



CATERING AND TOURISM TRAINING INSTITUTE

SECTOR: - CULTURE, SPORTS AND TOURISM

SUB SECTOR: - TRAVEL AND TOURS

TOUR SERVICE LEVEL – III LEARNING GUIDE # 1

**UNIT OF COMPETENCY: PROCESS AND MONITOR EVENT
REGISTRATIONS**

**MODULE TITLE: PROCESSING AND MONITORING EVENT
REGISTRATIONS**

LG CODE: CST TRS3 M20 LO 1-3

TTLM CODE: CST TRS3 TTLM 09 19v1

ADDIS ABABA, ETHIOPIA

INSTRUCTION SHEET**LEARNING GUIDE #1**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics –

- Process registration information
- Review and report registration information
- Finalize registration documentation.

This guide will also assist you to attain the learning outcome stated above. Specifically, upon completion of this learning Guide, you will be able to –

- Identify and confirm mechanism for recording registration information in consultation with appropriate colleagues.
- Receive, interpret and accurately process registration information according to agreed procedures and timelines.
- Use appropriate features of technology to maximize work efficiency and speed.
- Organize all registration information in a clear and logical way.
- Provide accurate and relevant event information to clients and colleagues as required.
- Prepare and issue documents and other materials according to event requirements.
- Identify and follow up on missing information within appropriate timelines.
- Monitor registration information and provide attendance reports to appropriate colleagues, clients and suppliers as required.
- Proactively identify issues or challenges emerging from attendance information and report accordingly.
- Take action to address attendance issues according to instructions and in consultation with colleagues.
- Check and finalize registration documentation within agreed timelines.
- Produce accurate and complete final attendance documentation in agreed formats and styles.
- Distribute final registration documentation according to agreed procedures and within required timelines.
- Minimize use of printed materials and maximize electronic transmission of all documents and materials during the registration process to reduce negative environmental impacts.

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described in number 3 to 16.
3. Read the information written in the “Information Sheet 1” from page 1-25. Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
4. Accomplish the “Self Check - 1” in page 26.
5. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work for self-check 1.
6. If you earned a satisfactory evaluation proceed to “Information Sheet 2”. However, if your rating is unsatisfactory, see your trainer for further instructions or go back to Learning Activity #1.
7. Read the information written in the “Information Sheet 2” from page 27-31. Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
8. Accomplish the “Self Check - 2” in page 32.
9. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work for self-check 2.
10. If you earned a satisfactory evaluation proceed to “Information Sheet 3”. However, if your rating is unsatisfactory, see your trainer for further instructions or go back to Learning Activity #2.
11. Read the information written in the “Information Sheet 3” from page 33-43. Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
12. Accomplish the “Self Check - 3” in page 44.
13. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work for self-check 3.
14. Accomplish the “LAP Test” written from page 46-49.

INSTRUCTION SHEET**LEARNING GUIDE #1**

15. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work for the LAP Test.
16. If you earned a satisfactory evaluation, congratulation you can proceed to next unit of competency. However, if your rating is unsatisfactory, see your trainer for further instructions or go back to LAP Test.



INFORMATION LO – 1 PROCESS AND REGISTRATION
SHEET 1 INFORMATION

1.1 Identify and confirm facilitation of tourism events and use appropriate mechanism for recording registration information in consultation with appropriate colleagues

What is an event?

An event is ‘any organized presentation or activity that is consciously planned and conducted to achieve specific goals or objectives. Thus, a market to attract more customers to town is staging an event as is a festival to engender pride in a community.

Events have become popular as a means of entertainment and social interaction. In rural towns, they are a means of generating pride and a sense of place. Different organizations stage events for a variety of reasons:

- Main Street and similar organizations may hold events to engender pride in the local communities, attract visitors, generate income, create employment opportunities, brand their area and possibly attract new residents.
- Community groups stage events to promote their interests, e.g. An art society putting on an exhibition, or a car club staging a rally
- Sporting groups stage competitions to test the sporting prowess of their members
- Promoters stage events to make a profit, e.g. Rock festivals or concerts
- Businesses stage events to increase sales and promote products
- Governments stage events to promote special occasions
- Tourism organizations stage events to attract visitors, extend their length of stay and generate return visitation
- Charities stage events to raise funds and profile



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When deciding to create an event there is a vast array of formats and ideas to choose from including:

- Festivals
- Art and craft show
- Auctions
- Fairs
- Food and wine fairs
- Farmers markets
- Carnivals
- Kids activities
- Exhibitions
- Historical commemorations
- Sporting competitions
- Conferences
- Concerts
- Contests
- Theatre performances
- Sales
- Award ceremonies

The challenge is to select the activity that best serves the objectives and to produce it with passion, skill and flair so that it contributes to the vibrancy and fabric of the community.

The significance of events

Events can provide the means for a flow of money and other ‘positives’ into a community that would not otherwise have occurred. Events may have:

- A direct impact on the local economy through direct spending by visitors
- An indirect impact (multiplier effects) as direct spending leads to further rounds of spending, income generation and employment
- Induced impacts through future spending, tourism, long term employment growth etc.

In addition to an economic impact, events can have a positive impact socially and culturally. Events provide opportunities for people to interact with one another, helping to create a sense of belonging and social cohesion. They help to strengthen pride in a community and provide opportunities for new experiences, learning and enjoyment.

Getting businesses involved in events

Events create benefits for communities and their businesses by encouraging spending by visitors and local residents. As one means of maximizing these benefits, some events have a policy of

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giving preference to local businesses and organizations when contracting goods and services for the event.

Events can be organized specifically to promote retail trade, for example stock taking sales and retail promotions. At other times the benefit may be more indirect and long term, as the event may be more about encouraging participants to visit and feel good about the town. This may encourage return visits. The benefits to business may not be apparent on the day of the event. This needs to be explained to local businesses, so that they are supportive of the event even though the benefits to them may be long term.

Local businesses need to be well informed and understand the benefits of being involved in local events. Time and effort needs to be devoted to conducting retail promotions that link local businesses strongly to the event. Incentives will encourage patronage of local businesses. Dressing their shops with bunting, window displays and special offers for the event are all ways that businesses can demonstrate they are part of the event.

Another economic benefit of events is that of job creation and employment. Large events create direct jobs in the coordination/staging of the event and in the flow on of business to providers of goods and services to the event. However, the number of jobs created in the community by events is often modest. Events can provide vital opportunities for skill building and invaluable experience which can be particularly important for young people.

Tourism benefits

Not all events are suited to tourism, and some events exist primarily, if not exclusively, for the benefit of their local communities. However, for communities that want to develop their tourism potential, events can be the major drivers. They can demonstrate the unique features of a town, help to enhance the town's image and promote it as a tourism destination. By working in close cooperation with tourism operators, events can:

- Attract additional visitors
- Extend their length of stay

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- Increase visitor expenditure
- Counter seasonal variation by attracting visitors in low and shoulder seasons
- Showcase and promote the unique features and attractions of a town
- Enhance the image of a town as a tourism destination
- Help to build brand awareness of a town or region

1.2 Event creation and theming

Great events are those that express the unique qualities of a town, city or region, and stand out because of their creativity, originality and authenticity. One way to strive for events that have a unique point of difference is by involving the community in a workshop. This can be a town meeting or it might be comprised of some of the key stakeholder groups.

