Learning Activity Sheet for TechPro FCS-Events Management Services

Quarter 1

Lesson

4

Learning Activity Sheet for Events Management Services Grade 11/12
Quarter 1: Lesson 1

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Learning Area:	Events Management Services	Quarter:	1
Lesson Exemplar No.:	4	Date:	
Lesson Title/ Topic:	**Preparing SOAR Analysis for an Event Proposal** Audience Analysis and Target Market Brainstorming Techniques for Generating Event Concepts		
Name:		Grade & Section:	

I. **Activity No. 1: Event Snap Recall**

II. **Objective(s):** At the end of the activity, you should be able to identify the importance of a clear theme or concept in event planning and understand how it contributes to the success and memorability of an event.

III. **Materials Needed:** pen and paper

IV. **Instructions:**

1. List 3 events you attended or helped organize (e.g., birthday, seminar, fiesta, sports day).

2. For each event, write and answer the following:
   o The theme or concept of the event
   o What made it memorable or successful?
   o How the theme influenced the event's setup or activities?

3. Group Sharing: Share insights and reflect on how a clear concept/theme helped the event succeed.

V. **Synthesis:**

1. How does having a clear theme or concept contribute to the planning, execution, and overall impact of an event?

   _____
   _____
   _____

2. How did you find the activity? Can you share your experience?

   _____
   _____
   _____

<p align="center">**LEARNING ACTIVITY SHEET**</p>
<p align="center">**(Prior Knowledge)**</p>

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I.   Activity No. 2: Event Theme Puzzle

II.   Objective(s): At the end of the activity, you should be able to understand the different components of event planning by identifying and categorizing elements into themes, concepts, and execution/proposal components.

III.   Materials Needed:

1. Prepared Word Cards
2. Category Labels or sheets
3. Pens and Paper

IV.   Instructions:

1. Prepare cards with random words or elements (e.g., "Masquerade Ball," "Youth Empowerment," "Corporate Social Responsibility," "Garden Setup," "Digital Invitation").
2. In groups, you will categorize each card under:
   o Event Theme
   o Event Concept
   o Event Execution/Proposal Element
3. Your group will justify the classification.

V. Synthesis:

1. What challenges did your group face when deciding how to classify each card, and how did you resolve them?

   _____

   _____

   _____

2. Why is it important to clearly distinguish between a theme, a concept, and execution elements when planning an event?

   _____

   _____

_____

LEARNING ACTIVITY SHEET
(Establishing Purpose of the Lesson)

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I. Activity No. 1: Guess the Audience

II. Objective(s): At the end of the activity, you should be able to connect visuals with audience profiling and highlights its importance.

III. Materials Needed:

1. Paper and pen
2. Event images

IV. Instructions:

1. Select 3–4 displayed images representing different types of events.
2. Discuss each image by answering the following questions:
   ●Who do you think this event is targeting?
   ●What clues gave it away? (Consider decorations, venue, audience shown, activities, etc.)
   ●Why is it important to identify the target audience before planning an event?

V. Synthesis:

1. How did analyzing the images help you understand the importance of knowing your audience in event planning?

   _____
   _____
   _____

2. How can understanding your audience help you make better decisions about a theme, venue, marketing, and activities for an event?

   _____
   _____
   _____

LEARNING ACTIVITY SHEET
(Establishing Purpose of the Lesson)

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I. Activity No. 2: Audience Matching Game

II. Objective(s): At the end of the activity, you should be able to understand the importance of audience profiling in event planning by matching specific events to appropriate target audiences, and to develop their ability to justify planning decisions based on audience needs and characteristics.

III. Materials Needed:

1. Paper and pen
2. Event description cards
3. Audience profile cards

IV. Instructions:

1. You will receive two sets of cards:
   - Event Cards – each describes a different type of event.
   - Audience Profile Cards – each describes a specific group of people.
2. Work together to match each event card with the most appropriate audience profile card.
3. For each match, discuss and write down your justification:
   - Why does this audience suit the event?
   - What features of the event match the needs or interests of the audience?
4. Once all matches are made, be ready to share your answers and reasoning with the class.
5. After the sharing, we will have a class discussion on:
   - Why knowing your audience is important before planning an event.
   - How audience profiling affects event success.

V. Synthesis:

1. How do audience characteristics (such as age, interests, or profession) influence the details of an event?

_____

_____

_____

2. How can proper audience profiling help improve the success and impact of an event?

_____

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LEARNING ACTIVITY SHEET

(Presenting Examples)

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I. Activity No. 1: Client Persona Creation

II. Objective(s): At the end of the activity, you should be able to create a detailed client personas based on a sample event brief, enabling them to better understand how audience characteristics influence event planning decisions.

