

CAMBRIDGE

INTERNATIONAL EXAMINATIONS

Assignment Cover Sheet for Students

Cambridge Career Award

Travel and Tourism Advanced Level

EVENT PLANNING AND PROMOTION (OPTIONAL MODULE) 5264

Before submitting a copy of your assignment, please ensure that your work has met all the Assessment Objectives of the module by completing this Assignment Cover Sheet. Your tutor must also submit a S.A.R with your work, signed and dated by both of you.

CIE Unique Candidate Identifier		
Centre No.	Year	Cand. No.

Candidate Name	Date of Submission
<p>Your assignment report must include the following:</p> <ul style="list-style-type: none"> contents page introduction (purpose of assignment and an outline of the work to be included) a clear explanation of the investigation you have carried out and methods you have used (steps taken to obtain information e.g. interviews, surveys, visits, research, why these methods were chosen and how they proved to be effective) write-up (evidence which is the result of the investigation including practical work, evaluation and conclusions) bibliography (i.e. list of reference materials, publications and text books used as reference sources) assignment brief (included as an appendix at the end of the assignment) <p>In addition, your report should:</p> <ul style="list-style-type: none"> be between 1800 and 2500 words long be typed, word-processed or hand-written legibly have a logical structure with clearly presented and explained sections have a clear, legible and business-like layout and format. <p>Have all these requirements been met? YES/NO</p> <p>Comments:</p> 	



Please indicate in the boxes where in your assignment the evidence can be found. You may want to add a comment to explain your choice, but this is not necessary.

	Assessment Objectives	Evidence and/or page number	Comments
1.1	Organise and plan an event		
1.2	Define the key process involved in staging an event		
2.1	Describe the effectiveness of different types of printed material		
2.2	Understand the role of the brochure in promoting events		
2.3	Identify the purpose of advertising in promoting events		
3.1	Explain the importance of personal contact		
3.2	Explain the significance of dress code and images		
3.3	Demonstrate the 3 'A's of Attitude, Appearance and Acknowledgement		
4.1	Identify methods of evaluation		
4.2	Gather information for evaluation		
4.3	Use the information to provide an evaluation of an event		