How to create and theme an event

- Determine the purpose of the event
- Identify who you want to attend the event
- Consider the best time to stage the event
- Decide the best place to stage the event
- Brainstorm the event concept
- Develop the event concept and theme
- Consider the development of a ‘WOW’ factor for the event

Identifying the stakeholders in the event

Involving key stakeholders in planning the event will assist in gaining their commitment to participating in and supporting the event. Potential stakeholders may include:

- local residents
- community groups
- local businesses and traders
- Council
- funding bodies
- sponsors
- chamber of commerce
- economic development officer

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- tourism operators
- tourism officer
- media
- charities
- educational institutions
- schools
- entertainers
- artists
- elected representatives

Rather than expecting the group to come up with ‘the great idea’ cold, it will be useful to explore some key questions that define the context or the parameters of the event.

These are the ‘5 W’s’ of event creation – Why? Who? When? Where? And What?

Why are we putting on the event?

This question is the first that must be asked and the most important. It might be to celebrate a particular occasion such as the town’s centenary. It might be to promote the town’s image, to attract visitors out of peak season, to increase business revenue, or simply to improve the town spirit and sense of community.

Who do we want to come to the event?

The event may be targeted at local residents and/or visitors. The event might be specifically for young people, families or a more general audience. The event organizers must know who they are targeting, as this will drive the marketing and promotion of the event.

When is the best time to stage the event?

Whether the event will be indoor or outdoor will in part determine the ideal time of day and ideal time of year for the event. The target market is also a strong determining factor. For example family events may need to take place at weekends or school holidays, whereas events for seniors may be better held on a weekday. It is important to avoid other events in the local area and to take into account holiday periods and competing big events such as elections and the football grand finale.

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Where is the best place to stage the event?

The venue should not only accommodate the needs of the event and give it a unique character and atmosphere. Other key issues to consider will include availability, cost, transport, parking and facilities.

What concept or idea will best serve the purposes of the event?

In cases where the event concept has not been identified, one way of developing ideas is a collective ‘brainstorming’ session. A useful technique is to use a whiteboard or butchers’ paper to record ideas, encouraging people to say whatever first comes into their minds. With a lively group of people, coming up with a wide range of ideas will be easy. Once this process has been exhausted, it will be useful to make a second list, this time prioritizing ideas in terms of their quality and attractiveness. Some ideas may be able to be blended or combined. Through this process, you will end up with a shortlist from which the group must choose the idea, or combination of ideas, that best serves the event. This can be developed and refined to create the event concept.

1.3 Developing the event concept

Once the event concept has been identified this should be developed as a theme and applied to as many different aspects of the event as possible. The event theme may be applied to the following:

- Posters
- The event programs
- Advertisements
- Site decorations
- Entrance way
- Performers
- Costumes
- Stage decorations
- Food/catering
- Stalls
- Facilities
- Games
- Crowd control
- Staff uniforms



The ‘wow’ factor

For events to stand out from the crowd and to be talked about and remembered, they need a distinctive and newsworthy feature, sometimes called the ‘WOW’ factor. This can be developed from an unusual aspect of the event or it can be specially created to give the event a distinctive character. For example, the world record for the largest number of utes gathered in one place.

1.4 The event planning process

Good planning is vital to the success of any event. The planning steps involved in conducting a successful event are:

- Creating a vision and establishing a theme
- Undertaking a situational (swot) analysis
- Setting objectives
- Determining the event’s feasibility
- Choosing an organizational structure
- Preparing an event plan
- Evaluating the event

Creating a vision and establishing a theme

It is important at the outset to identify the purpose of the event. A good way to do this is by creating a vision statement which describes the long term goals or the future desired position of the event.

The best vision statements are simple ones that everyone can relate to and agree with. They bring people together and help to form a common bond. It is wise to write your vision statement down, so that it can be communicated clearly and kept in mind by all team members. Some organizations like to include it in the event plan, communications documents, the event website and even put it up on the wall.

Some sample vision statements are:

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- To create a meeting place for the community to interact and celebrate together.
- The XYZ Festival is a vision of regional cuisine, soulful entertainment, herb education, industry activity and cultural uniqueness never before seen in ABC's festival calendar.

A mission statement which indicates how an event will move towards its vision can also be developed. Mission statements usually include a statement of purpose, identify the participants or customers, and include the broad nature and overall philosophy of the event. They begin to extend the vision of their events into the areas of who, what and why.

Whether it's a mission or a vision statement the important thing is to develop a clear statement of purpose which is shared and agreed by all the event stakeholders and can be used to drive the event planning process and unify the event team.

Undertaking a situational (SWOT) analysis

A situational analysis will help in identifying the strengths and weaknesses of an event and the threats and opportunities. These can relate to the external and internal environments of the event. The external environment will have an impact on the decisions regarding the event including those related to programming, target markets, promotional messages, ticket prices and timing. Internal environment concerns

will relate to the physical, financial and human resources available to the event organizer.

Setting goals and objectives

Once the vision/mission of the event is agreed, the next step is to set the objectives. There may be a number of overlapping and complementary objectives that satisfy different stakeholders in the event. Try to quantify these objectives into realistic goals. This will help in measuring the success of the event.

Objectives for Events should be SMART

- Specific to the event

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- Measurable in statistical terms
- Achievable or Agreed by those involved
- Realistic or Relevant to the resources available
- Timed around the event schedule

Determining the event feasibility

The first step in planning an event is to establish whether it is feasible to hold it. Identify all the requirements of the event and compare these with the existing and potential resources of the sponsoring organization. Prepare a preliminary budget for the event, including approximate costs for all of the event components and a realistic assessment of likely sources of income. Assess carefully the market interest in the event and likely competition from other events in the area at the same time.

Other vital requirements of the event that will need to be considered are:

- Human resources
- Level and mix of skills
- Lead time
- Likely weather
- Community support
- Business support
- Market size and interest
- Potential sponsors
- Political support
- Facilities and services

Having assessed these factors, decide whether it is feasible to stage the event and whether the potential benefits outweigh the effort, cost and associated risks. This process will assist in making an informed and sensible decision as to whether to proceed with the event.

Choosing an organizational structure for the event

The next step is to decide what organizational structure is needed to produce the event. In some cases, the host organization may have an existing structure that can be adapted to suit the needs of the event. If not a structure that matches the scale and requirements of the event should be established.