III. Materials Needed:
   1. Printed handouts of sample event brief
   2. Manila paper and marker

IV. Instructions:
   1. Form a group as assigned by your teacher.
   ● Your group will receive a sample event brief. For example:
      "A company wants to launch a new organic skincare product."
   2. Based on the event brief, your group will create 1–2 audience personas.
      Each persona should include:
   ● Name
   ● Age
   ● Occupation
   ● Interests and lifestyle
   ● Needs and expectations related to the event
   3. Present your persona(s) using either:
   ● A creative poster (using manila paper or art materials)
   4. In your group presentation, explain:
   ● Why your persona is a good target audience for the event?
   ● How understanding this persona can help in planning a successful event?
   5. Be prepared to share your ideas with the class and answer any questions.

V. Synthesis:

1. How did creating a client persona help you better understand the needs of a target audience?

   _____

   _____

2. What challenges did your group face while developing realistic and specific personas?

   _____

   _____

LEARNING ACTIVITY SHEET
(Presenting Examples)

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I. Activity No. 2: Mind Mapping for Concepts

II. Objective(s): At the end of the activity, you should be able to organize your group's ideas for planning an event by creating a mind map that covers key event elements.

III. Materials Needed:

1. Manila paper and marker

IV. Instructions:

1. Form a group at least 5 members.
2. Your group will start with a central topic written in the center of your paper. Example: "Youth Empowerment Event"
3. From the central topic, create branches for the following five key areas:
   - o Venue (Where will the event take place?)
   - o Theme (What is the main message or concept of the event?)
   - o Activities (What will happen during the event?)
   - o Target Audience (Who is the event for?)
   - o Sponsors/Partners (Who can support or fund the event?)
4. Add more details and sub-ideas to each branch. Be as creative and specific as possible.
5. Use colors, drawings, or symbols to make your mind map engaging and easy to understand.
6. Once your group completes the mind map, prepare a short presentation (2–3 minutes) to explain your ideas to the class.

V. Synthesis:

1. How did the process of mind mapping help your group organize and expand your event ideas?

_____

_____

2. Why is it important to consider all the elements (e.g., target audience, sponsors) early in the planning stage of an event?

_____

_____

LEARNING ACTIVITY SHEET
(Developing Mastery)

Learning Area:	Events Management Services	Quarter:	1
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I. **Activity No. 1: Target Market Profile & Event Concept Creation**

II. **Objective(s):** At the end of the activity, you should be able to create relevant and engaging event concepts using visual planning tool like mind maps or mood boards.

III. **Materials Needed:**

1. Reference sheet or brief
2. Manila paper and marker

IV. **Instructions:**

1. Choose an event type.
2.

V. **Synthesis:**

1. How did the process of mind mapping help your group organize and expand your event ideas?

_____

_____

2. Why is it important to consider all the elements (e.g., target audience, sponsors) early in the planning stage of an event?

_____

_____

LEARNING ACTIVITY SHEET
(Developing Mastery)

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I. Activity No. 2: Target Market Role Play: "Pitch the Event"

II. Objective(s): At the end of the activity, you should be able to practice tailoring events to specific markets.

III. Materials Needed:

1. Role cards
2. Event planning worksheets
3. Paper and pen

IV. Instructions:

1. You'll be divided into small groups. Each group will receive a **role card** that identifies a specific **target market** (e.g., millennials, corporate executives, retirees).

2. Work together using the event planning worksheet to design an event that would appeal to your assigned target market. Think about:

   ● Event type (e.g., concert, retreat, workshop, gala)

   ● Theme or concept

   ● Pricing (what your market can afford or is willing to pay)

   ● Venue/location (where it would be held)

3. Work together using the event planning worksheet to design an event that would appeal to your assigned target market. Think about:

   ● Why this event fits your target market?

   ● How it meets their needs or interests?

   ● What makes your event creative, unique, or valuable?

V. Synthesis:

1. What strategies did your group use to make the event appealing and relevant to your target market?_

   _____

   _____

   _____

2. What did you learn about the importance of knowing your audience when planning an event? How might overlooking this step impact an event's success?

