to note that while some corporate functions are elegant, almost all corporate events are relaxed. They serve as opportunities to bring colleagues together, develop relationships and networks.

It is therefore important to hire a catering company that specializes in serving corporate events and can ensure a relaxed atmosphere. Hiring a caterer that specializes in other functions, such as weddings, may prove wasteful and could eventually reflect on our expenses. There are types of corporate catering -

→ Breakfast

→ Luncheons and Barbecues

→ Conventions, Tradeshow and conferences

→ Board Meetings

→ Product Launches

## ii. Wedding catering

A wedding is one of the most important events in a couple's lives. Unlike corporate catering, wedding catering is no casual affair. It requires some significant attention to detail and timing as well as clear communication with all members of the wedding crew, including the DJ, bride and groom, vendors and photographers. A seasoned wedding caterer will also know the wedding industry inside out and be able to deliver services on time and on budget regardless of the type of wedding being planned.



## Types of wedding catering -

- A plated, sit-down Dinner
- Family-style Dinner
- Buffet style
- Food stations
- cocktail Receptions

## es iii. Social Event catering ←

Social event functions are more intimate affairs and require greater attention to detail by the caterer. The category encompasses special events such as birthday parties, retirement celebrations, grand openings, housewarming parties, and bridal and baby showers.

Appetizers; decor, bartenders and servers are some of what may be included in social event catering packages. Due to their small nature, social event catering menus differ from party to party. That's because the clients' dietary needs, allergens, preferences and cultural beliefs have to be considered to make the event successful.

Types of Social Events catering →

- Stationary platters
- Hors D'oeuvres
- Small plates and stations
- Three-course plated dinner
- outdoor BBQ

#### iv. Concession catering —

This category includes major sporting events, seasonal competitions and live concerts. Typically, catered food is offered at all of these events. Planning for these events requires skill to make sure we have all the right menu choices for our audience. The intent is not to provide a large variety of items to serve, but rather focus on the most popular food choices and the speed of service.

Ans to the Q. No - 5

Difference between convention and conference center —

Convention and conference both refer to a meeting or gathering. These two words are often confused by some English learners as both have similar meanings and definitions in dictionaries. The main difference between convention and conference is that convention is a large meeting of people who come to talk about their shared work, common interests or to make decisions as a group whereas a conference is a meeting that is generally designed for discussion, problem-solving, fact-



finding and consultation.

## Convention

A convention is a gathering of individuals who meet at an arranged place and a time to discuss some common interest or make a decision as a group. Conventions are not generally organized by an individual, but an organization, club or a union. In a convention, all the attendees are encouraged to speak and share their thoughts; discuss and engage are the key components of a convention. They are a place for sharing your thoughts, networking; they allow you to talk about your work and interests, or even some fun topics. The key feature of a convention is that

it is less formal and light-hearted than conferences.

Conventions can bring different types of people from different backgrounds together. Though there are differences in their positions and backgrounds, they share similar interests and can get together to make a decision.

Conventions can also refer to political meetings. In this case, a convention can be an assembly of leaders of a political party to make a decision or a national convention organized by a country or nation.

## Conference.

A conference is a meeting that is generally designed for discussion, problem solving, fact-finding and consultation. Conferences tend to have specific objectives and last for several days. As the word conference suggests, it is a platform for people to confer about a topic. There are various types of conferences, and they all would have a similar concept. Some examples will include academic conferences, business conferences, news conferences etc. A conference generally has a formal program, speakers and topics are selected prior to the conference. An attendee

can learn new facts, strategies, and market trends, through these speeches. However, discussions are not always allowed in a conference.

The main difference between convention and conference centers are —

### Defination

A convention center is a large building that is designed to hold a convention, where individuals and groups gather to promote and share common interests.

A large venue designed for conferences often consisting of a large hall as well as a



number of smaller lecture rooms and other facilities;

### Focus

Conventions are typically based around membership and are used to set agendas for the coming year or to discuss issues of interest.

Conferences are mostly focused on exchanging information and education

### Setting

The main difference is that a conference center usually has lodging attached to it, and offers a higher level of service for its events than a convention center.

A conference center typically has several types of meeting rooms, whereas a convention center will typically consist only of exhibition halls.

### purpose

A convention, in the sense of a meeting, is a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest. The most common conventions are based upon industry, profession and fandom.

Conferences are used to bring together people with common

interests and discuss issues and ideas relating to a specific topic. conferences can be held on almost any topic, come in many sizes, and can be run by any number of organizations.