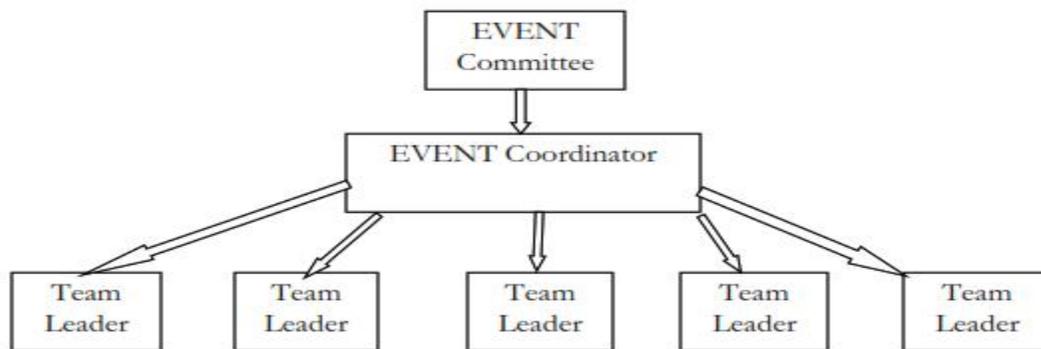
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A typical structure is an event committee that oversees an event and is responsible for the day to day implementation through the event coordinator, staff and volunteers. The event committee should include a range of people with strong standing in the community and with a good mix of leadership, business, entrepreneurial and decision-making skills. The key role of the event committee members is to provide direction to the event through the event coordinator.

The event coordinator's role is to manage and direct team leaders responsible for different areas of the event and ensure that it is working in a unified effort to achieve the vision and goals of the event. The event coordinator should report regularly to the event committee on progress, implementation and the financial status of the event.



Sample Organizational Structure for an event

Preparing an event management plan

The objectives of the event should now be translated into an event management plan. In the first year of an event, considerable research, thought and effort is required to establish a plan. This plan will form the basis of a standing plan that can be developed and adapted for use in future years.

Depending upon the circumstances consideration should be given to also addressing:

- Tourism
- Communications
- Entertainment
- Stage
- Decorations
- Catering/food
- Logistics
- Traffic



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- Safety
- Security
- First aid
- Shutdown

Human resource management

Key steps in making the event successful from a people perspective

- Identifying the tasks necessary to deliver the event
- Determining the number of ‘jobs’ and/or subcommittees such tasks will require
- Determining the skills needed from people in the various ‘jobs’/sub-committees
- Identifying the number of people needed to deliver the event
- Identifying where to source the people needed to deliver the event
- Undertaking measures to create awareness of, and interest in volunteer participation in your event
- Applying a selection process to people that apply to volunteer to ensure the right people in the right jobs/sub-committees
- Providing adequate training so that volunteers can perform the tasks required
- Seeking to create a sense of event ‘ownership’ by the volunteers
- Ensuring volunteers are acknowledged and rewarded for their efforts
- Preparing a checklist to ensure volunteers are effectively integrated into the overall management of the event

Identifying people needs

An event manager or event committee must ensure they have the right people with the right mix of skills at the right time, place and cost to meet the objectives of the event. The best way of doing this is to establish exactly what tasks need to be performed to deliver the event and grouping these tasks.

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Sourcing people

Events that you are likely to be involved with, while drawing heavily on volunteers, might also need to make use of the services of contractors, temporary paid staff and staff supplied by major stakeholders such as councils. While the telephone book can be a useful starting point, asking other event managers for recommendations, or attending events at which these organizations are providing their services to observe them first hand, are probably the best means of identifying and evaluating potential service suppliers.

There are various ways to attract sufficient volunteers with appropriate skills. These include approaching key event stakeholders (e.g. local councils and community groups) associated with the event, Colleges and Universities, religious groups, the local Chamber of Commerce, and voluntary agencies.

Selecting the ‘right’ people

When selecting and/or placing volunteers it is useful to:

- Have each potential volunteer complete a registration form.
- Prepare job descriptions for each volunteer position. Such descriptions can be communicated to enquiring potential volunteers by various means such as mail and by referral to the event’s website.
- Match the job descriptions to the volunteers’ registration forms.
- Conduct interviews with potential volunteers as if it were a paid job, matching people to appropriate jobs.

Making people feel part of your event

Once sufficient volunteers have been recruited for the event, some form of induction should be conducted as a way of ‘bonding’ volunteers to the event. An induction program should:

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- provide basic information about the event (mission, objectives, history, stakeholders, budget, locations, program details)
- conduct tours (as appropriate) of venues, and any other relevant locations
- make introductions to other staff and volunteers
- overview training programs (if provided)
- Overview the rights and responsibilities that both the volunteer and the event organizing body have to one another.

The induction process can also be facilitated by the development of an induction kit for distribution to each volunteer. A kit might contain items such as: an annual report; message from the organizing committee chairperson/CEO welcoming volunteers; name badge; staff list; uniform (whether it be a t-shirt or something more formal); list of sponsors; list of stakeholders; and any other appropriate items – e.g. occupational health and safety (OH & S) information.

Training

Volunteer training should be factored into event planning. Training is often needed for individuals to adequately perform the voluntary tasks allocated. Training may be of an on-the-job nature or it may take place prior to the event. The former approach, while cheap and largely effective, does have limitations in that it is not preceded by an assessment of an event's precise volunteer training needs and how these needs can be met within existing resources. Outcomes from such an assessment may include:

- Seeking funding for training
- Identifying trainers
- Encouraging volunteers to undertake event specific training programs in return for certain benefits (e.g. appointment to positions of greater responsibility/satisfaction).

Rewarding people

The following are suggested ways of acknowledging voluntary contributions:

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- Letters/certificates of thanks
- End of event parties/celebrations
- Thank you, gifts, (e.g. T-shirts, caps)
- Free tickets
- Opportunities to meet with celebrities, sporting stars and other vips
- Advertisements in newspapers etc thanking staff and volunteers for their contribution to the success of your event
- Placement into more responsible/challenging positions at future events
- Training in new skills.

Receive, interpret and accurately process registration information according to agreed procedures and timelines

1.5 Processing registration information

When registration information is received, it must be accurately processed according to agreed procedures and timelines. If manual processing is required, a person proficient in data entry must be used, as database accuracy is crucial.

To assist with accurate data entry, all information should be organized in a clear and logical way. If registrations are to be processed electronically, ensure you have set up a system to automatically organize information into folders such as:

- Registrations received
- Registrations processed
- Follow-up required

If you are using a manual data entry system and receiving paper based registration forms, you can use the same system by labelling in-trays and filing the forms appropriately. You can also use an ‘entered’ stamp and a ‘payment processed’ stamp on paper registration forms to clearly identify that each task has been completed.

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Always ensure that if information is missing from a registration that it is followed up immediately. If you start collecting registration forms in a ‘too hard’ pile and do not process them, you can end up with all sorts of problems.

Data entry – the vital fundamental

We have already mentioned the need for accuracy in database management. The bottom line is that there is no room for error. Inaccurate data entry can be the single cause for a company going out of business – particularly in event management. Not only does it leave you in a state of confusion and waste time, but it can damage your reputation very quickly and cost you a great deal of money – particularly if anyone decided to sue you for not fulfilling a particular function you had promised.