   _____

   _____

   _____

LEARNING ACTIVITY SHEET
(Finding Practical Application)

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I. Activity No. 1: Client Brief to Concept Pitch: Know Your Market

II. Objective(s): At the end of the activity, you should be able to interpret client needs, analyze and define a target market, and design a tailored event concept that aligns with audience preferences—culminating in a professional pitch that demonstrates strategic event planning and market insight.

III. Materials Needed:

1. Client brief sheet
2. Paper and pen

IV. Instructions:

Scenario:

You are a junior event planner at a small but growing event management company. A client approaches your team with a general idea for an event but no clear vision of the target market or how to design the event around their needs.

Your task is to analyze the audience, create a target market profile, and propose a preliminary event concept tailored to that market. This proposal will help your supervisor determine if your team should take on the project.

Client Options (choose one or assign randomly):
1. A fitness brand is launching a new energy drink in Metro Manila.
2. A rural LGU planning a youth engagement program.

3. A real estate developer launching a new eco-housing project.

4. A private high school celebrating its 50th anniversary.

5. An online clothing shop targeting Gen Z for a pop-up event.

Step 1: Analyze the Client

- Read the selected client brief and research similar event contexts (15–20 mins).

Step 2: Audience Profiling (Target Market Sheet)

- Identify and document:
  - o Demographics: Age, gender, income, education, profession
  - o Psychographics: Interests, values, lifestyle
  - o Behavioral patterns: Event attendance habits, buying behavior, media preferences

Step 3: Persona Building

- Create a Customer Persona (1 profile per group) that represents the ideal target market.

Step 4: Match with Event Type

- Based on the profile, recommend a suitable event type (e.g., product launch, community fair, workshop).
- Justify your choice based on the persona's needs, habits, and motivators.

Step 5: Mini Pitch Presentation (3–5 mins per group)

- Present your audience analysis, persona, and recommended event type to the class or instructor acting as a "client supervisor."

V. Synthesis:

1. How might the process of creating a customer persona for event planning differ from creating a persona for a different marketing or product development context? What unique considerations apply to events?

   _____
   _____
   _____

2. Beyond the immediate task, how can the skills developed in this activity (interpreting client needs, audience analysis, strategic thinking, and pitching) be applied to other professional or personal situations?

   _____
   _____
   _____

LEARNING ACTIVITY SHEET
(Finding Practical Application)

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I. Activity No. 2: The Concept Lab: Innovate an Event

II. Objective(s): At the end of the activity, you should be able to collaboratively apply diverse brainstorming techniques (Mind Mapping, SOAR Analysis, Mood Board) to analyze a client's brief, generate innovative event concepts aligned with their brand values and target audience, and select the most promising concept for a compelling preliminary pitch.

III. Materials Needed:

1. Client briefs
2. Paper and pen
3. Mood board

IV.   Instructions:

Scenario:

Your event company has been invited to submit a proposal for a unique and high-impact event. The client wants a fresh concept that aligns with their brand values and resonates with their target audience. Before developing a full proposal, you must brainstorm creative directions using multiple methods to arrive at your most promising concept.

Client Options (choose one or assign randomly):

1.   A local café chain launching its eco-friendly coffee line
2.   A sports apparel brand celebrating its 10th anniversary
3.   A tech startup hosting its first community hackathon
4.   A wellness resort promoting its new weekend retreat package
5.   A local government unit aiming to engage out-of-school youth through an annual event.

Step 1: Understand the Client Brief (10–15 mins)

- Your group will read the assigned client brief and identify the following:
  - Brand values
  - Purpose of the event

o   Target audience

Step 2: Apply Brainstorming Techniques (3 phases, 15 mins each)

1.   Mind Mapping

o   Create a mind map with the event goal in the center.

o   Branch out to ideas on themes, formats, venues, activities, and potential partnerships.

2.   SOAR Analysis (Strengths, Opportunities, Aspirations, Results)

o   Use a 4-quadrant template to:

▪   Identify the client's assets and strengths

▪   Spot market trends or unique opportunities

▪   Define long-term vision for the event

▪   Outline desired outcomes (quantitative or qualitative)

3.   Mood Board (Visual Brainstorming)

o   Use magazine clippings, printed images, or digital platforms (e.g., Canva, Pinterest) to create a visual board that expresses the theme, vibe, and aesthetic of the proposed event.

Step 3: Concept Refinement (15 mins)

●   From all brainstorming outputs, select one strong event concept.