A budgeting or accounting error can take several unproductive days trying to sort it out. A wrongly entered address, postcode or phone number will take hours to unravel; it could result in the wrong information being sent, or in someone missing a flight, or not being registered at all.

One of the quickest ways to understand the importance of getting your data entry right is to work behind the registration desk of a conference. If you can get an opportunity to do so voluntarily, while you are undertaking this type of course, seize it with both hands. When you have people standing impatiently on the other side of the desk and you find you have duplicated an address, or someone has turned up insisting they have paid, when you can find no record of it – you will never forget the importance of getting every detail right.

Setting up database fields

This is a very complex area and the more proficient you become at it, the more information you will be able to extract from your database, more efficiently.

Example: When determining a room type, it is wise to allow only three alternatives – single, double or twin. Otherwise you could get triples, sofa-beds, cots, water beds, etc. This, unless it has been previously agreed that you would allow children for example, just becomes time wasting.

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A cell can be programmed to have a drop-down list. This will show up as an arrow to the right of a field, which when clicked drops down to show single, double or twin. You click which one you want and it falls into place. Alternatively, as above, you can simply type in the alternatives and delete those you don't want.

Similarly, in a simple database, if you want to arrive at the number of nights automatically, you can program that cell to show =date out minus date in. It gets more complicated if those dates cross a month end – but this falls into the more complex field of programming which isn't covered in this publication.

1.6 Use appropriate features of technology to maximize work efficiency and speed

Registration databases

All delegate registrations received are entered into a registration database. The type of database used depends on:

- **The type of organization you work for**

Professional conference organizers use sophisticated event databases specifically designed for managing all aspects of an event, including registration processing. Most not-for-profit, charitable and membership-based organizations have multipurpose databases which are also used to manage various aspects of events and record registration data. Smaller organizations without purpose built databases may simply use Microsoft Excel or Access databases to record event registrations.

- **The size of the event**

For small in-house events such as training seminars or Christmas dinners, an Excel spreadsheet may suffice to record the names of people attending. This can be easily merged to Word to create name badges and seating plans. Large events often require a complex registration system to handle

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multiple sessions, social programs, tours, special requirements, accommodation and payment processing. Large events are best managed using event management software.

- **The budget**

The event budget plays an important role when identifying the type of registration database to use. As Microsoft Access and Excel are easily accessed on most computer systems, this is certainly the most affordable option. Investing in event management software is a big decision as it can be very expensive.

- **The number of events your organization holds**

This is a major deciding factor when investing in event management software. Professional conference organizers invest in event management software because the numerous and ongoing events they organize make the software cost effective. However, an organization which holds just one or two small events a year probably cannot justify the expense and would normally look at alternatives.

1.7 Organize all registration information in a clear and logical way.

Automated and manual processing

Manual registration processing is still performed in some organizations, particularly if it only holds a few events. Manual registration involves registration information being typed into a database once registration forms (either electronic or paper) have been completed and received. Payments are then processed separately. Because of the additional work created by manual processing, most professional conference organizers will discourage delegates from registering manually and charge an additional fee if registrations are not received online.

Automated registration systems are designed to automatically capture delegates' registration information and record this in a database. There are many automated systems available and



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selection may be made easier by consulting appropriate colleagues who can help identify the best match to suit your needs.

Always take into consideration the support and help desk services available when purchasing or paying for an automated registration service or database, as this will be valuable if problems arise.

Example:

The technology used in automated registrations allows the user to maximize work efficiency. For example, Lido Group is an online registration company which can:

- Build and manage a personalized event website
- Take credit card payments online
- Reconcile and audit accounts and prepare financial reports
- Compile and send a database of pre-registrations
- Manage manual and paper registrations
- Create name badges, lanyards and other delegate products

E.g. A registration form might ask delegates for the following information:

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Title	Prof, Dr, Mr., Mrs., Miss
Name	First name, last name and name for name badge (as this can sometimes be different).
Company name	As most conferences are business events, the company name may assist you with group bookings and payment details.
Position title	Asking for the position title can assist with post event reporting and allows you to break down delegates into professions. It may also assist you in allocating people to particular specialty sessions or with seating arrangements.
Address	Ask the delegate to provide details of their preferred mailing address – this may be business or personal.
Telephone numbers	Phone, fax, mobile
Email	Often it is a stipulation of registering that a preferred email address is provided to allow all correspondence to be sent electronically.
Accommodation details	If the event organizer is booking the hotel, then a delegate simply needs to tick a box next to their preferred accommodation and indicate the type of room, check-in and out dates and pay a deposit (usually equal to one night's accommodation).
Session bookings	Meetings and conferences that offer a range of concurrent sessions and specialty workshops (or master classes) often require delegates to pre-book and will offer sessions on a first-in first-served basis.
Travel and touring arrangements	Many event organizers offer tours to delegates. If the event organizer is also a travel agent, then airline bookings can also be made on the registration form. In some cases, the event organizer may be responsible for organizing speaker travel and provision is made for this via registration. In most cases the event organizer does not get involved in individual travel arrangements. Instead they arrange for an airline to be the official travel partner and provide delegates with a number to call and a code specially allocated to the conference to receive a group booking fare.
Special requests	This may include diet, disability or religious requirements.
Payment	For a pre-registration to be confirmed, full payment must be received in advance. Online registration may incorporate credit card facilities or often BPAY details are provided for fund transfers. Payment is normally required for all aspects of the registration, including social events.



1.8 Provide accurate and relevant event information to clients and colleagues as required.

Providing event information

Pre-registration

It is wise to encouraging pre-registration to your event, as it can help give you a clear indication of the number of people attending. This can help when planning:

- The event budgets
- Venue size
- Catering
- Seating arrangements
- Merchandise requirements
- Handouts and giveaways

Inviting participants to pre-register requires additional administration, as registrations need to be processed and the appropriate documents issued.

Providing event information

Processing event registrations is not just about collecting data and entering it into a database. In order for a delegate to register, they need a variety of event information. This information is also used to entice people to register by promoting the local area and offering tour packages as part of the event.

Destination and tour information

Marketing the event destination is an important part of attracting delegates to register and may also encourage them to stay longer for a holiday in the area. The local convention bureau can provide information, tour options, promotional goods and images to use in the material that accompanies



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your registration form. Most convention bureaus produce electronic postcards which you can send to delegates to entice them to register early.

Registration fees

One key piece of information is the registration fee. Potential registrants need to know how much an event will cost before they commit to attending. Many events offer ‘early bird’ fees to encourage people to register as soon as possible.

While it is good to offer a variety of registration fees for a conference, it is also wise to limit these, as too many options can be difficult to record and implement.