●   Identify:

o   Event title

o   Theme

o   Target audience

o   Key features or attractions

o   Why it aligns with client goals

Step 4: Presentation (5 mins per group)

●   Each group presents:

o   Their selected concept

o   Summary of brainstorming outputs

o   Justification for their creative direction

V. Synthesis:

1. How did the Mind Mapping process directly inform or influence the identification of Strengths, Opportunities, Aspirations, and Results (SOAR) in your analysis? Provide a specific example from your chosen client brief?

_____

_____

_____

3. Which of the three brainstorming techniques (Mind Mapping, SOAR Analysis, Mood Board) proved most effective in helping your group understand and integrate the client's brand values and target audience into a unique event concept? Justify your answer

_____
_____
_____

(Evaluating Learning)

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I. Activity No. 1: "Strategic Snapshot"

II. Objective(s): At the end of the activity, you should be able to effectively utilize the SOAR (Strengths, Opportunities, Aspirations, Results) framework to analyze a given client brief, develop a strategically aligned event concept, and articulate its feasibility.

III.   Materials Needed:

1. Paper and pen
2. Client briefs
3. SOAR worksheet/template

V. Instructions:

Analyze a Client Brief: You will be given a client brief describing an event they want to hold. Your first step is to thoroughly understand their vision.

Complete a SOAR Analysis: Using the provided SOAR template, you will break down the client's situation into its Strengths, Opportunities, Aspirations, and desired Results.

Propose an Event Concept: Based on your SOAR analysis, you will write a concise, one-paragraph event concept that strategically aligns with the client's needs and goals.

Step 1: Understand Your Client (Approx. 10-15 minutes)

Read the Client Brief: Carefully read the client brief assigned to you. Pay close attention to:

Who is the client? (Their brand, their mission)

What is the general idea for the event?

Who is their target audience?

What are their overall goals or what do they hope to achieve?

Highlight Key Information: As you read, underline or make notes of important details related to their brand values, purpose of the event, and target audience.

Step 2: Fill Out Your SOAR Template (Approx. 20-30 minutes)

SOAR stands for:

S - Strengths: What are the internal assets, capabilities, or unique advantages the client already possesses? (e.g., strong brand reputation, loyal customer base, expert staff, unique venue, existing technology). Think: What does the client do well or have going for them already?

O - Opportunities: What are the external factors or trends that the client can take advantage of for this event? (e.g., market trends, new technologies, community needs, cultural shifts, potential partnerships). Think: What's happening outside the client that they can use to their benefit?

A - Aspirations: What are the client's future desires, long-term goals, or ideal vision for this event and its impact? (e.g., to become a thought leader, to significantly grow their community, to set a new industry standard). Think: What does the client dream of achieving?

R - Results: What are the specific, measurable outcomes the client wants to achieve from this event? How will they know if it was successful? (e.g., "increase sales by 15%", "attract 500 attendees", "generate 100 media mentions", "improve customer satisfaction by 20%"). Think: How will success be measured?

Be Specific: Provide clear and concise bullet points or short phrases for each quadrant.

Step 3: Write Your Event Concept Paragraph (Approx. 10-15 minutes)

Synthesize Your SOAR: Look at all the information you gathered in your SOAR analysis. Now, brainstorm a creative, yet practical, event concept that directly addresses what you've identified.

Draft Your Paragraph: In one single paragraph (aim for 3-5 strong sentences), describe your proposed event. Make sure to include:

A compelling event title or core idea.

The main theme or focus of the event.

How this concept directly connects to the client's brand values and appeals to their target audience.

Briefly explain how this event leverages the client's Strengths and Opportunities to achieve their Aspirations and desired Results.

Step 4: Review Your Work

Read through your completed SOAR worksheet and your event concept paragraph.

Does your concept clearly flow from your analysis? Is it concise and persuasive?

VI. V. Synthesis:

1. Imagine your proposed event concept successfully achieves the desired Results. How would the information gathered in all four SOAR quadrants be crucial for both planning that success and for proving it to the client afterward?_

_____

_____

_____

2. Beyond simply filling out the template, what was the most challenging aspect of synthesizing the information from all four SOAR quadrants into a cohesive, one-paragraph event concept? What insights did this synthesis process reveal that weren't obvious when looking at each quadrant individually?__

_____

_____

_____

LEARNING ACTIVITY SHEET
(Additional Activity)

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I. Activity No. 1: Mood Board Creation-Bringing Events to Life Visually

II. Objective(s): At the end of the activity, you should be able to effectively translate a given event type and its associated target audience preferences into a cohesive visual representation through the creation of a mood board, demonstrating the desired look, feel, and theme of the event.