E.g. here is an example of the types of registration fees which might be offered at an event:

Registration fee type	Description
Early bird fee	This registration fee is usually 10 to 15 % lower than the full registration fee and is only available to delegates who register before a specified date.
Student registration fee	Most industry organizations holding educational events such as conferences have student members. To ensure students can afford to attend, a student registration fee is offered.
Member and nonmember registration fee	If the event is being held by an industry association, it is important to offer a discounted rate to financial members, as this is a benefit of their membership.
Full registration fee	This registration fee is for delegates attending the entire event and usually includes all social programs.
Day registration fee	This registration fee is for delegates who wish to attend one day only and does not usually include any social programs.
Additional tickets	Most events offer a social program including welcome receptions and dinners. The registration form should include the option for delegates to purchase additional tickets to these events.



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Accommodation options

If accommodation is being booked via the registration form, then a description of the accommodation is necessary. Delegates need to know:

- The proximity of the accommodation to the conference venue
- The discounted conference rates being offered for the accommodation
- The room types available, e.g.: twin, double, apartment etc
- General information about the facilities available at each property with a website for further reference

Using social media to distribute information

Most professional event organizers offer social media marketing packages to their clients, including development of:

- Webpages
- Twitter accounts
- Blogs
- Face book pages
- wiki spaces for project management

Social media can be used very effectively to distribute event information and to attract registrants.

1.9 Prepare and issue documents and other materials according to tourism event requirements.

As a result of processing a registration, a number of documents and materials need to be prepared and distributed. If registrations are processed using event management software, then a variety of documents can be generated easily. When you first set up an event, you will need to input specific event details into templates. Then, once you begin data entry of a delegate's registration details, documents and materials can be generated automatically.

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If you are working manually, documents and other materials must be prepared and distributed carefully as using this method makes human errors more likely.

Documents and other materials resulting from registration include:

Receipts

Receipts are issued as proof of payment and also provide delegates with an invoice for GST and taxation purposes.

Tickets

Tickets are issued as proof of purchase and are used for:

- Pre-paid gate entrance
- Seat allocation
- Tour tickets
- VIP or member area access
- Social program entrance – diners, cocktail parties etc.

Depending on the event type and the reason for issuing tickets, some tickets are sent in advance of the event and others are issued when the delegate checks in at the registration desk.

Confirmation letters

Preparing a detailed confirmation letter reiterating every detail of the delegate's registration will reduce misunderstandings and confusion. In particular, payment status, session's pre-booked accommodation and touring details and social program bookings should be confirmed.

You can even include confirmation of what the delegate has not booked for, eg:

‘We have noted at this stage you have not booked a ticket for our Party Dinner at \$100, please notify our office if you decide to attend the dinner by no later than.’

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Information or promotional packs

Information or promotional packs are distributed to delegates when they arrive on-site. Information packs may include:

- Maps
- Timetables
- speaker profiles

Promotional packs may include:

- sponsor handouts
- promotional giveaways
- Service Vouchers
- wireless Internet access codes
- venue floor plans

Service Vouchers

Service vouchers are often included in promotional packs/goody bags/delegate satchels. Delegates might receive discount coupons or promotional offers when they shop at particular retail outlets or use local services. In some areas, local tourism associations and convention bureaus create service voucher books to include with delegate materials.

Sponsor advertisements

Sponsorship is a business agreement between the sponsor organization and the event organization. A sponsor will often support an event because they have identified that their target market will be in attendance and they wish to network, promote their business and increase their client base. Sponsors are provided with the opportunity to advertise their business through promotional text in program books, flyers, links on the event website, speeches to the audience, prizes or award presentations etc. The distribution of sponsor advertisements and materials is an essential part of this business agreement.

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Credit Notes

Credit notes are prepared and issued to attendees who have paid to attend an event and then cancel their registration. The credit note may be equivalent to the full amount paid, or the full amount minus cancellation fees. Strict cancellation policies often reduce the number of refunds and credit notes issued and many events do not offer credit notes at all.



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SELF-CHECK 1

WRITTEN TEST

It is a requirement of this unit you complete written test as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

1. Why do events offer early bird fees to encourage people to register earlier rather than later?
2. Give an example of how one of the social media listed above could be used to provide event information.
3. List the type of information that might be recorded in a registration database.
4. Identify some of the things that can go wrong if you do not follow up missing registration information within appropriate timelines.
5. The following database contains several errors. Identify these and explain why the identified details are or may be wrong and what needs to be checked.

Surname	First	Address	State	Code
Anderson	Janine	17 Arthur Street, Glenelg	SA	5045
Cartwright	John	6 Devereux Tce, Paddington	SA	2021
Jackson	Melanie	17 Arthur Street, Glenelg	WA	6011
Jackson	John	3 Russell Way, Peppermint Grove	WA	6011
Jackson	John	7 Glencairn Drive, Mooloolabah	QLD	5045



INFORMATION SHEET 2 LO – 2 REVIEW & REPORT REGISTRATION INFORMATION

2.1 Monitor registration information and provide attendance reports to appropriate colleagues, clients and suppliers as required

Attendance report

Receiving and processing event registrations is only a small part of managing event attendance. Monitoring registration and attendance data is an essential step to successful event management, because:

- Many events have a minimum or maximum capacity
- You are obliged to keep suppliers informed of relevant information
- Orders for goods and services can be adjusted according to this data
- Marketing data can be extracted and provided to clients and sponsors

Generating attendance reports from a basic database (such as an Excel spreadsheet) can be done by merging your database to a report template and extracting the information you will need. Alternatively, if you are using event management software, generating a report should be as simple as clicking a button.

A number of different reports need to be generated when monitoring pre-event registration, but the most commonly used is the attendance report. An attendance report includes delegates' names and contact details and is used to monitor:

- Numbers
- Characteristics of attendees
- Sources of attendees
- Progress towards attendance expectations



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This information will assist you in providing general updates to colleagues, clients and suppliers.

Daily reports should help with monitoring attendance numbers, travel, accommodation, tours, social program bookings, pre-session bookings, special needs and financial status.

Regularly generating reports will help you monitor:

- Who has registered and who is pending
- Actual versus budgeted registration revenues
- Expected attendance at sub-activities
- Dietary requirements so that preparation can be made early
- First-time conference attendees so their orientation can be organized

2.2 Proactively identify issues or challenges emerging from attendance information and report accordingly.

There are so many different things to manage when monitoring event registrations that encountering various challenges is common. This is a good thing! By identifying issues in advance, you can create a smoother on- site registration process.

Challenges you encounter may include:

- People registering with special needs that are difficult to address, such as: special food requirements, e.g.: kosher, halal, vegetarian, allergy the need for interpreters access requirements for wheelchairs in a challenging space or venue
- A larger number of male or female registrants may impact on the type of catering ordered
- Numbers may be well below expectations
- A high percentage of people registered have not yet paid
- Some pre-booked sessions might book out and others not attract any interest at all
- Accommodation being booked for longer stays than anticipated and rooms not being available

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- VIPs, speakers or sponsors receiving complimentary registration not completing a registration form.

2.3 Take action to address attendance issues according to instructions and in consultation with colleagues.

The majority of challenges faced do have solutions; identifying issues early gives you time to address them. If you detect low registration numbers, there are a number of things you can do.

Additional promotional activity

The industry term given to promotional activity aimed at increasing attendance is ‘delegate boosting’. This can include:

- Promoting your event at a similar or linked event in another state/country. You can arrange with the event organizers to include promotional materials in their delegate handouts, distribute promotional fliers to delegates in the breaks, or even do a formal presentation promoting your event destination.
- Contacting your convention bureau. They will have a number of promotional materials they can give you to promote your event destination, including posters, brochures, brochure shells and electronic postcards. You can arrange to email your distribution list an electronic postcard reminding of key dates or updating on new speakers or entertainment being showcased at your event.
- Using social media to promote your event. You might use a Face book page, Twitter or blog for your event and if your target audience falls into the market segment using these applications, you increase your chances of reaching them.

Targeting specific groups

Having a marketing strategy for an event will help you identify who your target market is and how you are going to get them to attend your event. You may identify specific target groups and be able to reach them by:

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- Changing aspects of your program to have greater appeal to them
- Purchasing databases of specific groups to target
- Appointing an ambassador for your event from the specific group you are targeting
- Placing advertisements in the industry journals, magazines, websites read by specific groups

Example:

Your event might be a medical conference traditionally aimed at GPs. You now also wish to target practice nurses and practice managers as this would almost double your attendance numbers. To do this you should ensure that the conference program has plenary sessions suitable for everyone and concurrent sessions which break up into specialized presentations for each specific group. You would also need to ensure that your event marketing targets each specific group and that the conference registration is designed to highlight which group each individual fall into.

Encouraging people to confirm their attendance

On occasion, particular groups or individuals might reserve tickets to an event with the promise of confirmation and payment in the future. In the early stages of event planning this can be acceptable and a good way to estimate attendance.

However, as the event date draws closer, this can cause issues. Your event might have limited tickets available and by holding space for particular individuals or groups you could risk turning away people who are willing to pay and confirm immediately.

When attendance is not confirmed, you run the risk of losing money though:

- Over-ordering goods and services to accommodate unconfirmed attendees
- Event budget incorporating numbers anticipated but not confirmed
- Venue space being held to accommodate larger numbers than register

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Therefore, it is essential to communicate regularly with any groups and individuals you are holding space for. Provide them with cut-off dates and easy payment and confirmation options. Make sure you have communicated in writing the date you will release their space, and provide them with plenty of reminders along the way to encourage them to confirm their booking.

Changing the venue

Sometimes you might have no other choice than to change the venue for your event. This should be a last resort, because:

- If communication of your change of venue does not reach all attendees, it can cause great confusion
- Most venues will not refund the deposit paid if you cancel your booking
- Accommodation sourced close to the original venue may also have to be cancelled and re-booked closer to the new venue
- Invitations may have to be reprinted and distributed

Changing venues is more common if an event attracts greater numbers than expected and needs additional space. If numbers are greater than expected, you will most likely be generating more revenue and may decide that the loss of the deposit is easily covered by the extra money you will make by moving to a larger venue. If event numbers fall below expectations, there are usually solutions to make the existing venue look smaller than it actually is.

If you do change venue, always communicate this in writing to everyone who has already registered to attend, announce it on your website and via any other mode of communication you are using, e.g.: blog, Face book, Twitter, e-newsletter.

Communicating with clients and suppliers

It is important to keep your clients and suppliers informed of the issues and challenges you identify throughout the registration process, as they can often be part of the solution. Keeping problems quiet and hoping they will improve rarely works.

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SELF-CHECK 2

WRITTEN TEST

It is a requirement of this unit you complete written Test as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

1. List three reports you might generate from a conference registration database. Give a brief description of each.
2. What benefits are gained from regular monitoring of event registrations?
3. What issues or challenges might you encounter when processing event registrations?
4. What action could you take if registration numbers were below expectations?



INFORMATION
SHEET 3

LO – 3 FINALIZE REGISTRATION INFORMATION

3.1 Check and finalize registration documentation within agreed timelines.

When advertising event registration dates, always close off registration several weeks prior to the event. This will allow you time to finalize and check the data and associated documentation.

No matter when you close registration, you can be sure of having last minute registrations arrive until just before the event. However, stopping the majority of registrations earlier will make processing last minute registrations easier.

Data integrity checks are essential when finalizing registration. This involves cross checking your database and making sure all the entries are accurate and correct.

Example:

A delegate's postcode may be entered into the registration database with one digit missing e.g. 501 instead of 5031. In some instances, simple errors such as this can impact on final event documentation, as this delegate may not show up in reports using postcodes for results.

When finalizing registration documentation, always cross-check to make sure that no one is missing from documents generated. This can be easily achieved by comparing the total number of event attendees and with the total of the various breakdowns you have created.

Example:

Your event has 100 registrants and you have finalized a document listing the names of those attending each of the three concurrent sessions. The number of people listed to attend each session is 40+20+35, equaling a total of 95. You are therefore missing 5 people and you need to find out why. The most obvious thing to do would be to check if any session choices were not entered into

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the database. For this reason it is wise to always keep the original copies of every delegate registration form received, as it will allow you to easily cross-check data.

Produce accurate and complete final attendance documentation in agreed formats and styles.

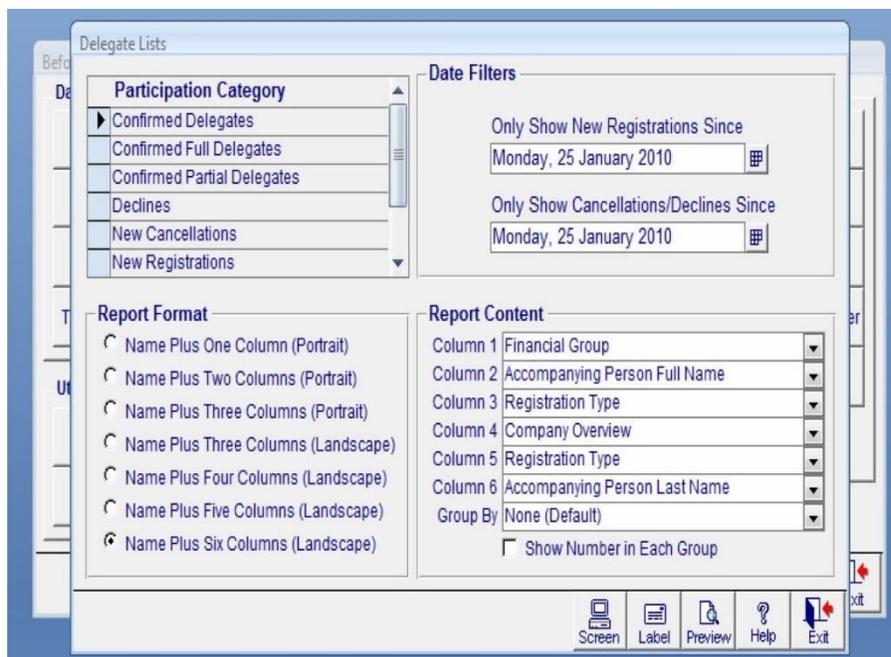
Once you have checked your database and completed an integrity check, you can produce final attendance documentation. Attendance documentation may include:

- Attendance lists with basic details of attendees
- Attendance lists with additional information, such as payment status and special requests
- Name tags
- Information satchels

Documentation intended for clients or suppliers should be produced in the appropriate formats and styles. Event management software programs such as Summit Event Management Pro can produce detailed attendance documentation in the form of reports.