III.   Materials Needed:

1. Client brief/s
2. Manila paper and marker
3. Magazines, catalogs or printouts
4. Scissor
5. Glue

V.   Instructions:

Step 1: Understand Your Event Type and Audience (Approx. 5-10 minutes)

- You will assign or you will choose a specific Event Type (e.g., a corporate gala, a music festival, a rustic wedding, a children's birthday party).
- For your assigned event type, think about its target audience.
    - o   Who are they? (Age, interests, lifestyle)
    - o   What are their preferences? (Colors, styles, activities they enjoy)
    - o   What emotions or experiences should the event evoke for them?

Step 2: Gather Your Visual Inspiration (Approx. 20-30 minutes)

You have two options for creating your mood board:

- Option A: Physical Mood Board (Hands-on)
    - o   Gather magazines, newspapers, old books, brochures, or print out images you find online.
    - o   Look for anything that sparks inspiration related to your event's theme, colors, textures, lighting, decor, even sounds or smells you want to suggest.
    - o   Consider images of people, venues, food, fashion, art, nature, patterns, etc.
    - o   Cut out your chosen visuals.

- Option B: Digital Mood Board (Online)
  - Open a digital platform like Canva, Pinterest, or Google Slides.
  - Search for images, color palettes, fonts, and textures online that align with your event type and target audience.
  - Save or pin these visuals to your digital board. Organize them creatively.

Step 3: Assemble Your Mood Board (Approx. 15-20 minutes)
- For Physical Mood Board:
  - Arrange your cut-out visuals on your poster board or large sheet of paper. Don't just paste them randomly; think about composition.
  - Experiment with different layouts until it feels right. Overlap images, group similar elements, leave some white space.
  - Once satisfied with the arrangement, glue or tape everything securely onto your board.
  - *Optional:* Add short keywords or descriptive phrases next to certain visuals to explain their significance.
- For Digital Mood Board:
  - Drag and drop your saved images onto your digital canvas.
  - Arrange them visually to create a cohesive aesthetic. Pay attention to how colors and styles blend together.
  - Use the platform's tools to add text, shapes, or organize your visuals.

Step 4: Prepare Your Presentation (Approx. 5-10 minutes)
- Get ready to present your mood board to the class.
- Be prepared to explain:
  - Your assigned/chosen event type.
  - The target audience you kept in mind.
  - The overall look, feel, and theme your mood board conveys.
  - Why you chose specific images, colors, or elements, and how they connect to the event and its audience.

V. Synthesis:
1. How did your understanding of the target audience's preferences directly influence your selection of specific colors, fonts, or imagery for your mood board? Provide a concrete example from your chosen event type.

_____

_____

_____

2.Beyond just aesthetics, how did the visual elements on your mood board aim to communicate the core "theme" or message of the event?__

_____

_____

_____

Formative Test

Multiple Choice Test

Directions: Choose the letter of the correct answer.

1. What is the main purpose of audience analysis in event planning?

A. To estimate the event budget

B. To examine the characteristics and needs of the people attending the event

C. To book the venue in advance

D. To secure event permits

2. Which of the following is not a key factor in audience analysis?

A. Demographics

B. Geographics

B. Infrastructure

C. Psychographics

3. Why is audience analysis important in organizing events?

A. It ensures the event is profitable

B. It helps identify competitors

C. It guides content, marketing, and engagement strategies

D. It guarantees full attendance

4. What is a target market?

A. A random selection of attendees

B. A general group of people who might hear about the event

C. A specific group with shared traits that the event is designed for

D. All people within the event area

5. What is the final step in identifying your target market?

A. Choose a venue

B. Select the best-fit segment

C. Send out invitations

D. Post event ads on social media

6. In brainstorming, what does "Mind Mapping" primarily involve?

A. Listing random words

B. Creating a collage of photos

C. Starting from a central idea and branching into sub-ideas

D. Writing a script for the event

7. Which of the following is an element of SOAR analysis?

A. Outcome

B. Results

C. Retention

D. Revenue

8. A mood board is mainly used to:

A. Track event expenses

B. Visually represent the style or theme of an event

C. Create a guest list

D. Collect written feedback from the audience

9. What is the ideal first step in brainstorming an event concept?

A. Invite guests

B. Choose a venue

C. Set clear objectives

D. Print event posters

10. Why is it important to generate ideas freely in a brainstorming session?

A. To criticize every suggestion

B. To encourage original and

D. To finalize the event budget early