Example:

The screen below demonstrates a report designed to create attendance lists with basic details of attendees:





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The screen below demonstrates a report designed to create attendance lists with additional information, such as payment status and special requests:

Correspondence

Individual Group

Correspondence Type

- Individual Receipts and Refunds
- Organisation Receipts
- Delegate Confirmation Letters with Money Details
- Delegate Confirmation Letters without Money Details
- Presenter Confirmation Letters
- Presenter Confirmation Letters with Registration Details
- Exhibitor Confirmation Letters
- Exhibitor Confirmation Letters with Registration Details
- Sponsor Confirmation Letters
- Advertiser Confirmation Letters
- Itineraries
- Invoices for Anyone Who Owes Money
- Invoices for People From a Particular Organisation
- Invoices for Selected People
- Invoices for People Who Haven't Had One Since
- Participation Records with Money Details
- Participation Records without Money Details
- Tax Invoices and Adjustment Notes

Produce

- New Correspondence Only
- Redo Correspondence from

Address Labels

- Produce Labels with Correspondence
- Don't Produce Labels

Correspondence Log

5	Number of Entries
18-Jun-09	Earliest Entry
18-Jun-09	Latest Entry

Find Log Entries

From	To	Containing Text

Delete Preview

Select Invoices Letterhead Edit Preview Help Exit

The screen below demonstrates a design page to create name badges and tickets:



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The screen below demonstrates a report enabling you to create name badges and tickets using the template you have designed:



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Templates for name badges and tickets can be designed in simple merge documents using the event name and logo as a header. Most perforated name badges available provide templates and margin settings to save you time when creating documents.

3.2 Distribute final registration documentation according to agreed procedures and within required timelines.

Once registration documentation has been created, it needs to be distributed. In the past, most documentation was posted, but the cost effectiveness and efficiency of electronic distribution is now widely recognized and used.

If you are not using an event management software program or online registration process, then you can individually produce event documentation such as confirmation letters, tax invoices and receipts and attach them to email sent to individual delegates.

Alternatively, if you use an online registration process, the delegates will receive automated responses including confirmation letters and tax invoices.

Final registration documentation is not only distributed to delegates but is also created for event contractors.

Example:

Documentation distributed to contractors might include:

- Special diet requirements to caterers
- Tour attendance list to tour company
- Names, dates and deposit details to accommodation venues
- Transfer and travel listings to airlines and coach companies



3.3 Minimize use of printed materials and maximize electronic transmission of all documents and materials during the registration process to reduce negative environmental impacts.

As sustainability is becoming a greater concern worldwide, organizations are implementing procedures to assist in efficiency and to ultimately benefit the environment. Sustainability has been defined as ‘the capacity to endure. For humans, sustainability is the long-term maintenance of well-being, which has environmental, economic, and social dimensions, and encompasses the concept of stewardship, the responsible management of resource use.’ Following resource conservation guidelines, including minimizing the waste of printed materials, is one way to work towards sustainability.

Conservation and recycling

There are many ways in which you can contribute to helping reduce costs to your organization and support environmental conservation. Always check on your organization’s policies and procedures. There may be opportunities for you to suggest new methods to help with recycling and conservation, but make sure your ideas are practical, sensible and won’t be too time consuming.

Some ways include:

- Recycling paper and using recycled paper
- Planning your work
- Proofreading your work before printing
- Printing duplex copies
- Managing documents and records electronically – avoid printing wherever you can
- Setting up recycle bins
- Recycling toners and cartridges
- Using energy saving options on equipment
- Reducing lighting where appropriate



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- Turning off unused equipment

Recycle paper

Use paper thoughtfully. If the paper has only been printed on one side, pen a large cross through the printed side and use the non printed side. Check that the documents do not contain ‘confidential’ information. If they do, the paper should be shredded and used for packaging or as compost in garden beds.

Used paper can be utilized for scrap pads, note taking at meetings, ‘to do’ lists for individuals and printing of ‘draft’ copies.

File used paper in document trays where all staff can place their used paper. The supply should be kept neat and tidy, with the printed side facing the same way. Ensure signage is clear so that everyone is more likely to cooperate. Recycling can become a habit, making it easy for people to comply. Often it is just a case of a little ‘retraining’.

Use recycled paper

When purchasing paper, check the variety of papers that are available. Purchase paper that has been made from recycled paper wherever possible and appropriate.

Plan your work

Planning your work will help you save resources. You may feel that taking the time to plan is wasting time, but in reality it can be a great time saver. Without proper planning, you may end up having to repeat the task causing wastage and frustrations.

Before printing or photocopying, determine:

- Quantities
- Quality of paper
- Covers required
- Colour or black and white options
- Duplex or single printing required
- Collating requirements
- Binding options necessary or required

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TOUR SERVICE – III COORDINATE PRODUCTION OF BROCHURES AND MARKETING MATERIALS

You can save valuable time, resources and energy by planning your work before you commence the task required.

Double check the options for printing or copying you chose before pressing start. You could have inadvertently pressed 100 instead of 10!

Proofread your work before printing

Read, edit and make changes on your computer screen before printing. Use spell check and auto correct functions on your computer to help you correct documents electronically.

If another person is involved in the document you are working on, share it electronically by either emailing or electronically filing the document on a shared network drive where your colleague can access it. Mark the document as DRAFT until the document is finalized and you are ready to print. Make sure you remove the DRAFT notice before printing!

Duplex copies

Always print or photocopy in duplex where possible. Check out the duplex functions of your multifunction device, printer, fax or photocopier and get used to using them. Not all documents are suited to being printed in duplex, but many are. This could potentially halve your paper bill.

Place a sign on equipment reminding people to use the duplex function where possible, or preset the default settings on your computer so that duplex is automatically selected.

Manage records and documents electronically

The use of computers and the internet across all industry areas is becoming more extensive every day. Electronic transmission and filing of documents has resulted in huge reductions in paper waste.

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Consider before printing, whether a file can be kept electronically rather than in a paper based filing system. Many organizations have a shared network drive where staff can save and access files as needed. This method saves a lot of paper, files, filing cabinets (or storage systems) and space.

Example 1:

Instead of faxing through supplier bookings, confirmations and finalizing documents, email them, particularly if they are already on your computer. If a document comes through as paper-based and you need to it forward on, scan the document in your client's file and send electronically – less paper and reduced costs for postage.

Use electronic diaries and calendars where practical and appropriate. Networked diaries give everyone access to the appointment diary for the day, week, month or year. This saves both paper and time as each person can access the information as they require it.

Set up recycle bins

Set up recycle bins if the organization uses materials that can be collected or recycled in some way.

Make sure the bins are placed in strategic locations and clearly labeled so that people can easily contribute and comply, e.g.: a bin could be placed in the staff room to collect drink bottles.

Recycle toners and cartridges

Most toners and cartridges can be recycled. Find out where they can be returned to. Place a sign near the toners and cartridges supplies so that staffs do place them in recycle bins.



TOUR SERVICE – III COORDINATE PRODUCTION OF BROCHURES AND MARKETING MATERIALS

Use energy saving options

Many office machines or equipment have an energy or power saving option which reduces the amount of power they use. Utilize this as practically as possible. Computers should be closed down after use, including switching monitors off. Even when equipment is on ‘stand-by’ mode they use power. Ensure these are switched off overnight.

There are ‘green’ electrical machines available. These are designed to use less electricity. ‘Star ratings’ are applied to machines to show their energy usage. Check these before purchasing.

Light bulbs can be replaced with energy saving bulbs. Keep up-to-date on the latest energy saving trends via advertising, professional journals or by checking on energy wise websites.

Reduce lighting where appropriate

Switch lights off where practical. If your office receives a lot of afternoon light, switch your lights off for the afternoon. If a room is not being used either during the day, at night or overnight, switch the lights off. Some buildings have delay switches which turn the lights off automatically after a period of time. Check your organization’s policies and procedures. Some will use lighting for security and display purposes.

Switch off unused equipment

If equipment is not going to be used on a regular basis throughout the day, turn it off. Plan when equipment will be used and arrange tasks to be done together, if time permits. Turn computer monitors off at the end of the day.

Other ideas

- Use public transport, ride your bike or car pool to get to work.
- If your building has a staircase, get some exercise and take the stairs instead of the lift.

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- Bring your own lunch.
- Bring your own mug for tea and coffee – plastic and polystyrene cups are not biodegradable.
- Reuse manila folders and hanging files.
- If you are sending more than one item to the same address, place them in the same envelope, not only saving envelopes and labels, but possibly postage costs too.
- Walk to the shop, post office or business if it is reasonably close to collect the mail, etc.



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MATERIALS

SELF-CHECK 3

WRITTEN TEST

It is a requirement of this Unit you complete written test as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

1. Why data integrity checks an essential part of checking and finalizing event registrations?
(4 pts.)
2. List six final registration documents distributed to delegates and contractors. (6 pts.)



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COORDINATE PRODUCTION OF BROCHURES AND MARKETING
MATERIALS

OPERATION SHEET

EVENT PLANNING

Task - Steps involved in planning an event

- 1st. Select the theme of the event,
- 2nd. Prepare the event timeline
- 3rd. Prepare budget,
- 4th. Prepare registration format.
- 5th. Prepare invitation letters.



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COORDINATE PRODUCTION OF BROCHURES AND MARKETING
MATERIALS

LAP TEST

PRACTICAL TEST

Name: _____ Date: _____

Time started: _____ Time finished: _____

Instructions:

1. You are required to perform all of the following

Develop an event plan for a full day seminar training on Ethiopian Painting and Architecture. The organizer is Ethiopian tour guides association and they hosted the event to create a common understanding among tour guides about Ethiopian paintings and architectural styles and generating revenue for the association.

- Prepare the event schedule
- Prepare budget for the event
- Prepare registration form and
- Prepare invitation letter for the participants

2. Complete the following four tasks using the information given.

- A. Design a registration form for this conference.
- B. Create a simple spreadsheet to enabling you to process and monitor delegates for this conference.
- C. Enter the details of the five sample delegates given into your spreadsheet.
- D. Write a sample letter confirming one of these delegates' registrations at the conference.

Client:	Food Council of Australia
Theme:	Gastronomic Tourism
Event type:	2 day conference

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TOUR SERVICE – III
COORDINATE PRODUCTION OF BROCHURES AND MARKETING MATERIALS

Dates:	18 and 19 June 2012
Venue:	South Coast Convention Centre
Anticipated numbers:	300
Registration Fee:	\$600 (two days) \$550 (early bird - 18 April)

Day One		Day Two	
9 am	Registration and welcome		
9.30-10.45 am	Main session	9.30-10.45 am	Main session
10-45-11.00 am	Morning tea	10-45-11.00 am	Morning tea
11.00-1.00 pm	Workshops	11.00-1.00 pm	Workshops

	Session one		Session three
1.00-1.45 pm	Lunch	1.00-1.45 pm	Lunch
1.45-3.00 pm	Main session	1.45-3.30 pm	Tour
3.00-3.15 pm	Break	3.45 pm	Return to conference venue
3.15-5.00 pm	Workshops, Session Two	4.00-6.00 pm	Conference close, cocktail drinks
7.00-11.00 pm	Ball Dinner		

Conference details:

Session information:

Workshop Session One – day one morning	
Options:	A: Cheese and wine matching, the debate B: Master class with award winning chef Jo-Lynn Smyth
Workshop Session Two – day one afternoon	
Options:	A: The hot spots in Australia B: Food, wine and festivals – making it all work
Workshop Session Three – day two	
Options:	A: Great Australian Success stories B: Marketing to the new breed of Generation Y

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MATERIALS

OTHER INFORMATION

- Accommodation will be required for most of the delegates @ \$150 extra per delegate
- Gala Dinner: extra \$100 per delegate
- Tour: Local winery and award-winning kitchen tour with special guest included in registration fee
- Cocktail party included registration fee.

SAMPLE OF DELEGATES Mrs. Ava Smith

121 Rose Tce, Blackshaw, SA 2246,

Organization: Food and Supplies R us!

- Attending both days
- Cannot attend gala dinner
- Will attend cocktail function, requires accommodation
- Gluten intolerant
- Workshop attendance: 1:A, 2:B, 3A.

Mr. Peter Bailey

119 Port Rd, Mt Barker, SA 2463

Organization: Food Holidays

- Can only attend day one
- Will attend gala dinner
- Requires accommodation
- Workshop attendance: 1: b, 2:b.

Mr. John Pettigrew

284 Lincoln Close, Seaside, SA 2657

Organization: South Coast Tourism

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TOUR SERVICE – III
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- Will attend both days
- All functions, tours
- No accommodation
- Allergic to seafood
- Workshop attendance: 1:b, 2:a, 3a

Ms Lorraine Orr

12 London Ave, West Datt, WA 4574

Organization: WA Food Tours

- Will attend both days, not the gala dinner
- Requires accommodation
- Workshop attendance: 1:a 2:b 3:b

Miss Louise Crosser

14 Path away Ave, Dumas, NSW 3254

Organization: Crosser Wines

- Will only second day
- No accommodation
- Workshop session: b